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United Press news programs for radio

TYPE	TITLE	MINUTES	DAYS
BASIC NEWS	World News Roundup	15	Weekdays, 7 times Sunday, 6 times
	The World in Brief	5	Weekdays, 11 times Sunday, 11 times
	The World in a Nutshell	1	Weekdays, 7 times Sunday, 6 times
SPORTS	Speaking of Sports	5	Mon. through Saturday
	The Sports Lineup	5	Every day
	Great Moments in Sports	5	Mon. through Saturday
	Sizing Up Sports	15	Sunday
FOR WOMEN	In the Woman's World	5	Mon. through Saturday
	Women in the News	5	Mon. through Saturday
	Mainly for Women	5	Mon. through Friday
	Your Home	15	Sunday
HUMAN INTEREST	Names in the News	5	Mon. through Saturday
	Time Out	5	Mon. through Saturday
	In Your Neighborhood	5	Every day
	In Movieland	5	Mon. through Saturday
	Do Tell	5	Sunday
	In Their Own Words	5	Sunday
FARMING	On the Farm Front	5	Every day
	Daily Farm Market Survey	5	Mon. through Saturday
	Rural Roundup	5	Tues. through Saturday
COMMENTARY & REVIEW	Today's United Press Commentary	5	Every day
	Under the Capitol Dome	5 15	Mon. through Saturday Sunday
	Highlights of the Week's News	15	Sunday
	United Press Reporting	15	Sunday
BUSINESS & SCIENCE	Weekly Business Review	5	Sunday
	Tomorrow's Business	5	Friday or thereafter
	Today in Science	5	Monday through Friday

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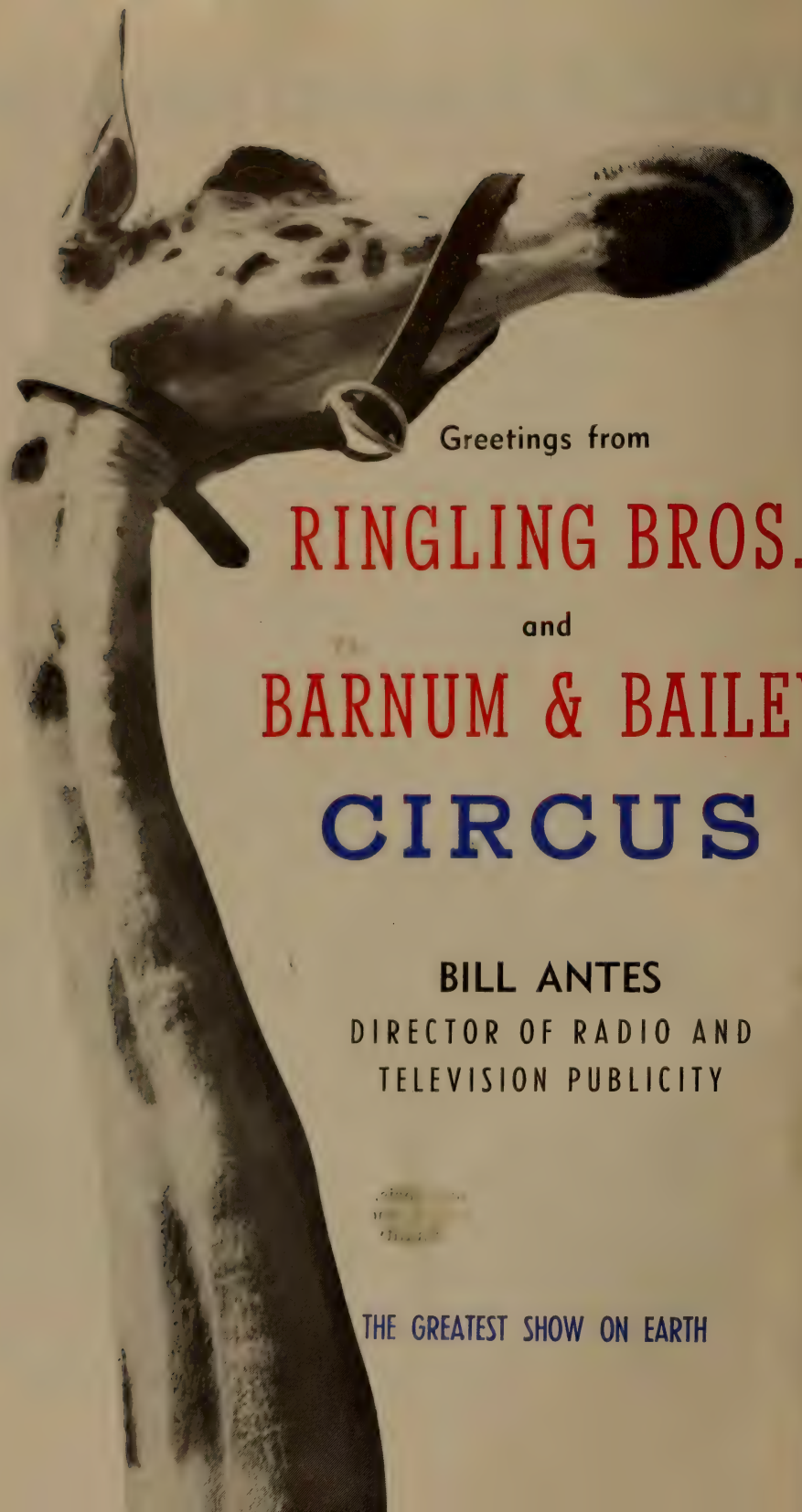
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BILL ANTES

DIRECTOR OF RADIO AND
TELEVISION PUBLICITY

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TEMPO OF DEFENSE EMPHASIZED

SUPPORT OF RADIO-TV VITAL IN 1951 PLANS



By **WAYNE COY**
Chairman
Federal Communications Commission

WITH the tempo of defense preparations being stepped up more and more over the nation, broadcasters are becoming increasingly concerned over the role they may be expected to play in the common effort.

In the background as a constant inspiration is the splendid contribution of broadcasting to the winning of World War II. The radio was always a ready and generous supporter of the scores of informational tasks that had to be done. Many of these services were unglamorous. They were necessary but difficult jobs that had to be done if the energies of the people were to be directed into the most productive channels. Many of the methods devised by broadcasters to present such material with imagination and action-inspiring appeal will forever remain highwater marks of public service by American broadcasting.

Broadcasters fought the war on the homefront by rallying citizens for bond drives, salvage campaigns, rationing, manpower recruitment, blood banks, conservation, victory gardens, civilian defense and many other indispensable measures.

Now when defense preparations are only in their preliminary stages, the patterns of broadcasting's cooperation have not yet been completely spelled out. However, the nation will find the broadcaster ready, able and willing to perform whatever service may be asked of him.

The details of the broadcaster's participation in the defense preparations will, I know, be determined as before in a cooperative manner with the assistance of the industry's leaders. Until formal plans are announced, I suggest that broadcasters generally review the situation in their own communities and determine what might be done immediately without waiting for any SOS from Washington.

How can the broadcaster start today to strengthen his community? How can he without any advice or outside leadership help his listeners to become more responsible and efficient citizens? Is he devoting all the time he should to informing his listeners about the geography, history, and culture of the danger areas of the world? Is he bringing them full, fair and competent discussion of the issues? Is he bringing civic leaders to the microphone to promote understanding between employees and management, between racial groups? Is he keeping his listeners informed about the processes of government so that they can better understand how decisions are arrived at? Is he giving his listeners an opportunity to "sit in" at the [illegible] dramatic sessions of the United Nations? Are there physical defects in the community that ought to be corrected without further delay so that they will not be a drag in an emergency? Is the manpower potential of the community being built up to maximum through adequate technical training in the local school system?

I am sure that checking over such questions will disclose to many broadcasters considerable opportunity to act now towards promoting the national security. In the days ahead, the nation will look increasingly to its broadcasters for this type of leadership.

★ ★ ★ ★ ★ ★



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Royal Canadians

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NUMBER ONE — Personal Appearances

NUMBER ONE — Radio Attraction

NUMBER ONE WITH FANS AND EDITORS

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Publicity: DAVID O. ALBER ASSOC., Gene Shefrin

1950—YEAR OF ACHIEVEMENT

PROGRESS OF INDUSTRY EMPHASIZED IN REPORT



By JUSTIN MILLER
Chairman of the Board
National Association of Radio and Television Broadcasters

NINETEEN HUNDRED AND FIFTY was broadcasting's greatest year. Both radio and television exceeded all previous records of performance; and representatives of the entire industry view the future with confidence and optimism.

While we cannot minimize the impact of the pressures and strains of a nation geared to wartime economy, nevertheless the broadcasting industry is ready and willing to meet the challenge with the same ingenuity, resiliency and dedication to service in the public interest which marked its outstanding record during World War II.

The broadcasters of the country are keenly aware of their obligations and responsibilities during these critical days and they do not take this trust lightly. Theirs is not a "business as usual" attitude. The formation of the Broadcast Advisory Council, shortly after the outbreak of the Korean war, is concrete evidence of the industry's genuine desire to develop ways and means of bringing its tremendous and vital resources into effective coordination with the nation's mobilization and defense program. The Council, which is made up of representatives of all segments of the industry, has met with the President of the United States, members of the Cabinet, the FCC and with top military and civil defense leaders. All have expressed a genuine interest in the Council and have assured us of their deep appreciation for the prompt and voluntary steps taken to unite the industry for fullest cooperation with the government.

Broadcasters are also organizing at the state and community levels so they will be prepared to give all-out aid should disaster strike. Civil defense "networks" have been established in several states; ready to go on the air at a moment's notice to transmit orders, supply information to the people and to prevent panic. Such a program is not achieved without cost—both in time and money—but the broadcasters have voluntarily initiated these activities and are assuming the cost.

Recognizing the vast potentialities of the medium, the Government has classified radio-television as a vital industry, and has given assurance that no greater controls upon it are anticipated than those which were in effect during World War II.

1950 was a year of spectacular achievement for broadcasting. Advertising revenues were the highest in the 30-year history of the industry; programming was better; and audience volume was greater. In the fields of production and distribution, more radio and television receivers reached more people than ever before. The 1950 NAB District Meetings were the most successful ever held and surpassed all previous attendance records.

In the present world crisis, radio and television have a vital stake in the preservation of our freedoms. The confidence of the American people in our vast communications system is not misplaced. The men and women in the industry have long demonstrated their resourcefulness and ability to meet crises and to do what needs to be done. They are ready now to make their greatest contribution toward the preservation of the American way of life.

★ ★ ★ ★ ★ ★

JACK BENNY

RADIO-TV PATTERN—1951

By FRANK BURKE, Editor, Radio-Television Daily



Frank Burke

RADIO regained its commercial prestige during 1950 and television broadcasting moved along at such a clip that stations were using black ink in their bookkeeping.

The rejuvenation of radio came despite the Association of National Advertisers' attempts to force nighttime rate cuts because of the inroads of TV. This revival of listening resulted from the Korean war situation and the declaration of a state of emergency by President Truman. It resulted too from determination on the part of the broadcasting industry to get out and sell the advantages of the medium.

On the TV front the business attainments of 1950 came as a result of the growing audience and the interest of many new advertisers in the sight and sound medium. Almost all of the 107 stations showed a profit and in the single market areas the gross billings exceeded all expectations.

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Just to give you and idea how well radio shaped up in 1950, it is estimated that radio net time sales reached over $453 million, a 6.6 per cent gain over the previous year.

Television time sales for the past year were even more spectacular than those of radio. Net time sales for the past year totaled nearly $84 million compared with $27.5 million in 1949.

●

While the business side of radio and TV broadcasting forged ahead the past year industry leaders moved to effect more efficient organization and NAB became the National Association of Radio and Television Broadcasters. In effecting this reorganization the NAB board was able to bring the Television Broadcasters Association into the fold and launch NAB-TV as the organization representative of the TV broadcasters. In effect this action means the complete reorganization of the industry's association into autonomous radio and television units.

In reorganizing the industry also paved the way for the expansion of the Broadcast Advertising Bureau operations and it is expected that during 1951 this radio and TV service organization will play an important part in increasing the stature of the two mediums.

●

Based on the radio and TV accomplishments of the past year and the prospects for 1951 both radio and TV are in for a most prosperous year. The radio billings both on a network and local level have taken a sharp upturn and nighttime TV programming periods are at a premium.

Turning to TV receiver production it is estimated that between January, 1949 to this January, set circulation has increased 12 times. It is now estimated that TV receivers can be found in over 10,000,000 homes and they entertain and inform an audience of around 40,000,000 Americans.

●

Figures released by R-TMA indicate that during 1950 the total output of TV receivers reached 7,463,800 sets while the radio receiver production was 14,589,000. In 1949 only three million TV sets were produced and the figure on radio receivers was 11,400,000.

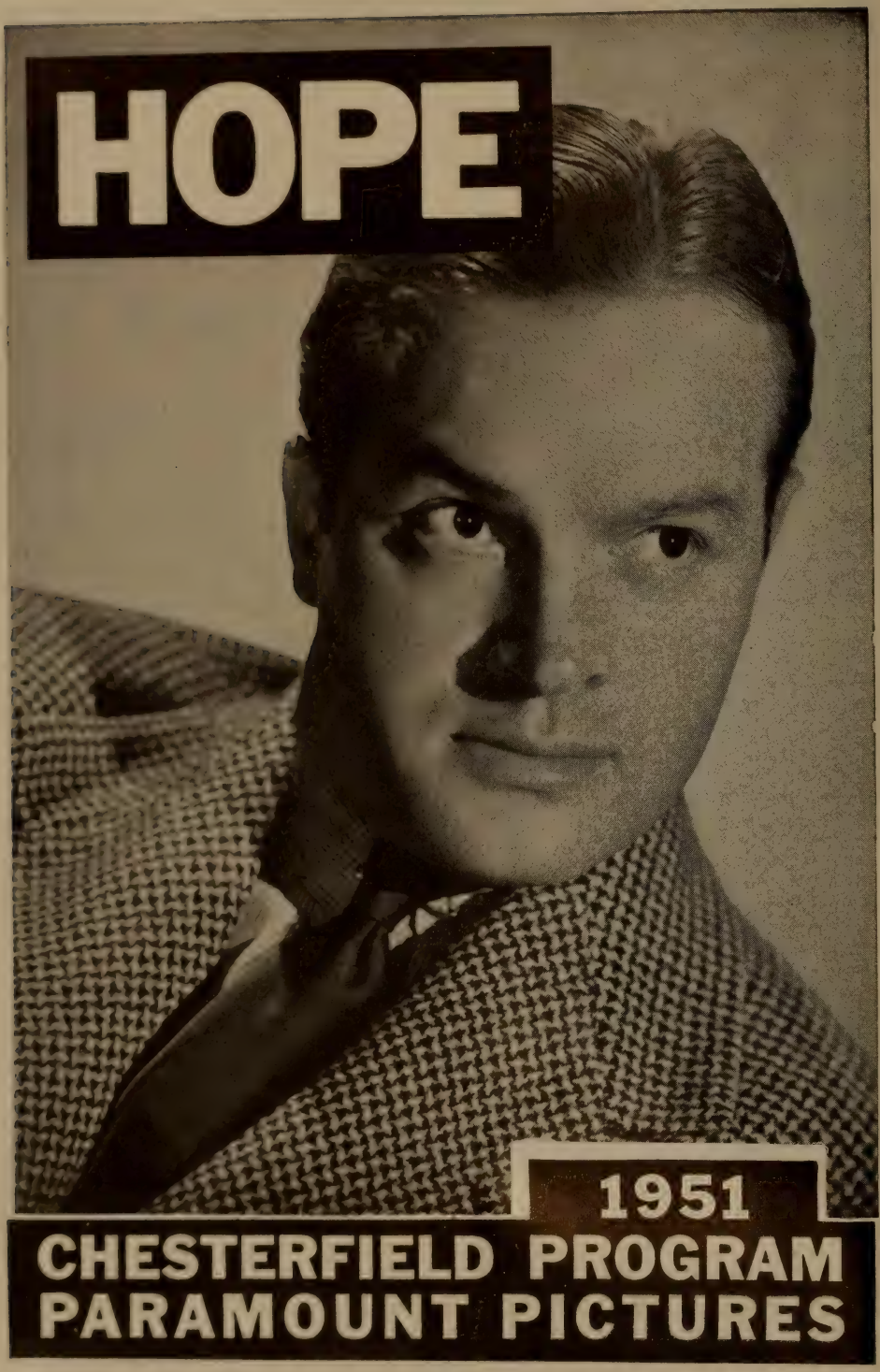
Restrictions on the use of cobalt, nickle, copper and other metals imposed by the government will curtail the production of TV and radio receivers during '51. Just how much this curtailment will be is questionable at this time but manufacturers are forecasting cut backs from 25 to 40 per cent as the year progresses.

●

Broadcasters both in radio and TV are anticipating manpower shortages due to the manpower mobilization by government. It is anticipated that some of the younger men, particularly in the TV field will be drafted, and others will move on to industries offering seemingly more lucrative employment.

The year 1951 although fraught with problems of production, manpower, and administration will be a profitable one for both radio and TV operations. All signs indicate that the tempo of business will continue to grow.

★ ★ ★ ★ ★ ★


HOPE
1951
CHESTERFIELD PROGRAM
PARAMOUNT PICTURES

TEN TOP RADIO-TV NEWS EVENTS OF 1950

Poll of network and station news directors on the 10 *outstanding news events of the past year resulted in the following selections:*

1. **Korean Invasion and United Nations Resistance.**
2. **President's Declaration of National Emergency.**
3. **United Nations General Assembly Sessions.**
4. **President's Announcement on H-Bomb.**
5. **Creation of the North Atlantic Defense Alliance.**
6. **Senator McCarthy's Charges of Communism in Government.**
7. **The Attempt to Assassinate President Truman.**
8. **Fall Congressional Elections.**
9. **Trial of Alger Hiss and Spy Cases.**
10. **Long Island Railroad Thanksgiving Eve Train Wreck.**

Outstanding Broadcasts

NBC—"The Quick and the Dead" Documentary.

CBS—"Challenge of the Fifties" News Review.

ABC—United Nations Coverage.

MBS—"The Joyful Hour."



JACK and LIL KIRKWOOD

"THE JACK KIRKWOOD SHOW"

Mutual Don Lee Broadcasting System

TV READY TO AID DEFENSE

By BRIG. GENERAL DAVID SARNOFF, *Chairman of the Board, RCA*



Sarnoff

DURING 1950, television reached proportions in performance and growth that qualify it as one of America's most promising industries, thereby bringing to fruition the years devoted to research, engineering and planning. As a result the signpost on the road of progress is marked TELEVISION — in black and white as well as in color.

There are about 10,000,000 television sets in the United States and 107 television stations. No new industry ever grew so fast in so short a time. While there are still vast areas of the country served only by sound broadcasting, the appeal of television is so powerful that those who remain out of its range eagerly await its arrival.

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At this time of national emergency, America is particularly fortunate in that since the end of World War II television has been developed to the extent that 40,000,000 Americans now comprise the television audience. This is of tremendous importance to the country since it provides a new medium to supplement radio's vast audience in achieving fullest unity of purpose.

●

The sale of television sets throughout the year contributed to industrial progress and to the pleasures which American families in ever increasing numbers are enjoying.

The rate of television's growth, however, has been slowed by a nation-wide "freeze" put upon the construction of additional television stations. In the public interest it is hoped that the "freeze" will be thawed in 1951 so that television can reach every city, town, farm and school and satisfy the public demand for this new and important service. Hundreds of new television stations await the signal to go on the air.

Television accounted for approximately 75 per cent of RCA's total gross income in 1950. Vision and planning, plus confidence in the service that television could render, enabled RCA to maintain leadership in television. No other organization has contributed as much to the creation or more to the advancement of the new science and art as a service to the American people and an important tool for industry.

●

Color television in 1950 was a revelation and a provocation. As a rainbow arches across the sky after a storm, so television in color broke through one of the greatest tempests of controversy and conflicting opinions.

As creator and leading proponent of a compatible all-electronic color television system, RCA fought to assure its development and approval over the outmoded incompatible mechanical scanning apparatus.

The Federal Communications Commission closed its public hearings in May, and in October adopted an incompatible system as the standard for commercial color television despite the fact that eminent scientists and virtually all of the radio-television industry warned against such a move. The Commission set November 20 as the date when commercial operations were to begin.

●

Acting in the public interest, RCA carried the case to Court and on November 16 the United States District Court in Chicago issued a temporary restraining order which deferred the establishment of commercial color television until further order of the Court.

[In a decision handed down by the Court on December 22, the temporary restraining order was continued in effect until April 1, 1951, or "until terminated by the Supreme Court."]

RCA maintained that the outlawing of its compatible electronic system was indefensible and contrary to the public interest. It pointed out that the FCC Order was "arbitrary and capricious" and unsupported by substantial evidence; that it would bring irreparable injury to the television industry and to the public.

When the RCA compatible system is used, the present owner of a black-and-white receiver deos not need an adapter. nor any change whatever, in his present set to receive color programs in black-and-white. If it is desired to see the programs in color, a converter can be used.

(*Continued on Page* 73)



MR. TELEVISION

RECORD PRODUCTION YEAR

By JAMES D. SECREST. *General Manager Radio-Television Manufacturers Association*



James D. Secrest

THE radio and TV set production record of 1950 may well stand unchallenged for some years to come despite the capacity of the radio-television industry to better it. The reason, of course, is that military requirements for radio and electronics equipment and parts, plus raw material shortages, in all probability will cut heavily into civilian production throughout the national rearmament program.

The year has clearly demonstrated that television has put the industry into the big leagues, industrially, where it is likely to remain. But because of the vital importance of electronics in modern warfare a large share of the industry's productive capacity will be devoted to national defense indefinitely. In the event of an all-out war, all of the industry's resources will be so used.

●

Bearing out this production record, R-TMA has estimated TV receiver production during 1950 at 7,468,800 sets, while radio receiver output was 14,589,000. This estimate was made in February, 1951, with the figures representing production by both member and non-member companies. In 1949, only three million TV sets were produced and the figure for radio receivers was 11,400,000.

In 1950, a total of 8,174,600 radios went into home use; 4,740,600 were for automobiles, and 1,674,000 were portables. December production alone, representing a five week period, aggregated 858,500 TV sets and 1,505,600 radio receivers.

Sales of the sets manufactured in 1950 amounted to about $1.5 billion—a gain of 67 per cent over dollar returns in 1949. Retail sales, of course, were proportionally higher.

●

Several new production records were established by the industry in 1950. Television receiver output was the highest yet and 133 per cent above that of 1949. Radio receiving and cathode ray tubes, as well as most other set components, also were produced at the highest rates yet attained by the industry in civilian production.

Television, of course, was the spur that sped the industry on to its new heights. Its rapid growth and the public's insatiable demand for this new form of home entertainment amazed even the manufacturers, particularly in the face of a two-year-old "freeze" on new TV station construction and considerable public discussion of color television.

Only in the late fall did TV set sales start slipping, due largely to tighter credit requirements, an added excise tax, and higher prices. But it was expected that this decline would be offset by reduced production brought on by material shortages.

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The year 1950 brought a pronounced public demand for larger television screens, with the result that 16 and 19 inch tubes became the standard and smaller sets were diminishing rapidly. RTMA statistics showed that in October more than 90 per cent of TV picture tube sales to set manufacturers were 16 inches or larger. Rectangular cathode ray tubes and tubes larger than 19 inches also were appearing in increasing numbers.

The proportion of radio-TV-phonograph combinations increased substantially in 1950 as the public indicated a growing preference for complete home entertainment in a single unit.

The sharp comeback in radio receiver sales, which began in the fall of 1949, continued throughout 1950 with the result that, despite the heavy television receiver production, the industry turned out approximately as many radio sets as it did in its greatest pre-war year, 1941, well before the days of commercial television.

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Keeping abreast of the industry's progress, RTMA broadened its name to include television, added to its statistics and services, sponsored a series of Town Meetings for television dealers, and otherwise acted to serve the expanding industry.

★ ★ ★ ★ ★ ★

THE WEST COAST'S NUMBER ONE LIVE TV SHOW FOR
TWO AND ONE-HALF YEARS OVER KTLA—PARAMOUNT TELEVISION



THE SPADE COOLEY SHOW

Saturday Evening 8:30-9:30

DECCA RECORDS · SANTA MONICA BALLROOM · EAGLE LION PICTURES · STANDARD TRANSCRIPTIONS
SPADE COOLEY ENTERPRISES · NOW UNDER WALT HEEBNER MANAGEMENT

TV'S PROGRESS IN 1950

By WILL BALTIN, *TV Executive, Columbia Pictures Corp.*



Will Baltin

TELEVISION zoomed into the "billion dollar class" during 1950 and took its place among the top 10 industries in the United States. Considering this was accomplished after only three years of commercial TV development, and with little more than 100 television stations serving limited sections of the nation, the fact of its achievement is all the more staggering. Here's how the TV "picture" shaped up at the dawn of 1951: There were 107 television stations operating in 65 U. S. cities and 34 states, covering 65 per cent of the nation's population, or some 25 million families, who account for two-thirds of the nation's retail sales.

•

Forty-eight cities were interconnected for network TV programs via coaxial cable and microwave relay facilities. Forty-one of these cities were serviced through Bell System common carrier operations and seven by private relays. Network programs were fed for the first time southward to Greensboro, Charlotte, Atlanta, Birmingham and Jacksonville, and westward to Davenport, Ames, Kansas City, Omaha and Minneapolis.

•

More than 7,500,000 television receivers were produced during 1950, with production running as high as 800,000 a month during the latter quarter of the year. Retail value of these receivers was said to exceed $1.5 billion.

•

Advertisers flocked to the new medium in tremendous numbers. During the final quarter of 1950, 4,500 advertisers were using TV, with network billings for the year estimated at $75,000,000 to $80,000,000, while total billings, including local and spot business, exceeded $100,000,000.

•

Employment in all facets of television soared to close to 200,000 according to available figures. TV stations and networks accounted for 5,600; receiver manufacturers over 90,000; distributors and retailers 60,000 and service technicians 42,000. Not included in the total are talent firms, program packagers, film makers and independent producers.

•

Color television became one of the most widely-discussed issues in the television industry when the Federal Communications Commission authorized commercial transmission of the CBS field-sequential system. The authorization was temporarily halted by a court order, following filing of a suit against the F. C. C. by RCA.

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Two new systems of program transmission were introduced at the year's end, both of which would provide television with a home "box-office." In Chicago, Zenith Corporation experimented with its "Phonevision" system, transmitting motion pictures supplied by several major film companies to 300 test homes. In New York, Skiatron Television & Electronics Corporation aired tests of its Subscriber-Vision scrambling device via WOR-TV.

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The "freeze" on new TV station construction entered its third year in October, with indications it would end during the late summer of 1951. It was feared, however, that world events, having precipitated a national emergency, might delay TV expansion during 1951.

•

Within two years—from January, 1949, to this January—television receiver circulation had increased twelve times. This means that across the Nation today, television brings its magic charm into 10,000,000 homes to entertain and inform an audience of approximately 40,000,000 Americans.

★ ★ ★ ★ ★ ★



PICTURES — TELEVISION — RADIO — RECORDS

AND

JIMMY DURANTE MUSIC PUBLISHING CO., INC.

MANAGEMENT:

WILLIAM MORRIS AGENCY

NEW YORK — CHICAGO — HOLLYWOOD

ADVERTISING EVALUATION

By FREDERIC R. GAMBLE, *President, A.A.A.A.*



Frederic R. Gamble

A YEAR ago this time, broadcasting and the rest of American business were facing a normal buyer's market. Now we face a mobilized economy, with little certain except uncertainty.

We can feel certain, though, that advertising will continue to be used and needed.

Some companies may even be able to step up their output and their advertising. Others will have shortages to contend with, and will need advertising to keep their brand names alive and respected and their distribution channels intact. Advertising will also work in the public service, on campaigns such as those of the Advertising Council.

●

There is growing recognition of the fundamental role of advertising in advancing our economy and helping to keep it healthy. Secretary of Commerce Sawyer, for instance, has consistently maintained that a strong American economy is the last hope of the world, and that advertising people have a vital role to play in keeping that economy strong.

We can be sure, also, that radio will have an important role, as a great mass advertising medium. The current estimates of more than 41,000,000 U. S. radio homes, and the upsurge in national spot sales, make it clear that radio is continuing to score its gains.

And television will continue to move ahead — even though there may be some delays, due to the FCC freeze, to the problems of color television, to shortages of vital materials and to cost adjustments — to become a new and powerful national medium.

In these years of responsibility and uncertainty and adjustment, it should benefit radio and television people to look to the fundamental structures of advertising in this country.

Many of these people have come to broadcasting from other lines of business — the number of radio stations has doubled since World War II, and nearly all of our 107 television stations have been built since then — so that broadcasting may have special indoctrination problems.

Yet all of these people need to understand advertising. For broadcasting has no other source of income but advertising, and all its people are dependent on advertising in the final analysis.

As part of this, they will want also to understand the advertising agency. Over the years, the agency has proved itself as the skilled and productive source for national advertising in the U. S., responsible for a larger and larger part of stations' advertising volume and, in many cases, for most of their net profit.

●

Let me suggest two things, then, that I think forward-looking broadcasting people will want to know more about:

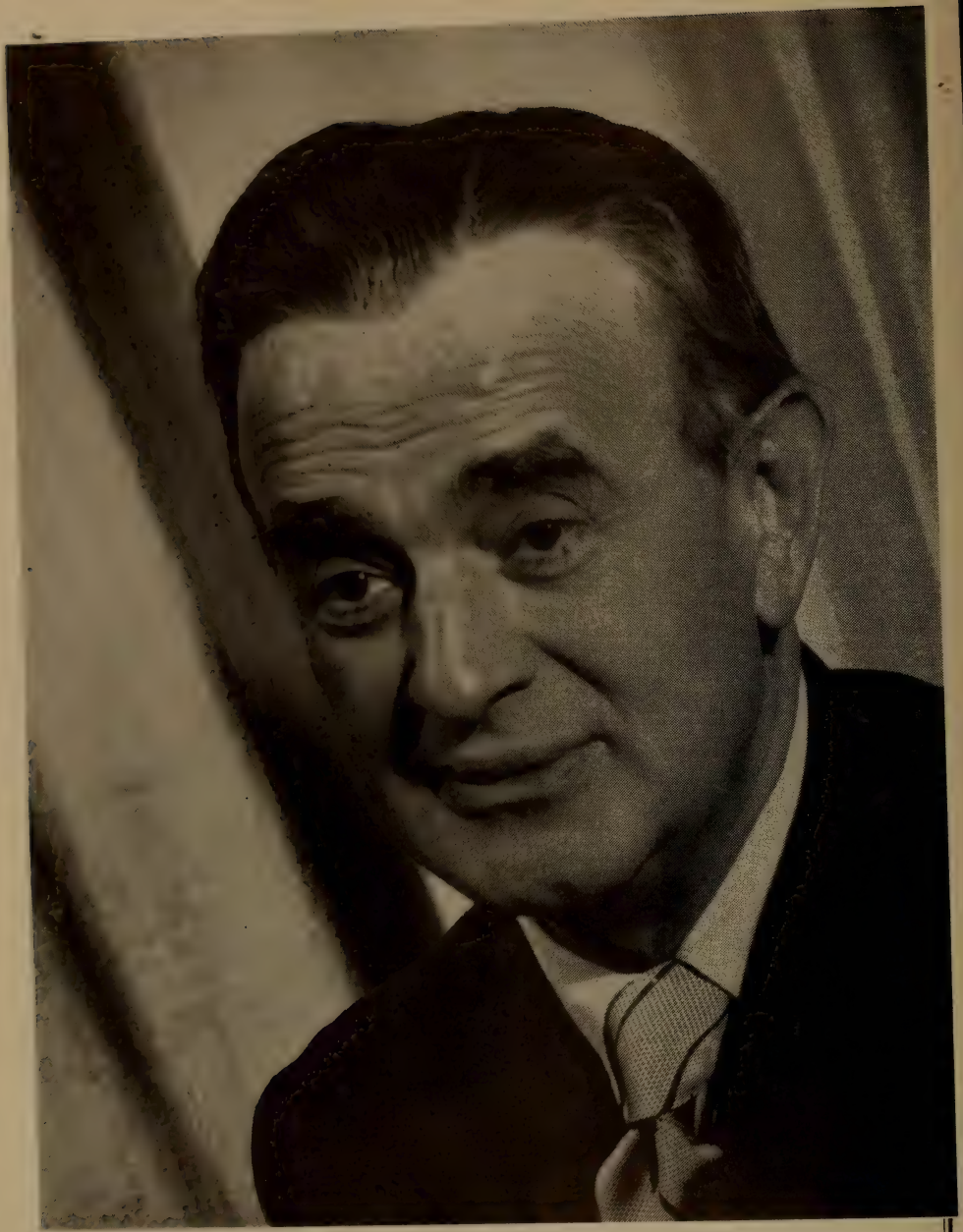
First is the need for sound principles of advertising agency *recognition.*

It is in the broadcaster's interest to insure as high quality performance as he can by the agencies with whom he does business. These agencies are responsible for the success or failure of their clients who use the station. When the agency is able, the broadcaster is helped; when it is weak, the broadcaster is almost sure to be hurt. For a successful advertiser is the station's best prospect for tomorrow; an unsuccessful advertiser is no longer a customer and, more than that, influences others against becoming customers.

Second is the customary 2 *per cent cash discount,* the financial safeguard for national advertising.

The 2 per cent cash discount is the payment stimulus allowed by media, who figure on it when setting the card rate, so that it does not come out of net revenue. It is passed along by the agency to the advertiser, who deducts it from his bill when he earns it by paying promptly. This leads advertisers to clear and pay advertising invoices ahead of other bills and puts agencies in funds to pay media by their due dates. It holds down credit losses, by giving agencies warning if the advertiser passes the discount date.

★ ★ ★ ★ ★ ★



Max Liebman

Producer-Director

"Your Show Of Shows"— WNBT

C. A. B. MEMBERSHIP HITS PEAK

By MALCOLM NEILL, President, Canadian Association of Broadcasters



Malcolm Neill

THE Canadian Association of Broadcasters entered 1951 with the largest and strongest total membership in its history. The Association now embraces 102 of the 125 privately owned stations in Canada; and has additionally 26 associate members.

During the past year, the Association presented highly detailed submissions on private radio's case to the Royal Commission sitting in Ottawa. This effort was the most complete and detailed analysis of the present broadcasting situation and problems ever to be compiled. Officers and officials of the Association accompanied the Royal Commission on its tour of Canada and assisted individual stations in making their presentation.

Interests of member stations were protected at the NARBA Conference in Washington by Mr. George Chandler, of Vancouver, the Chairman of the Association's Technical Committee, and Mr. W. J. Bain, OBE, formerly of the Department of Transport, who was specifically engaged for this purpose.

●

Near the end of the year, some concern was caused by the appearance of "splinter" groups in the copyright field. Vigorous and detailed effort was required by the Association to protect the interests of its members in this connection.

A new French Language Division was set up with the full support and cooperation of French language broadcasting stations in Canada. A purpose of this Division will be to supply translation of important material to French language stations, so as to make these easily available for broadcast. The Division will also explain to advertisers the value of the French language market in Canada and assist them to utilize it correctly and with maximum impact.

The Sales and Research Division of the Association developed during the past year a new and important pattern of research and comparison which has materially assisted and will continue to assist the sale of broadcast advertising to agencies and advertisers. These new research tools and techniques have aroused very considerable interest in advertising circles, in both Canada and the United States.

During the course of the year Directors and officials of the Association undertook an unusually large number of speaking engagements, presenting the problems of, and the case for, privately owned broadcasting to a substantial number of associations, clubs, societies and groups in virtually every populated center of Canada. Additionally, information was provided to a large number of official, semi-official and commercial publications.

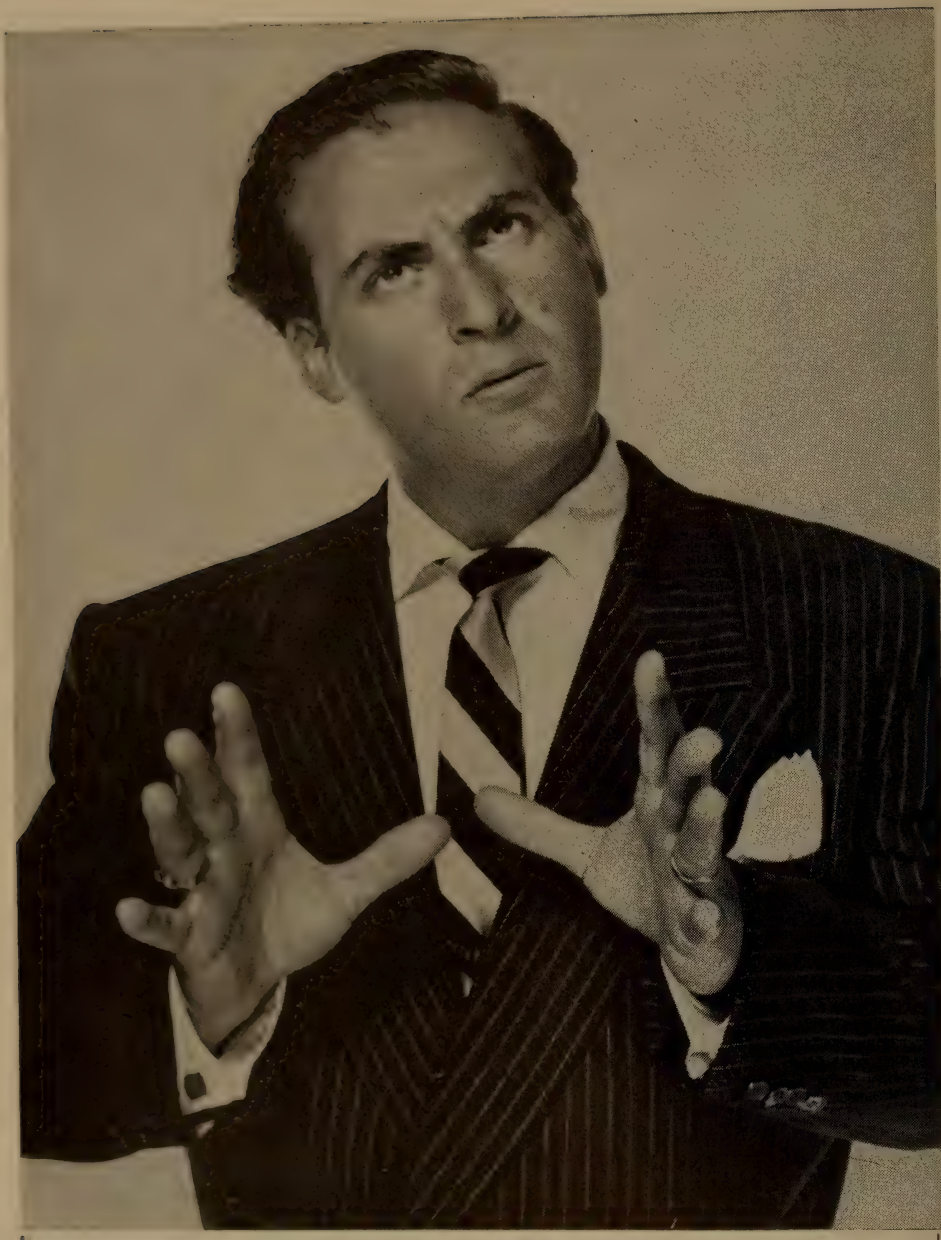
●

The Association initiated and sponsored a move during 1950 to promote authenticated, impartial program popularity research. Plans are now under way to have specific techniques and methods laid down for program popularity research by a tripartite organization, similar to the present Bureau of Broadcast Measurement, or by the Canadian Advertising Research Foundation.

The Association's membership was saddened during the year by the loss of Mr. John J. Gillin, Jr., of WOW, Omaha, Nebraska, who, for many years, had regularly attended Canadian Association of Broadcasters conventions and had achieved a position of unusual regard in the eyes of Canadian broadcasters. Mr. Gillin was referred to as the United States unofficial ambassador to Canada. The Association has now set up a Johnny J. Gillin Jr., Memorial Award to be presented annually to the Canadian station which has performed the most outstanding public service. The first of these awards will be made at this year's annual Meeting—scheduled for February 26 to March 1, 1951, at the Chateau Frontenac, Quebec City.

Regional Meetings were held throughout the country to discuss localized problems, and to permit a more detailed discussion of national problems. The pattern of regional meetings will be extended and enlarged during the current year.

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SID CAESAR

"It's a small world"

YOUR SHOW OF SHOWS

NBC-TV—9-10:30 P. M. Sat.



IMOGENE COCA

"You can say that again"

YOUR SHOW OF SHOWS

NBC-TV—9-10:30 P. M. Sat.



FRED WARING AND HIS PENNSYLVANIANS

RADIO — TELEVISION — CONCERTS — DECCA RECORDS

ONE OF AMERICA'S GREAT ENTERTAINMENT INSTITUTIONS

FAVORITES OF 1950

The top radio and TV editors in 63 markets served by radio and television stations named the following leaders:

RADIO		TV
MAN OF THE YEAR		
JACK BENNY CBS	●	SID CAESAR NBC-TV
WOMAN OF THE YEAR		
EVE ARDEN CBS	●	FAYE EMERSON NBC-CBS-TV
DRAMATIC SHOW OF YEAR		
LUX RADIO THEATER CBS	●	STUDIO ONE CBS-TV
COMEDY SHOW OF YEAR		
JACK BENNY CBS	●	MILTON BERLE NBC-TV
MUSICAL SHOW OF YEAR		
TELEPHONE HOUR NBC	●	FRED WARING CBS-TV
COMMENTATOR OF THE YEAR		
WALTER WINCHELL ABC	●	JOHN CAMERON SWAYZE NBC-TV
DOCUMENTARY OF THE YEAR		
"THE QUICK AND THE DEAD" NBC	●	"CRUSADE IN EUROPE" ABC-TV
QUIZ SHOW OF THE YEAR		
"YOU BET YOUR LIFE" NBC	●	"STOP THE MUSIC" ABC-TV
SPORTSCASTER OF THE YEAR		
MEL ALLEN MBS	●	JIMMY POWERS NBC-TV
CHILDREN'S SHOW OF THE YEAR		
"LET'S PRETEND CBS	●	KUKLA, FRAN & OLLIE NBC-TV
SONG HIT OF THE YEAR		
"GOODNIGHT IRENE" BMI	●	"GOODNIGHT IRENE" BMI

DINAH SHORE MOST POPULAR FEMALE SINGER

By **DR. GEORGE GALLUP**

Princeton, N. J.

Dinah Shore, star of screen, stage and radio, is voted America's favorite female vocalist in a nation-wide survey by the American Institute of Public Opinion.

Besides being singled out as the top favorite of the U.S.A., Miss Shore also enjoys wide popularity in England where she went recently to sing at a command performance before the King and Queen . . .

From coast to coast a balanced cross section of voters was asked:

Who would you say is your favorite female singer?

All names were volunteered by the persons interviewed; no lists were used.

Choices of Age 21-29
—1. DINAH SHORE . . .

Choices of Age 30-49
—1. DINAH SHORE . . .

—Los Angeles Times.



THE TIDE SHOW
for PROCTER & GAMBLE

R C A VICTOR RECORDS

A REVIEW OF RESEARCH

By BILL NOBLE, *Associate Editor, Radio Television Daily*



Bill Noble

RESEARCH in radio and TV audience measurements continued, during 1950, with the familiar words, "coincidental," "recall," "aided recall," "diary" and "automatic"—all useful in the field of measuring the audience, but none emerged as the sole device which would cause the advertising time-buying departments to catch the 5:15 home for an early dinner.

The constant refining of methods, however, which has been going on since the first measurement efforts were made back in the thirties has continued, so that "ratings," "indexes" and whatever other name is used are now established, at least in the time-buyers mind, as indicative that the hour or program has a substantial share of the audience, if noted.

●

With radio having reached what advertisers consider the saturation point, less stress is laid on the number of radio homes or radio families in a given area. The old rule of calling every home with the 0.5 MV/M a primary home, daytime, is still used extensively, while the most recent BMB county figures continue to have a value to the advertiser or agency.

Results of the 1950 Census of Population, published up to now, show the tremendous relocation of our population which has occurred during the past ten years. Researchers, of course, have been cognizant of the fact but once the Government releases the final population figures they can be taken as the basis for projections in the years to come.

As an instance of the shifting of markets during the past ten years, while the nation gained 14.5 per cent in population, 1940-1950, the Pacific Coast States showed gains of 37 per cent in Washington, 39.6 per cent in Oregon and 53.3 per cent in California. On the other hand, three states, North Dakota, Mississippi and Oklahoma actually lost population—and twenty-five other states had gains less than the national increase of 14.5 per cent.

All this adds up to the need of a reshuffling of thoughts concerning markets and their potentials—and also of the ways to reach the buying public.

As a mass medium, radio, now at its saturation point, can give the advertiser the greatest market ever available in the history of communications. Home radios, plus car radios and portables, afford the opportunity for mass impressions never before extended to the advertiser.

Meanwhile, 1950 saw TV surge into the picture as an advertising force to be reckoned with. As of the first of the year there were 10,000,000 receivers in the hands of the public with a potential viewing audience of 40,000,000.

As in radio, research firms sought to "rate" programs as to popularity by the various methods previously employed for the audio medium and while programs in the top brackets were more or less uniform, in the findings, those shows of the lower stratum of the "first ten" or "first fifteen" showed surprising jumps in and out of the select circle, whether by national or city rating.

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A TV program which has had a consistantly high report, week after week, can be considered to be one of the air's popular features. Nevertheless, it is true many shows that never reach the "inner circle" of being reported have substantial audiences. Here, it may be that the attempt to use radio audience reaction techniques has caused a distortion of normal human reporting in "what they saw." It may be that the newer attempts to add up the audience, via the mechanical means now available, will produce satisfactory results.

It must also be remembered that the ownership of a radio set is a fact today—and this goes for individual ownership throughout the family. A TV set, however, is, with only few exceptions, a family ownership partnership, and many programs which can be reported "on" whether by coincidental or through mechanical means do not accurately reflect the wishes of all the persons in the family.

However, both radio and TV seem here to stay. And with the experience of nearly twenty years of research into what people listen to and look at, the simple answer to program popularity still is—GIVE 'EM A GOOD SHOW. Theyll listen or look.

★ ★ ★ ★ ★ ★



FIBBER McGEE AND MOLLY

for

PET MILK

NBC

Tuesday Evenings

U.N. RADIO—NETWORK FOR PEACE

By **PETER AYLEN**, *Director, Radio Division, United Nations*



Peter Aylen

IN Mr. Trygve Lie's 1951 New Year's message to member states of the United Nations, we find this following closing paragraph: "No one can foresee how long the dark and dangerout days through which we are moving will continue. But whatever trials may lie ahead of us, we can be sure that the United Nations goal of a peaceful world will in the end prevail, provided the nations remain loyal to the Charter and to the Organization."

Mr. Benjamin Cohen, Assistant Secretary General for Public Information, has frequently stated that the United Nations will require the fullest measure of support from an enlightened world public opinion. Radio has demonstrated itself during the past five years as perhaps the most effective medium in disseminating United Nations information. Since it is not beset by newspaper shortages, transmission or transportation bottlenecks, foreign exchange scarcities across borders, it reaches millions of the educated and illiterate alike in all languages and dialects.

●

The deepening political crisis and the aggression in Korea inevitably added enormously to the demand for informational material of all kinds about the United Nations, and placed heavy strain on the limited resources of the Department of Public Information. Less than one hour after the first meeting of the Security Council on the Korean question, on June 25th the United Nations Radio began daily newsbroadcasts in Korea, and from then on, through the General Assembly there has been a constant stepping up of radio service of all kinds.

Both in the United States and overseas, United Nations Radio coverage reached an all-time high during 1950. Daily programs were transmitted regularly in 31 languages including Pushtu (to Afghanistan), Urdu (to Pakistan), Tagalog (to the Philippines), etc. These programs including newscasts and feature programs prepared by the various services of UN Radio as follows: English Language Service, European and Middle Eastern Service, Latin American Service and Trans-Pacific Service. The actual proceedings through simultaneous interpretation were broadcast in English, French, Spanish, Chinese and Russian. This was made possible as an emergency service through the generous cooperation of the Voice of America, Radiodiffusion Francaise, the British Broadcasting Corporation, Radio Leopoldville and Radio Australia. A staff of 90 international civil servants, drawn from broadcasting systems of member states, carries on the administrative and production services; with some staff members on assignment in the field, one stationed in Korea at present.

●

U. S. COVERAGE. Year Book readers will be interested to learn that UN coverage continued to expand during the past year. It is gratifying to announce that during 1950 about 1,500 stations, representing five networks and many independent stations, have carried UN daily and weekly programs.

The oldest scheduled program is UNITED NATIONS TODAY (a Peabody Award winner in 1948) which is aired regularly over 150 stations from coast to coast five days weekly, frequently by other stations affiliated with the Mutual Broadcasting System.

Memo From Lake Success, now in its third year, released by the Columbia Broadcasting System, is a weekly 15-minute feature with exclusive interviews or strategic news roundups.

During the spring and summer, the National Broadcasting Company and the Mutual Broadcasting System feature two series of significant documentaries, supervised by Mr. Norman Corwin.

With the inauguration of the Liberty Broadcasting System, another daily series was begun in October, called Spotlight on the UN.

In addition to these network programs, 450 American stations carry a weekly transcribed feature entitled UN STORY.

★ ★ ★ ★ ★ ★



Exclusive Representative:

Ted Ashley

Press Relations:

Gore-Solters Associates

SONG HITS OF 1950

(January 1, 1950 to January 1, 1951)

The 35 song hits with the largest radio audiences are listed below in order of the total ACI points received in the ACI surveys during 1950. (Songs in stage or film productions are indicated. Songs currently active are marked with an asterisk. Songs whose activity began on the ACI Surveys during the Fall of 1949 are noted by the 1949 date.)

SONG TITLE AND PUBLISHER	TOTAL ACI POINTS	NUMBER OF WEEKS IN ACI SURVEY
My Foolish Heart (Santly-Joy)	29,591	28
Hoop-Dee-Doo (E. H. Morris)	22,226	24
*I Don't Care If The Sun Don't Shine (Famous)	22,141	30
*La Vie En Rose (Harms)	22,057	35
*All My Love (Mills)	20,931	23
Bewitched (Chappell)	20,654	25
If I Knew You Were Coming (Robert)	20,277	21
It Isn't Fair (Words & Music)	19,035	21
Third Man Theme (Chappell)	18,038	28
Mona Lisa (Famous)	18,032	25
Music Music Music (Cromwell)	16,620	20
Play A Simple Melody (Berlin)	16,570	23
Dearie (Laurel)	15,694	20
Chattanooga Shoe Shine Boy (Acuff-Rose)	15,590	17
Enjoy Yourself (E. H. Morris)	15,119	26
Sam's Song (Sam Weiss)	15,055	22
Dear Hearts And Gentle People (1949) (E. H. Morris)	15,013	16
*Nevertheless (Chappell)	14,800	19
Old Piano Roll Blues (Leeds)	13,936	23
*Thinking Of You (Remick)	13,931	19
Sentimental Me (Knickerbocker)	13,834	24
*Goodnight Irene (Spencer)	13,761	15
Daddy's Little Girl (Beacon)	13,487	25
A Dream Is A Wish Your Heart Makes (Walt Disney)	13,400	20
*Harbor Lights (Chappell)	13,214	17
Count Every Star (Paxton)	13,162	23
*Sometime (Witmark)	12,887	25
*I Love The Guy (I Love The Girl) (Shapiro-Bernstein)	11,732	19
Candy And Cake (Oxford)	11,715	21
I Wanna Be Loved (Supreme)	11,607	20
There's No Tomorrow (Paxton)	11,590	16
*A Marshmallow World (Shapiro-Bernstein)	11,346	13
*A Bushel And A Peck (E. H. Morris)	11,112	12
Bibbidi Bobbidi Boo (Walt Disney)	10,761	14
Old Master Painter (Robbins)	10,631	11

Best Wishes

Kate Smith

R.E.C.—AN INDUSTRY FORUM

By ROBERT SAUDEK, *President, Radio Executives Club of New York*



Robert Saudek

THE past year has witnessed more controversial issues within the industry than any year since the founding of the Radio Executives Club of New York.

I hope the Club's record for 1950 will measure somewhere near standards set for the organization by the REC's founding fathers back in 1939. At the time the Club was formed its specific aims were to bring the members together to promote better understanding of problems facing the industry, and to provide for the proper dissemination of information pertaining to industry developments.

●

With the invaluable assistance of the Club's officers and Advisory Council, this year the REC has served up to its members factual reports from the principal interested parties on both sides of such controversies as Red Channels and Color Television. It also provided an industry forum on the important role which radio and television are to play in the New York State Civil Defense picture when Gen. Lucius D. Clay, Chairman of the New York State Civil Defense Commission, opened the 1950-51 REC season with a report on the Empire State's plans in the event of an A-bomb attack. Questions from the floor, with direct replies from the guest speakers, gave members a thorough briefing on the primary issues before the industry this year.

●

New departures from old Club traditions were inaugurated in 1950 with the generous assistance and approval of REC members and officers. Attendance at the Club's luncheons this year is running well ahead of average. This, I believe, is partly due to the hearty endorsement the membership has given to the decision to hold these meetings in the Hotel Waldorf-Astoria.

The club took a quick survey on the question of membership at one of its meetings this year and found that on the average every other person at the luncheon was a non-member. This is an optimistic and altogether healthy sign for the REC because it means that so many of its members find the meetings of such major interest that they are inviting their industry friends to our forum. Eventually, it is hoped that these non-member luncheon guests will themselves become full-fledged REC members.

●

Another innovation at the REC this year is the five-minute newscast which opens each luncheon. This is rotated among the networks and independent stations in this area and among the editors of the leading radio, television and advertising journals. Under this procedure a newscaster delivers the latest national and international news and a trade paper editor provides the REC with a quick rundown on the day's developments in radio-television and advertising circles.

Shortly after the Christmas program in 1948, the Radio Executives Club Student Emergency Fund for City College of New York students was established with $1,100. This Fund has been instrumental in rendering financial assistance to worthy students. Since it was set up the Fund has been repaid 100 per cent on all loans it has made. Incidentally, the loan turnover approximates $200 a month. At one point a grateful student repaid his loan together with an additional $20. This has been added to the Fund which now stands at $1,120.

●

I would like the record to show my appreciation of the many who have been so generous with their time and efforts to help the Club advance. This naturally includes the press who generously opened their news pages to us with full and complete coverage of REC meetings, and specifically to *Radio Daily*, for providing space in the paper to advertise each of the Club's meetings. Of those who have cooperated with me to the fullest possible extent, I would single out Claude Barrere, REC's indefatigable Secretary, Jack Brooke, REC's Treasurer, ABC's Jack Pacey, who headed REC's House Committee and Dave Alber, who handled the Club's publicity, for their efforts.

★ ★ ★ ★ ★ ★



EDGAR BERGEN

with

CHARLIE McCARTHY and MORTIMER SNERD

RADIO AND TELEVISION

FOR COCA-COLA

TELEVISION NEWSCASTING

By JOHN CAMERON SWAYZE, *NBC-TV News Commentator*



John C. Swayze

THE other day Mrs. Swayze and I were having dinner with some old friends from Kansas City who had just bought a television set but had not yet had it installed. Said one of them:

"If you don't mind talking shop for a moment, tell us something about how your program is put on."

As I sketched the workings of the News Caravan I mentioned in passing a film of an event which had occurred earlier in the day and had been on that evening's show.

"You mean," the friend interrupted in genuine amazement, "that you show pictures of an event the same day it happened?"

And suddenly it was brought home to me that to many parts of the United States some of the wonders of television are still startling. The East grew up with television. Most of the rest of the country did not. Growing up with it, a person is apt to lose sight of the strides that have been made in the staging of programs for the eye as well as the ear. I remember only a little more than two years ago when NBC started its TV news programs via mobile unit from the news room in the RCA building. What went out then wasn't apt to startle anyone, even if they had never seen TV before.

•

As it moves westward to link up the stations of the nation television more and more is changing the habits of Americans. In the case of the Caravan, for one thing we're doing much to change the eating habits of the populace.

Cartoonist Milton Caniff tells me he and his family now desert the dining room to gather 'round the set to see the news with plates on knees.

Quentin Reynolds says it has altered the dinner hour in his home.

H. Allen Smith says he and his family have become "living room" diners and he sounds the complaint:

"It's changing our diet. You can't eat steak off your lap. We're becoming a family of meat ball eaters."

All this is interesting and I'm happy to have been in on the birth of network television news. But, boys, it's a much tougher racket than radio. As Henry Cassidy, NBC's European news director once said:

"We didn't realize how well we were off with just radio."

Being seen as well as heard requires more of the newsman on camera as well as from the staff that must handle the other multitudinous details. Slipups can be much more embarrassing than on radio, which in this respect was no slouch itself.

•

Currently, the News Caravan is being shown in a limited number of motion picture theaters, which break their regular program to conform with the Caravan's schedule and show it in full on their large screens. It is possible it may eventually be in a great number of theaters. This is a development, an offshoot of straight TV, so new its destiny is still anyone's guess.

Another sidelight on TV news, especially during the Korean war, concerns requests. In many cases members of the audience suddenly saw a husband, son or brother on the screen before them as they watched our films from the battlefront. Naturally, they wrote for a copy. In each case we've been able to furnish a film clip from which any photographer can make an enlarged print.

This is a service which television news departments will probably always be called upon to provide, for even in peace people who see themselves or their relatives on the screen in a parade or wherever are apt to want a copy. Such requests should be filled. Totally aside from the public service, can you think of any better good will builder? And when you lose the good will of your audience the people are no longer your friends. Then look out!

★ ★ ★ ★ ★ ★



RALPH EDWARDS

"TRUTH OR CONSEQUENCES"

Now On

TELEVISION — CBS — Thursdays

And We Are Still On

RADIO — CBS — Tuesdays

Both For PHILIP MORRIS

FUTURE OF TV IN MEXICO

By DON EMILIO AZCARRAGA, Mexico's Leader in Radio, Movies and TV



Emilio Azcarraga

AFTER thirty-five years of paternal dictatorship, old President Porfirio Diaz went into exile. This happened in 1911. At the time, the City of Mexico had a half million inhabitants.

From then on, the ancient Tenochtitlan of the Aztecs has experienced a dizzy growth. Her population has multiplied five fold. Neither the armed struggle of our civil war which lasted many years, nor the political convulsions, nor the radical social reforms, nor the frequent earthquakes have been able to stop its tremendous growth, physically and in spirit. Today, the City of Mexico is a metropolis with a surface area of approximately 400 square miles and a population of two and a half million inhabitants.

To this City of great contrasts, of sumptuous mansions and miserable hovels, but which is capable of offering all the comforts and refinement of modern civilization, comes today the most extraordinary invention of the century: TELEVISION. The immediate question is: What will happen in Mexico?

●

I shall begin by mentioning Radio and Movies, which are the natural allies of Television.

The City of Mexico has thirty different commercial broadcasting stations. Two of these are part of my organization; Station XEW and Station XEQ. All of the thirty stations have plants of good quality and most of them are well operated. However, for many years past, XEW and XEQ have dominated and amassed 85 per cent of the total radio audience in Mexico and these same stations handle 80 per cent of all the commercial programs allocated to Radio. Live broadcasts fill sixteen hours daily in XEW and twelve hours daily in XEQ. More than 300 musicians go in and out of these two stations, every day. Ninety per cent of all radio talent on our stations are Mexican born, and a large number of artists have been with us many years: singers, comedians, producers, dramatic actors, commentators, etc. Nearly all of the Mexican popular music composed in the last 20 years has been promoted and exploited through our microphones. Curiously enough, on the greater portion of the southern border of the United States, these two stations have a greater listening audience in the bilingual towns than any of the American Stations.

All of the above does not mean to imply that we consider ourselves the "intelligentsia" of Radio; but it does make us realize that we must have some fairly good ideas. In quality, not in quantity, our Radio industry does not suffer much by comparison with that of the United States. American Advertising Agencies in Mexico can testify to our high standards.

●

In the Mexican movie industry which, little by little has dominated the Latin American markets and has made incredible gains over Hollywood, Argentina, England, France and Spain, production this year will reach more than 120 films and the box office receipts have also shown a steady increase. Our company is a very large stockholder and director of the Churubusco-Azteca Studios, where 60 per cent of all long feature Mexican films are made. This City is the home of hundreds of motion picture actors, directors, writers, adapters and fine cameramen. In this country we seem to have nearly everything, especially when we speak of arts and crafts, an environment which offers a solution for whatever problem that may arise. Our Churubusco-Azteca Studios have been constructed and equipped without curtailing costs. It is our proud feeling that no better studios exist anywhere.

Even if we seem to sound slightly immodest we can say that we have the "know how" in Radio and Motion Pictures. We know and understand the everyday family life, the psychology, ideals and common beliefs of our Latin American brothers.

●

And now Television is here. It is, of course, the natural continuation of our activities in Radio and the Motion Pictures. I feel that it has become our obligation to the people of my great country.

(*Continued on Page* 73)



JO STAFFORD

CARNATION CONTENTED HOUR
VOICE OF AMERICA

CLUB 15 FOR CAMPBELL'S SOUP
RADIO LUXEMBOURG

COLUMBIA RECORDS

Management:
MICHAEL NIDORF

Direction:
GENERAL ARTISTS CORP.

SPOT RADIO CLIMBING

By FREDERIC W. ZIV, President, Frederic W. Ziv Company



Frederic W. Ziv

THE trend on the part of national, local, and regional advertisers to sponsor transcribed-syndicated shows, continues to grow stronger.

Advertisers in increasing numbers are investing their money in open-end transcriptions because it is by now a proven fact that shows such as "Bold Venture" can accomplish nothing short of miracles for the advertiser who has bought it for his city or region.

In short, "spot" radio is bigger than ever, and growing even bigger.

Why? Because the philosophy of advertisers has become more realistic than ever before. Every dollar spent in radio advertising must have a meaningful purpose. There must be no dissipation of funds.

●

And, having been equipped with a tool such as transcribed-syndicated programming, the advertiser and his agency can now literally make every dollar count. He can select city-by-city, region-by-region the ones in which he has to do the most concentrating. Then, to help him do the job, he can buy a top-drawer program, featuring the nation's greatest entertainment personalities and top production values, and put it on the air in that city or in that region where it will do him the most good.

In other words, it is no longer necessary for him to buy a program which reaches areas of no interest to him whatsoever. Thus, with none of his money wasted in such areas, he is able to get full dollar-for-dollar value from his invested money.

Another tremendously important factor in the continued growth in importance of the transcribed-syndicated industry, has been that the leaders in the field have cut no corners to bring out the finest possible product.

●

The production budget per half-hour show for "Bold Venture," a transcribed-syndicated show, is $12,000. In Humphrey Bogart and Lauren Bacall, this show presents two of the finest and most popular actors in the world today.

This, then, is the trend—spare no dollars to produce the highest caliber show in order to insure that the buyers will be provided with a sure-fire audience puller.

It becomes increasingly clear, as the months go by, that television is not the entire reason for the prosperity of the "spot" radio industry.

It is true that many national sponsors who have put heavy money into television have also put money into "spot" radio to help them do a job in those areas where television does not penetrate deeply enough. It is also true, however, that the "spot" radio industry is standing on its own healthy feet. Advertisers in increasing numbers are buying open-end programs, because the programs themselves are of such high quality that they are a match for, or superior to, other types of programming.

●

Open-end transcribed programs have many advantages, for local and national advertisers alike.

To the local sponsor, such programming affords the opportunity to present big names, such as Guy Lombardo and Humphrey Bogart, or an established character, such as "Boston Blackie" or "Cisco Kid," as his very own in his community. The local sponsor's own sales message is delivered by his own announcer in the open spots left in the program for that very purpose.

To the national sponsor, such programming insures that his prestige will be maintained in the cities and areas in which he is aware he must concentrate more than in others. He is buying a smooth, high-budgeted production, and he is buying a "name" with which to attract listeners. At the same time, he, too, is able to present his open-end show with that personal touch afforded by the local announcer and local promotions.

Both local and national advertisers are moreover buying a flexible tool. They can select the most advantageous time, day, and station and build a big listenership, and get maximum value per dollar spent.

It is precisely because of the plus values of transcribed-syndicated programming that we, the producers, have found our programs increasingly easier to sell.

★ ★ ★ ★ ★ ★



JUDY CANOVA

"THE JUDY CANOVA SHOW"

For

Colgate-Palmolive-Peet

Saturday Evenings NBC

PROBLEMS OF THE DUAL OPERATION

By D. L. PROVOST, *Business Manager, WBAL and WBAL-TV*



D. L. Provost

IT might appear that the dual operator, who is running both a radio and television station, would be Mr. Bayer's largest customer. It doesn't take a CPA to figure two operations should have double the headaches of the single operation. What most people overlook is the fact that while the quantity of problems is there all right, the dual operator has compensating factors in that he has some control over the cause and effect of these problems.

Let's just briefly look at some examples of this in terms of the special problems that confront the single operator. We will start with radio.

●

Radio is faced with skidding rates, traceable in many instances to television competition. Whoever thought the day would come when the highest rated programs would be in the daytime? The radio station owner hears plenty from his clients on this theme. The dual operator gets his ears bent plenty, too, but he is in a more fortunate position. He can look at this situation with more composure because he has nice fat ratings on TV to talk about.

In radio, there has been for the last year quite a turmoil over rates. Of course, Excess Profits Tax and war production may quiet this hubbub. Even if it doesn't settle down all together, however, here again is an example of how the dual operator is in a position to look at this situation more calmly for he has had the pleasant experience of seeing his TV rates move forward.

●

Right here I would like to point out that WBAL is one of those stations which, in the face of uncertain rates and possible loss of audience, has taken a positive approach to this problem. We are developing a merchandising department in order to give our AM clients a helping hand with their products in the grocery, drug and chain stores. This station is developing, and putting on the air, programs which lend themselves to merchandising the sponsors' products. With strong merchandising help, they are getting far more for the money spent with us than they have in the past; more than they would by putting their money on stations which do not offer this service. Sure, our expense is up, but so is our revenue. We have been running ahead of 1949 . . . and this in spite of being in one of TV's most active markets.

From our experience we know when radio goes out and actively helps the clients, through merchandising and promotion, this business has nothing to fear from the future.

●

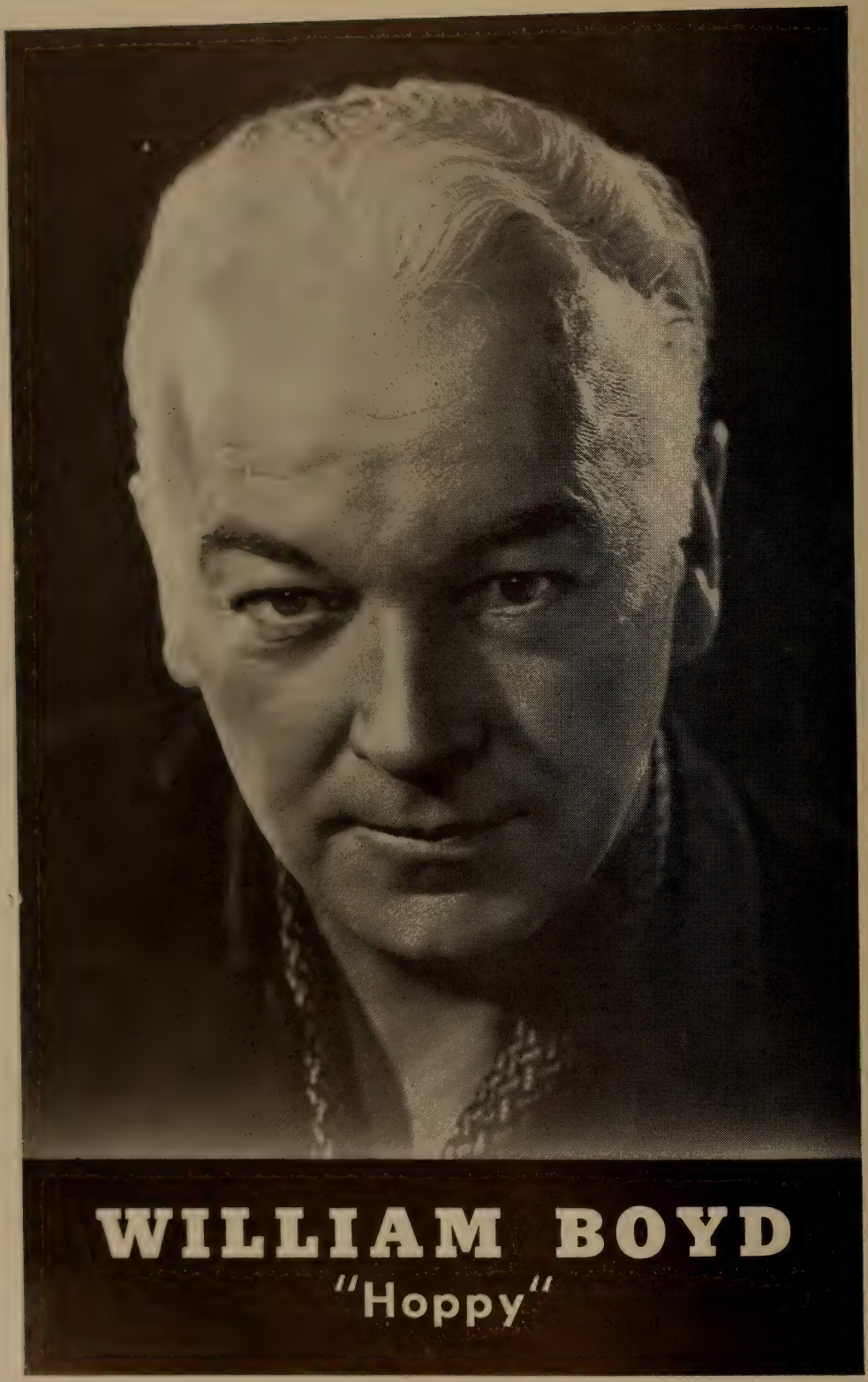
Now let's turn to the problems facing the television operator, who in this lush year grabbed his shirt-tail just in time to keep the whole shirt from going out the window, only to turn around and find the hot breath of the Excess Profits Tax melting his hopes for quickly making up earlier losses. This is no less a problem to the dual operator, but he's got his old reliable friend, radio, to bolster his morale. This Excess Profits Tax comes along at a time when television is caught with high costs . . . while facing drastic set production curtailment. This means no rate increases. While this is a problem to the dual operator, it's another example how he can ride the tide because while TV rates may not move up, the chances are radio rates won't go down. Also, if the advertiser reacts to the current Excess Profits Tax, as he did during the last war, radio revenue should mount.

●

Having touched upon the single operation, let's now look at those problems which are applicable to the dual operation alone.

It would seem the most pressing problem facing us is to make sure that radio does not get trampled on, and does not get kissed off by the sales staff, the program, technical and all other departments, whether these departments are integrated or separated. It is necessary to keep a sharp watch on the physical setup, or one finds suddenly that his television operation, growing like a brush fire, has

(*Continued on Page* 107)


WILLIAM BOYD
"Hoppy"

TV: PAST, PRESENT AND FUTURE

By DR. ALLEN B. Du MONT, *President Allen B. Du Mont Laboratories, Inc.*



Du Mont

TELEVISION'S growth in the years since World War II is best summed up in the single word, "fabulous." Its present status, like that of every industry, is uncertain. It will remain uncertain until the national emergency has been removed. When that happens, television will expand at a rate that will make past accomplishments seem puny. It will quickly become as much a part of our lives as the automobile, the wonder drugs, the airplane and the other miracles of modern science.

The year 1950 saw the production of seven-and-one-half million television sets, a figure no expert would have dared to predict at the start of that year. It also witnessed the number of television stations rise to 107 with 80 stations interconnected and 27 non-interconnected.

This expansion was effected despite new consumer credit restrictions incorporated in Regulation "W" of the Federal Reserve Board, the FCC freeze on the construction of new television stations which seriously cut down the number of new markets for the industry, the confusion resulting from the question of color television and shortages induced by the international situation.

●

The expenditures of associated industries, such as advertising, expanded on a similar scale. Although television does not yet have coast-to-coast networks, it already commands tremendous audiences. During the past year advertisers became increasingly aware of these audiences and eager to sponsor new programs.

A second factor, the tremendous power which TV exerts as a sales force, also helped account for the increased advertising revenues. Radio long ago proved itself as a potent sales tool. But at the beginning of 1950 some advertisers still had to be convinced that television could justify its higher costs through increased sales. Any lingering doubts were easily wiped out during the past year which saw some companies using TV as an advertising medium increase their sales over 35 per cent in TV areas as compared to sales in non-TV areas.

The large scale entry into TV by big advertisers also brought big name stars to TV in large numbers for the first time. While there had been a few stars in the new medium previous to 1950, program budgets as a rule were not large enough to use the top talent of Hollywood and Broadway regularly.

That picture changed radically during 1950. The increased sponsorship has enabled networks to present a wide variety of first class dramatic, musical and comedy programs with topflight talent as guest stars or regular performers.

For the year of 1951, the big problem will be production. The full impact of the defense effort will not be felt until Spring or early Summer. But restrictions on basic materials and shortages of small parts used in receivers already have made it obvious that production will be cut drastically. There will also be fewer technicians left for civilian production because the industry will be concentrating on government work.

Indications are that production in the later part of 1951 will be between 25 and 50 percent of what it was in 1950.

Shortages and increasing costs of basic materials will mean eventual higher prices. But the picture is changing so fast that it is impossible to tell when price rises will come or what they will be. Shortages should not affect sets already in existence because there are sufficient replacement parts for such sets when they need repairs.

●

Where color TV is concerned, recent court and FCC decisions plus demonstration of newly improved all-electronic color, has indicated the instability of the color situation. It will be a considerable time before the question can be settled. The color question for 1951 will be mostly an academic one.

The problems we face in 1951 are not of our own making. They are created by those who are trying to destroy free society. They are our big problem.

The television industry will do its part in helping to settle that problem.

★ ★ ★ ★ ★ ★



ROY ROGERS

"King of the Cowboys"

AND TRIGGER

"Smartest Horse in the Movies"

Radio—Sponsored by Quaker Oats 567 stations Mutual Broadcasting System

Records—RCA VICTOR

Pictures—Republic 13 Years

Commercial Tie-ups
ROHR COMPANY
Hollywood

Exclusive Management
ART RUSH, Inc.
HOLLYWOOD

Publicity Director
AL RACKIN
Hollywood

TV READY TO AID DEFENSE

by

BRIG. GENERAL DAVID SARNOFF

(*Continued from Page* 41)

With an incompatible color system, present set owners would not see any picture unless they installed adapters. Even if an adapter for color reception is installed, the black-and-white picture is degraded from 200,000 to 80,000 picture elements.

It would cost the public approximately $500,000,000 to adapt the 10 million existing sets to an incompatible system. With the RCA compatible system this unnecessary tax upon the public is avoided.

•

RCA is a staunch advocate of color television, realizing its great advantages and potentialities, as well as its psychological effect. That is why RCA has so aggressively pursued every possible phase in all-electronic television development. It has spent millions of dollars in research and engineering in backing its faith in an all-electronic system.

Historically significant was RCA's introduction of the first all-electronic tri-color tube. Upon the face of this tube appear clear television pictures in full color and unlimited in size. It eliminates the mechanical whirling disk. Demonstrated publicly for the first time in March, 1950, this tri-color tube was heralded as an electronic miracle of the age.

Radio and television broadcasters do not enjoy the freedom of other industries. Before they broadcast on the air, they must necessarily obtain licenses from the Federal Communications Commission. Radio, in its advance, has passed through many trials and tribulations, and now television is passing through similar experiences.

•

Because of the uncertainties of the international situation and the great importance of having America fully prepared for any emergency, the radio and television industry, like other industries, is faced in 1951 with restrictions on normal expansion.

The Radio Corporation of America has pledged to the President of the United States its fullest cooperation in the national effort to resist aggression and to help preserve world peace. RCA is "at the ready" with all of its resources, facilities and manpower to do its part in helping the Nation to emerge from the crisis into a new era of peace and prosperity.

FUTURE OF TV IN MEXICO

by

DON EMILIO AZCARRAGA

(*Continued from Page* 65)

We do not know all the potentials of this great art but can only hold up our dampened finger to the wind. Time and experience will teach us. We hope to clasp hands with the peoples of this continent that speak the same language.

TELEVICENTRO, the group of buildings that will house our Television and Radio activities, and which we expect to have ready for inauguration in March or April 1951, will be a great center for the production and distribution of educational and entertainment programs in Television. The total value of our buildings and equipment will amount to three million dollars, or twenty-six million pesos. When completed, we shall have 120,000 square feet of construction.

One of the permanent obligations of all Latins Americans is to be on watch against the old chronic disease of "dictatorships." We must defend Television so that it will not fall into their hands.

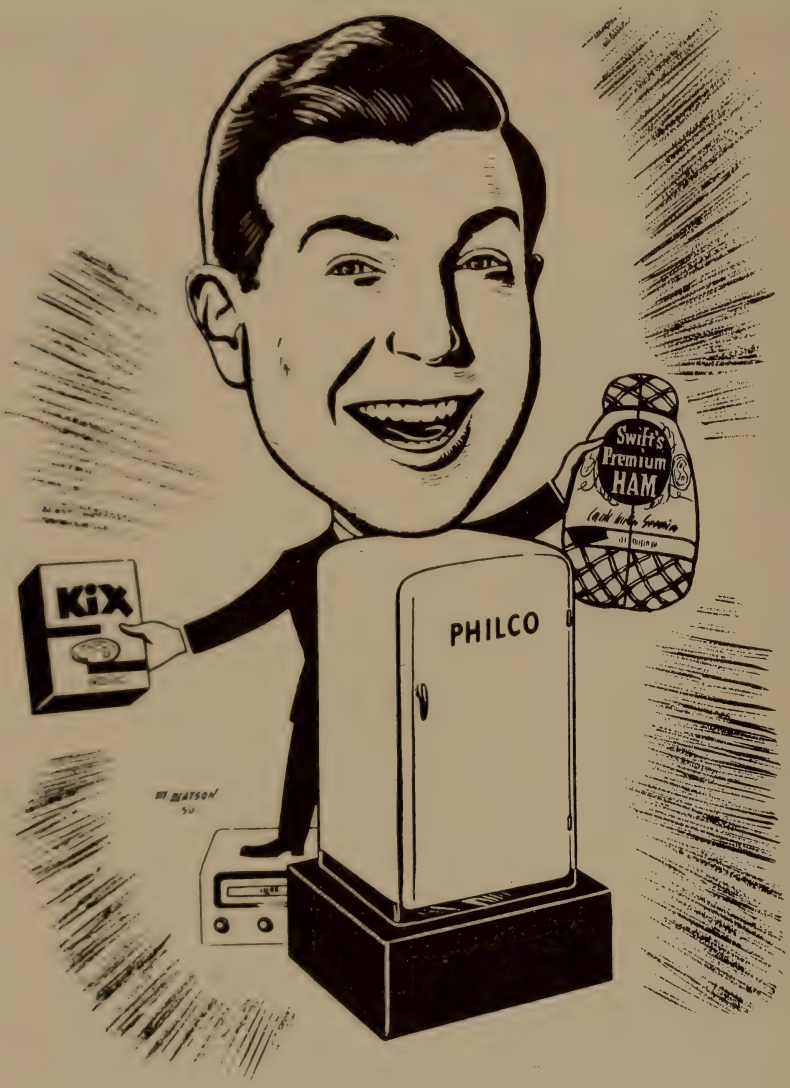
This cannot happen here. Our Government, after a careful study of British and other proposed governmental monopolies, decided that Television in Mexico should be left in the hands of private enterprise. The actual truth is that 98 per cent of our government officials and politicians have never cared to interfere with the Radio, the Press and the Movies. I am sure the same good judgment will apply to Television.

•

The manufacturers of Television receiving sets in the United States should aid Television in Latin America, if they are interested in new and extensive markets. The pioneers of Television, the most progressive and far-sighted should begin preparations for their extension on a large scale to foreign markets. In Mexico we welcome the great contribution to television by the United States.

In Mexico we are willing and ready to accept the task of producing professional Television programs. We are unafraid because we have at hand the necessary talent, the experience and the knowledge of Radio and Motion Pictures.

I have been asked by Radio Daily how I feel about Television in Mexico and this is my answer: I do not feel like an inexperienced bride who is being married for the first time, but like a divorcée who is willing to take the plunge for the third time.



Don McNeill's
Breakfast Club

Monday through Friday
8 to 9 A.M., CST
Sponsored by Swift & Co.
Philco, General Mills

Don McNeill's
TV Club

Wednesday
8 to 9 P.M., CST
Sponsored by Philco

A B C

GROWTH OF TV REVIEWED

By FRANK M. FOLSOM, *President of RCA*



Folsom

TELEVISION'S popularity in 1950 mounted with such expanding vigor that by year-end this new art and industry had outdistanced the progress of all of its previous years combined. As 1951 bowed in, the New York metropolitan area alone had more than 2,000,000 sets with an estimated viewing audience of 8,000,000 men, women and children.

Within two years—from January, 1949, to this January—television receiver circulation had increased twelve times. This means that across the Nation today, television brings its magic charm into 10,000,000 homes to entertain and inform an audience of approximately 40,000,000 Americans.

During 1950, the public backed its appreciation of this new broadcasting service by spending a billion and a half dollars for sets—an amount exceeding by more than 100 per cent its purchases in 1949, television's third and best postwar year. To meet these demands, television manufacturers expanded facilities wherever possible and stepped up production schedules to such an extent that in a single month more sets were made available to the public than during the entire year of 1948.

Theatre television, with giant projections of special events on screens of motion picture houses, began to spread across the country in 1950. Installations of RCA Victor's new system were made in a number of cities, including New York, Boston, Washington, Chicago and Los Angeles. This was believed to form the pioneering basis for an independent theatre television network which would supplement regular film fare with special offerings to attract the public. By year-end one large theatre chain was planning for installations in 71 theatres from Yuma, Arizona, to San Francisco.

RCA Victor's 1950 line of home television receivers led the market in popularity. Eighteen models were offered, including three with 12½-inch picture tubes, eleven with 16-inch tubes and four with 19-inch tubes. During the year, nearly 70 per cent of the total RCA Victor production was devoted to sets with 16-inch tubes, the overwhelming choice.

The greatly enlarged television audience spurred broadcasters to superlative efforts in extending networks and improving programs. For instance, when the present construction plans of the National Broadcasting Company are completed, NBC's investment in television will be between $35,000,000 and $40,000,000. Plans call for the acquisition of more top talent and the start of morning network programming as the number of sponsors increases.

NBC's commanding lead in all phases of television broadcasting is expected to increase as 1951 progresses. The plan is to provide entertainment of such quality and variety that increasing numbers of set owners will be attracted to the NBC network. At the same time, efforts will be made to provide the finest cultural and informational programs.

Among the mammoth tasks of expansion completed by NBC in 1950 was the building of a line-up of talent for programs that could be produced at the rate of a hundred a week. Other tasks included the leasing and transforming of the world-famous Center and Hudson Theaters, in New York, and conversion of three large radio broadcasting studios into suitable locales for the production of the great new television shows.

Television's success in the United States caused progressive groups in a number of countries to begin in 1950 an active participation in the new art. During the year, two television stations were opened in Havana, Cuba, one each in Mexico City and Sao Paulo, Brazil, and plans for a Canadian station were being studied. A third Cuban transmitter is expected to go on the air early in 1951. All of these stations are or will be RCA-equipped throughout.

Expansion of television outside of our borders is of tremendous significance, for it brings closer the day when there can be an exchange of programs, of ideas and culture, to improve understanding between the nations of this hemisphere.

★ ★ ★ ★ ★ ★



PATSY LEE

BREAKFAST CLUB — ABC

DON MCNEILL TV CLUB — ABC-TV

ET LIBRARIES BUILD PROFITS

By A. B. SAMBROOK, Manager, RCA's THESAURUS Sales



A. B. Sambrook

THE radio station that isn't making money from a library service today should investigate and review the highly developed facilities and advanced sales techniques now available to make a transcription service pay for itself.

For all too long, broadcasters have looked upon their library as a source of good music to build fill-in programs for sustaining and participation periods. Sometimes, when a library supplied opening and closing themes by one of its talent groups, "more showmanship and production" could be used as a sales argument to influence local advertisers to sponsor a complete program. But, as a rule, stations felt that music alone was not enough to interest more than an occasional sponsor in paying for a complete program.

With such limitations on showmanship and sponsor appeal, phonograph records became a competing factor of increasing importance . . . and this competition has resulted in the sensational advance, during the past 18 months, toward the new era of big-name, audience building shows and money-making sales from transcription library-built shows.

What are the highly developed facilities and new sales techniques that make a library pay for itself today?

To appreciate the new era in transcription libraries, one has to understand the basic change in the thinking of the producer who now starts to plan his new talent and programming from the concept: "Will the program build audiences . . . sell sponsors . . . make money for the subscribers?"

This new concept, as created by RCA's THESAURUS Library, requires the new talent and program to be test-proved in listener popularity and audience-building power, to be well known to sponsors, ad agencies and to other buyers of radio programs, and to be easy-to-sell.

In producing the show, THESAURUS transcribes opening and closing signature themes identified with the artist, special voice tracks by the master of ceremonies or conductor as well as voice tracks that introduce the featured artists and local announcer. To sell the program, THESAURUS has designed new sponsor-sales tools which provide a more effective sales approach to the prospective advertiser.

The application of this new concept by RCA's THESAURUS is well illustrated by its show, "THE WAYNE KING SERENADE." The Wayne King brand of entertainment has an established following in every home, and the great success story of its sponsors' sale of merchandise and services is known throughout radio advertising circles. THESAURUS supplies subscribers with an especially prepared sales brochure which tells the Wayne King success story to sponsors and sells the program. An especially produced sales audition disc is provided to demonstrate the program and tell the sponsor about the commercial periods for his advertising messages. The audition disc is backed with special publicity and audience-building announcements by Wayne King and featured artists to show the prospective sponsor how his program and broadcast schedule can be given a personalized promotion build-up by the stars of his show.

Commercial jingles, which have proved so successful for local sponsors, mark another development in the new era of transcription libraries. Including Time and Weather jingles, commercial jingles for many types of sponsors are now supplied in libraries, earning added income for the subscriber.

Today, broadcasters agree that a station cannot afford to be without a top-notch transcription library. The big-name, easy-to-sell, audience-building shows and money-making jingles, plus diversified all-around program-building resources, make a transcription library the greatest source of low-cost programs ever available to the radio industry.

In view of developments in the broadcasting field to date, the transcription library retains its programming leadership by paying its own way.

★ ★ ★ ★ ★ ★



JOHNNY DESMOND

"The G. I.'s Favorite Singer"

Singing Star of

"The Breakfast Club"

ABC — Monday through Friday
8:00 to 9:00 a.m., CST

"The Don McNeill TV Club"

ABC-TV — Wednesday night
8:00 to 9:00 p.m., CST

"Johnny Desmond Goes to College"

ABC — Monday night
8:30 to 9:00 p.m., CST

M-G-M Recording Artist

Management
MCA

THE FUTURE OF FILM IN TV

By BILL PARKER, Associate Editor, Radio Annual



Bill Parker

INDICATING a tremendous growth in the use of film in television, a total of 6,500 hours of television programming were film-recorded by the four major TV networks during 1950. By percentages, over fifty per cent of the network programs of ABC and DuMont and over sixty per cent of those of NBC and CBS were being film recorded at the time of this writing. While the experts continue to debate the quality and cost of film production versus live production, the trend continues toward recording on film virtually all network programming with the possible exception of news and sports coverage.

Major reason for the use of film in television is, of course, time clearance, which will undoubtedly become progressively worse until the FCC freeze is lifted. A few examples of the time clearance problem are illustrated by the following shows which are among the tops of their respective networks: NBC-TV's Garroway at Large, carried live to 29 markets and on film to 22; DuMont's Star-Time carried live to 11 markets and on film to 17; CBS-TV's Morton Downey show, live on 15 stations and on film over 21; and ABC-TV's Don McNeil show carried live on 18 stations and on film by 10 stations.

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In addition to the transcribed and kinescoped programs mentioned above, there is also an increasing demand for programs filmed expressly for television. As the quality of filmed packages has become higher while costs have decreased, more and more advertisers the past years have requested that their advertising agencies investigate the feasibility of farming out their "live" shows to TV film producers.

The cost for filmed packages is most often the same as for live shows (as will be shown by the following figures); however, the cost can be varied from considerably less to considerably more. Costs can be made less by the saving in rehearsal time, or they can be made considerably more by the desire of the producers to exploit the versatility of movie production—shooting outdoor scenes and trick shots.

General Mills spent $13,000 per film for the "Betty Crocker Show," $15,000 for "The Irwins," and another $15,000 for "The Lone Ranger" (which was frequently among the top ten in the national Nielsen ratings). "Fireside Theater" was produced at a cost of $14,500 per film for Procter & Gamble. The program was shown over the NBC network in 31 markets and rated "second" place in the national Nielsen ratings several times. "Life With Linkletter" was filmed for Giant Green Peas at a cost of $7,500 per program; "The Gene Autry Show" at $17,500; "Truth or Consequences" at $15,000; "Magnavox Theater" at $22,500; "Stars Over Hollywood" at $10,000; "Smilin' Ed McConnell" at $4,500; "You Bet Your Life" (with Groucho Marx) at $6,000; and "Party Time In Club Roma" at $3,000.

●

Reducing this cost to sponsors, there are many cases in which the sponsors and producers share revenues from subsequent runs of these films, although it is generally customary for the producers to retain the rights alone.

According to an analysis by the Paramount TV Film Network, comparatively few advertisers want or need national coverage. Many more want regional or local coverage. Limited advertising budgets handicap their desire to use TV because they are bound to be dissatisfied with anything less than big-time entertainment. The solution, they say, lies largely in filmed shows—in shared costs—through local sponsorship of a network show or purchase on a spot basis of a syndicated filmed program. Most stations were found to be eager to sell filmed shows to their local sponsors because they, the stations, then receive all the full rate payment for facilities instead of the percentage (usually one-third) that the networks are able to pay them.

In addition, the problem of inadequate cable facilities to serve all the networks may continue with us for some time under wartime material restrictions. Many TV stations will be forced to continue operating on a local basis, thus adding greatly to the role of film in TV.

★ ★ ★ ★ ★ ★



BURR TILLSTROM
WITH
KUKLA, OLLIE and FRAN ALLISON

KUKLA, FRAN and OLLIE

Musical Director ..... JACK FASCINATO
Producer ..... BEULAH ZACHARY
Director ..... LEWIS GOMAVITZ

NBC TELEVISION NETWORK

LONG RANGE ET SELLING

By ROBERT W. FRIEDHEIM, Sales Manager, World Broadcasting System, Inc.



R. W. Friedheim

THE most significant step forward taken by program service firms during the past year, has been our development of full-scale Sales Planning Campaigns.

No longer does our industry merely supply programs and features to member stations. We now consider it our responsibility to plan long-range sales campaigns for our affiliated stations, and to present these campaigns in such a way that each and every one of our member stations will thereby have a more certain way of increasing its revenue.

Thus, we are constantly working out new ideas designed to be of monetary benefit to our stations. Our thinking lies along the lines that not only is it necessary to furnish our stations with programs, features, and ideas designed to satisfy their regular advertiser-customers, but with material so appealing that they can make sales to advertisers who previously had not invested any of their dollars in the radio medium.

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For example, World initiated during 1950 a series of Pre-Christmas, Pre-Easter, Pre-Father's Day, Pre-Mother's Day, and pre-similar gifts occasions campaigns. All of these were designed to make the job of the station easier and more profitable, by providing the station with material for campaigns to last three and four weeks. Such material was designed so that the station could sell an entire campaign to either a single advertiser, or to multiple advertisers.

Thus have program service firms stepped forward. We have exerted every effort to make it to the great advantage of every station in the country to invest in affiliation with a program service firm. We have progressed towards that goal by devising new material enabling easier sales, by maintaining already high standards of quality in our scripts and discs, and, most important, by working out for the stations Sales Planning Campaigns thought out to the very last detail.

The result has quite naturally been that our industry has made many new affiliations and maintained the existing ones during the past year.

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Nevertheless, adding dollars to member stations' income has not been the only function of the program service firms. In the case of smaller stations, particularly, we have helped increase the stations' prestige in their own community by affording them the opportunity to present as local originations programs featuring great stars, such as Lanny Ross, Dick Haymes, Mimi Benzell and others of similar stature.

In the case of the "Forward America" program, the industry was even able to come up with a show which has been endorsed by the Commander-In-Chief of the Veterans of Foreign Wars, and which won one of the Freedom Awards of the Freedom Foundation, due to its patriotic accomplishments!

•

It is hard to evaluate which of our services to stations has been of the greatest benefit to them.

Affiliated stations of program service firms have greatly increased their revenue through long-term sales of fully developed programs, such as "Steamboat Jamboree," "Forward America," and "Homemaker Harmonies."

They have also derived sizeable income from production aids, such as a specially composed baseball song, sung by a large choir, complete with sound effects, designed as the opening or closing signature for a sports broadcast.

They have also significantly increased their revenue through use of planned, long-range campaigns designed to help local advertisers sell merchandise for weeks before traditional gifts occasion, such as Easter or June weddings.

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Whichever of such material has proven to be of greatest benefit to an individual station, the fact is that the station manager has come to realize that his affiliation with a program service firm is an association he cannot afford to be without.

★ ★ ★ ★ ★ ★

TEN YEARS FOR THE SAME SPONSOR



Quiz Kids

MILES LABORATORIES
makers of Alka-Seltzer and
One-A-Day Brand Vitamins
through
WADE ADVERTISING AGENCY
Civic Opera Bldg., 20 N. Wacker Dr.
Chicago

NBC NETWORK

RADIO	TELEVISION
Sunday Afternoons	Friday Nights
3:30 P.M. (EST)	8:00 P.M. (EST)

CREATED AND PRODUCED BY
LOUIS G. COWAN, INC.
485 Madison Avenue, New York 22, N. Y.
8 So. Michigan Avenue, Chicago 3, Ill.

Radio-Television Daily's Almanac of Holiday and Special Events

1951

January

1: New Year's Day (In all States, Territories, District of Columbia and Possessions).
Paul Revere Born (1735).
Proclamation of Emancipation (1863).
Blue Network organized (1927).
2: Georgia Admitted (1778).
3: Battle of Princeton (1777).
William S. Paley is elected president of CBS (1929).
4: Utah Admitted (1896).
5: Stephen Decatur Born (1779).
George Washington Carver Died (1943).
Week of Prayer, first week in January.
6: Carl Sandburg Born (1878).
New Mexico Admitted (1912).
7: Millard Fillmore, 13th President Born (1800).
Electronic system for television, including a dissector tube to scan the image for transmission patented by Philo Taylor Farnsworth (1927).
8. Anniversary of the Battle of New Orleans (Louisiana).
9. Connecticut Ratified the U. S. Constitution (1778).
Connecticut Admitted (1788).
10: Ethan Allen Born (1737).
11: Alexander Hamilton Born (1757).
12: John Singer Sargent Born (1856).
13: Salmon Portland Chase Born (1808).
14: First Written Constitution Adopted at Hartford, Conn. (1639).
15: Mathew B. Brady Died (1896).
17: Benjamin Franklin Born (1706).
Feast of St. Anthony.
18: Daniel Webster Born (1782).
19: Robert E. Lee's Birthday (Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia).
Edgar Allen Poe Born (1809).
20: Inauguration Day. Begun in 1937. To be observed every fourth year from that date by the 20th Amendment to the Constitution.
21: Foundation Day. In the Canal Zone.
Thomas Jonathan (Stonewall) Jackson Born (1824).
23: S. S. Republic collides with S. S. Florida off N. Y. harbor and flashes CQD signal, summoning rescuers proving value of Marconi apparatus in time of disaster at sea (1909).
24: Gold discovered in Calif. (1848).
25: Weather Signs. It is an old belief that the weather of the whole year depends upon this day. "Sun on St. Paul's Day means a good year, rain or snow foretells indifferent weather, a mist means want, while thunder predicts 12 months of wind and death." (Shepherd's Almanack, 1676).
Scotch Poet Robert Burns Born (1759).
26: Michigan Admitted (1837.
General Douglas MacArthur Born (1880).
First A.E.F. landed in Ireland (1942).
Australia Day. Public Holiday in Australia.
FM Broadcasters, Inc., holds first annual meeting in N. Y. with attendance of 750 (1944).
27: Wolfgang Amadeus Mozart Born (1756).
Lewis Carroll, pen name of Charles Lutwidge Dodgson Born (1832).
28: Thomas Edison granted patent on his incandescent light (1880).
29: William McKinley Born (1843).
Kansas Admitted (1861).
30: Franklin D. Roosevelt Born (1882.
31: Franz Schubert Born (1797).
Child Labor Day. Last Sunday in Jan., also the Saturday preceding and the Monday following.

February

1: Victor Herbert Born (1859).
Supreme Court of the U. S., Chief Justice John Jay presiding, held its first meeting (1790).
CQD is adopted as wireless distress call by Marconi Co. (1904).
2: Fritz Kreisler Born (1875).
Ground Hog Day.
Candlemas.
Treaty of Guadalupe Hidalgo signed by U. S. and Mexico (1848).
3: Horace Greeley Born (1811).

A Show With A Great 25-Year Tradition!

★ "Incepted originally by S. L. (Roxy) Rothafel as 'Roxy's Gang'." —VARIETY

★ Carried to great heights by Major Edward Bowes.

★ Now—better than ever!

THE TED MACK FAMILY HOUR

SUNDAYS AT 6:00 P. M. on ABC-TV
SUNDAYS AT 7:30 P. M. on ABC-AM

Produced by
THE MAJOR BOWES STAFF

4: Arbor Day. In Arizona (all counties except Apache, Coconino, Mohave, Navajo and Yavapai).
Charles Augustus Lindbergh Born (1902).
6: Massachusetts Admitted (1788).
Aaron Burr Born (1756).
American Forces Recapture Manila from Japs.
7: Charles Dickens Born (1812).
8: Boy Scout Day.
9: William Henry Harrison 9th President Born (1773).
Nebraska Admitted (1867).
10: Peace Treaty Signed With Spain Ending Spanish-American War (1899).
11: Thomas A. Edison Born (1847).
Daniel Boone Born (1734).
12: Lincoln's Birthday (Alaska, California, Connecticut, Delaware, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri Montana, Nevada, New Jersey, New York, North Dakota, Ohio, Oregon, Pennsylvania, South Dakota, Tennessee, Utah, Virgin Islands, Washington, West Virginia, Wyoming).
Georgia Day.
14: Valentine's Day.
Arizona Admitted (1912).
Oregon Admitted (1859).
15: Destruction of the Maine (1898).
Constitution Day. In the Canal Zone.
Susan B. Anthony Day. Observed in honor of the birthday of the pioneer crusader for equal rights for women. Governors of 33 States and 3 Territories have honored the day by special proclamations.
16: Katharine Cornell Born (1898).
18: Inauguration of Jefferson Davis as President of the Provisional Government of the Confederacy (1861).
19: Ohio Admitted (1803).
Shrove Tuesday (1947). Tuesday preceding Ash Wednesday. Observed as Mardi Gras in Florida (in cities and towns where carnival is celebrated), Louisiana (Parishes of Jefferson, Orleans, St. Bernard, St. Charles, St. John the Baptist, East Baton Rouge), Canal Zone.
Phonograph Patented by Edison (1878).
20: U. S. purchased the Danish West Indies (1917).
21: Beginning of the Battle of Verdun (1916) which ended Dec. 15.
Brotherhood Week. Always includes Washington's Birthday; the Sunday nearest Feb. 22 is Brotherhood Day.
22: Florida ceded to the U. S. by purchase and treaty with Spain (1819).
Washington's Birthday (All the States, Territories, District of Columbia and Colonial Possessions).
James Russell Lowell Born (1819).
23: Johannes Gutenberg Died (1468).
President Calvin Coolidge signs Dill-White Radio Bill, creating Federal Radio Commission and ending chaos caused by industry's wild growth (1926).
25: Enrico Caruso Born (1873).
John Adams appointed first Minister of U. S. to England (1785).
26: William F. Cody (Buffalo Bill) Born (1846).
27: Henry Wadsworth Longfellow Born (1820).
29: Leap Year. The name given to every year of 366 days.

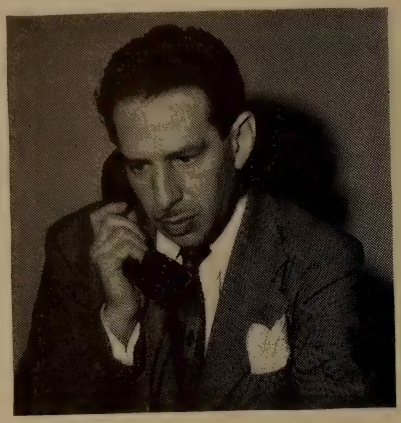
March

1: Nebraska Admitted (1867).
2: Texas Independence Day.
3: Florida Admitted (1845).
First Postage Stamp used in U. S. (1847).
Alexander Graham Bell Born (1842).
4: Pennsylvania Day.
Vermont Admitted.
5: Boston Massacre (1770).
6: Fall of the Alamo (1836).
7: Luther Burbank Born (1849).
Maurice Kavel Born (1875).
Patent granted to Alexander Graham Bell for first telephone (1876).
8: Oliver Wendell Holmes, Jr. Born (1841).
9: Battle of the "Monitor and Merrimac" off Hampton Roads, Va. (1862).
Edwin Forrest Born (1806).
10: Lillian D. Wald Born (1867).
11: Johnny Appleseed, properly John Chapman Died (1847).
The great blizzard in New York City and New England States (1888).
12: U. S. Post Office established by act of Congress (1789).
Girl Scout Day.
13: Standard Time established in U. S. (1884).
14: Albert Einstein Born (1879).
First Trans-Atlantic radio broadcast (1925).
15: Maine Admitted (1820).
Andrew Jackson Born (1767).
16: James Madison Born (1751).
U. S. Military Academy established at West Point by act of Congress (1802).
17: Saint Patrick's Day.
Evacuation Day. In Boston, Chelsea, Revere. Winthrop and Suffolk County.
18: Fast of Esther.
Grover Cleveland Born (1837).
19: William Jennings Bryan Born (1860).
21: First Day of Spring.
22: Emancipation Day (Puerto Rico).
23: Patrick Henry delivered his famous speech (1775).



JACK McCOY

M. C.
of
"LIVE LIKE A MILLIONAIRE"



DON ROSS

writes . . .

"LIVE LIKE A MILLIONAIRE" on NBC
"LIVE LIKE A MILLIONAIRE" on CBS-TV
"BRIDE AND GROOM" on CBS-TV
"YOUR PET PARADE" on ABC-TV

(. . . helps produce 'em, too.)

Look, Ma . . . No sustainers!



JERRY BOWNE

Director

LIVE LIKE A MILLIONAIRE—AM-NBC
Associate Producer
LIVE LIKE A MILLIONAIRE—CBS-TV
YOUR PET PARADE—ABC-TV



IVAN DITMARS

Musical Conductor
of
"Live Like A Millionaire"

25: The Annunciation or Lady Day.
Arturo Toscanini Born (1867).
Greek Independence Day. Greece celebrates its freedom won from Turkey (1827).
Maryland Day.
27: President Washington signed the act creating the U. S. Navy (1794).
Marconi flashes first wireless signals across English Channel (1889).
29: John Tyler Born (1790).
30: Seward Day. Alaska (Not observed by Federal Employees).
31: Transfer Day. In the Virgin Islands.

April

1: All Fools' Day.
2: Sergei Rachmaninoff Born (1873).
U. S. Mint established (1792).
3: First Pony Express riders left Sacramento to ride East and St. Joseph, Mo. to ride West.
Washington Irving Born (1783).
4: Adoption of the present American Flag's design (1818).
5: Elihu Yale Born (1648).
6: Army Day. Observed in New York and some other States by a display of flags and parades.
Easter Sunday (1947).
7: Peary Discovered North Pole (1909).
Metropolitan Opera House Opened in New York (1830).
Louisiana Admitted (1812).
Bell Telephone Laboratories demonstrates wire television between Washington and New York, and radiovision between Whippany, N. J., and New York (1927).
8: Ponce de Leon (1460-1521) Spanish soldier, landed in Fla. near the present site of St. Augustine, Easter Sunday (1513), claiming the land for Spain. The anniversary of the event is observed by the city.
9: Surrender of General Lee (1865).
Bell Telephone Laboratories demonstrate two-way television in which speakers at the ends of a 3-mile circuit see each other as they converse (1930).
10: Salvation Army Founder's Day.
William Booth Born (1829).
Joseph Pulitzer Born (1947.
U. S. Patent System established by Congress (1790).
National Be Kind to Animals Week falls about this date.
11: Charles Evans Hughes Born (1862).
12: Franklin Delano Roosevelt Died (1945).
Halifax Independence Resolution (N. C.).
13: Thomas Jefferson Born (1743).
14: Pan American Day.
S. S. Titanic disaster at sea proves value of wireless (1912).
15: Abraham Lincoln Assassinated 1865).
16: Charles Spencer Chaplin Born 1889).
17: Charter granted American Academy of Arts and Letters (1916.
18: San Francisco Fire (1906).
19: Patriots' Day. (Maine, Massachusetts).
20: Adolph Hitler Born (1889).
21: Easter Sunday (1946).
Anniversary of Battle of San Jacinto (Texas)
22: Arbor Day (Nebraska).
23: James Buchanan Born (1791).
William Shakespeare Born (1564).
St. George Day (English.
Marconi transatlantic American-Europe service opened (1910).
24: First Newspaper Issued in America (1704).
U. S.-Mexican War (1846).
Arbor and Bird Day (Massachusetts).
25: War Declared with Spain (1898).
St. Mark's Day.
Guglielmo Marconi Born (1874).
26: Confederate Memorial Day (Florida, Georgia, Mississippi).
Slavery Abolished in U. S. (1865).
First Shot of War with Germany (1917.
John James Audubon Born (1785).
27: General U. S. Grant Born (1822).
CBS takes leadership in urging plans for post-war television in the higher frequencies (1944).
28: James Monroe Born (1758).
Maryland Admitted (1788).
29: Sir Thomas Beecham Born (1879).
30: Boys and Girls Week always includes May 1.
Louisiana Purchased (1803).
Washington Became First President (1789).
Rhode Island Settled (1636.
Benito Mussolini Executed (1945).

May

1: May Day.
Child Health Day
Labor Day (Canal Zone).
Dewey's Victor in Manila (1898).
2: Stonewall Jackson Fatally Wounded (1863).
National Music Week.
FCC authorized full commercial television (1941).
3: Shenandoah Valley Apple Blossom Festival.
4: Rhode Island Independence Day.
5: Napoleon's Death (1821).
Cinco de Mayo Celebrations (Mexico).
Arbor Day.
6: Corregidor Surrender (1942).
Admiral Robert E. Peary Born (1856.
7: Germany Surrendered to United States, England and Russia (1945).
Lusitania Torpedoed (1915).
Johannes Brahms Born (1833).



GEORGE PUTNAM

AMERICA'S FIRST RADIO NEWSREEL AND TELEVISION COMMENTATOR

Manager:
GERRY GROSS
420 Madison Ave.
PLaza 9-7490

Robert Browning Born (1812).
Plans to spend $1,000,000 for field television tests are announced by R.C.A. president David Sarnoff; tests to start from Empire State Building, N. Y. early in 1936 (1935).

8: V.E. Day (1945).

9: John Brown Born (1833).
Mothers-Day, second Sunday in May.

10: Confederate Memorial Day (Kentucky, North Carolina, South Carolina).
Completion of First Transcontinental Railroad (1869).

11: Minnesota Admitted (1858).

12: Florence Nightingale Born (1820).

13: Mother's Day.
WDRC-FM goes on air under call letters of WIXPW, utilizing Armstrong FM system (1939).

14: Rockefeller Foundation Granted Charter (1913).

15: First regular Air Mail service in the world inaugurated by the U. S. Govt.

17: "I am An American Day" often referred to as Citizenship Recognition Day.
Norwegian Independence Day (1814).

18: World Good-Will Day, formerly Peace Day.

19: First American Confederation of United Colonies of New England (1643).

20: Anniversary of the Signing of the Mecklenburg Declaration of Independence (North Carolina).
FCC gives FM green light authorizing full commercial operation as of Jan. 1, 1941 (1940).

21: Lindberg's Flight to Paris (1927).

22: National Maritime Day.

23: South Carolina Admitted (1788 .

24: First Telegraph Message Sent (1844).

25: Ralph Waldo Emerson Born (1803).

27: Golden Gate Bridge, San Francisco opened (1937).

29: Wisconsin Admitted (1848).
Rhode Island Admitted (1790).
Patrick Henry Born (1736).

30: Memorial Day (In all the States, Territories, District of Columbia and Colonial Possessions, except Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, New Mexico, North Carolina, South Carolina, Virginia and Tennessee).

31: Walt Whitman Born (1819).
The Johnstown (Pa. flood (1889).
Battle of Jutland (1916).

June

1: Kentucky Admitted (1792).
Tennessee Admitted (1796).

3: Confederate Memorial Day (Louisiana, Tennessee).
King's Birthday (Canada).
Birthday of Jefferson Davis (1808) (Florida, Mississippi, South Carolina, Texas, Virginia).

6: American Marines victorious at Belleau Wood, June 6-10 (1918).
Nathan Hale Born (1756 .
D-Day (1944).

7: Daniel Boone Day (Kentucky).

8: Battle of New Orleans (1815).
Children's Day, second Sunday in June.
Regular tv schedule, three times weekly, inaugurated by WGY, Schenectady (1928).

9: Feast of St. Columbia.
Confederate Memorial Day (Petersburg, Virginia).

11: Feast of St. Barnabas.
The Continental Congress appointed John Adams, Thomas Jefferson, Benjamin Franklin, Roger Sherman and Robert R. Livingston to draft a declaration of independence (1776)
Kamehameha, first King of Hawaii. Observed in Hawaii.
Transatlantic radiophoto of Pope Pius XI by Korn appearing in the New York World declared "a miracle of modern science." (1922).

12: John Augustus Roebling Born (1806).
Baseball Centennial Celebration of the invitation of the game at Cooperstown, N. Y. (1939 .

14: Hawaii organized as U. S. territory (1900).
Harriet Beecher Stowe Born (1811).
Flag Day.

15: Pioneer Day (Idaho).
Franklin demonstrated the identity of electricity and lighting by use of a kite (1752).
Arkansas, 25th state admitted to the Union (1836).
Oregon boundary treaty signed at Washington by Great Britain and U. S. (1846).

16: Commencement, the climax of the academic year when degrees are conferred with impressive ceremony.

17: Bunker Hill Day. (In Massachusetts, Suffolk County).

18: Battle of Waterloo (1815).

19: Beginning of War of 1812.
King John of England signed Magna Carta (1215).

20: West Virginia Day.
Father's Day, 3rd Sunday in June.

21: Longest Day in Year.
New Hampshire Joined the Union (1788).
Constitution Ratified (1788).

22: Bolivarian Day (Canal Zone).

23: Penn Signs Peace Treaty With Indians.

24: San Juan Day (Puerto Rico).
U. S. approves act requiring certain passenger ships to carry wireless equipment and operators (1910).

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25: Virginia Admitted (1788).
Battle of Big Horn, Montana (1876) "Custer's last stand," his defeat by the Sioux Indians.
26: Virginia ratified the U. S. Constitution (1788).
First American Troops Land in France (1917).
27: Helen Keller Born (1880).
28: Archduke Franz Ferdinand Assassinated in Sarajevo (1914).
U. S. purchased rights and franchises of France in the Panama Canal (1902).
Treaty of Versailles ending World War I signed (1919).
29: George Washington Goethals Born (1858).
St. Peter's Day.
30: St. Paul's Day.
Congress granted Yosemite Valley and Mariposa Big Tree Grove to Calif. for a public park (1864). The valley was discovered in 1851.
Fourth Atomic Bomb dropped (experimental overwater) Bikini (1946).

July

1: Battle of San Juan Hill.
Dominion Day (Canada).
Battle of Gettysburg (1863).
Federal fiscal year designated by the law of Aug. 26 (1842), as beginning July 1.
Dept. of Commerce organizes a radio division to enforce wireless act of June 24, 1910 (1911).
2: Richard Henry Lee's resolution declaring the U. S. independent passed by the Continental Congress (1776).
Garfield Assassinated (1881).
3: Idaho Admitted (1890).
John Singleton Copley Born (1737).
4: Independence Day.
U. S. Military Academy at West Point Opened (1802).
Calvin Coolidge Born (1872).
Slavery Abolished in New York (1825).
Providence, R. I. founded by Roger Williams (1636).
Work on Erie Canal commenced (1817).
Thomas Jefferson Died (1826).
James Monroe Died (1831).
John Adams Died (1826).
Cornerstone of Washington Monument laid (1848).
Surrender of Vicksburg (1863).
Bartholdi's Statue of Liberty presented to U. S. in Paris (1833).
American pilots first participated in air raids over Germany (1942).
5: Admiral David G. Farragut Born (1801).
6: Republican Party Founded (1854).
John Paul Jones Born (1747).
Columbia University Opened (1754).
7: U. S. annexed Hawaii (1898).
8: John D. Rockfeller Born (1839).
Liberty Bell Cracked Tolling Death of John Marshall (1835).
9: Elias Howe Born (1819).
10: Wyoming Admitted (1890).
James McNeill Whistler Born (1834).
11: John Quincy Adams Born (1767).
Federal Communications Commission is organized to succeed Federal Radio Comm. and also to regulate wire telephony and telegraphy (1934).
12: Orangeman's Day.
13: Forrest's Day (Tennessee).
14: Stars and Stripes Adopted (1777).
Bastille Day—First Celebrated in U. S. (1914).
Admiral Perry Opened First Negotiations for Trade With Japan (1853).
15: St. Swithin's Day.
16: Mary Baker Eddy Born (1881).
First Atomic Bomb exploded (experimental) New Mexico (1945).
17: Munoz Rivera's Birthday (Puerto Rico).
18: William Makepeace Thackeray Born (1811).
19: Franco-Prussian War Began (1870).
20: Guglielmo Marconi Died (1937).
21: Spanish Armada Defeated by England (1588).
Society of Jesuits Abolished by Pope Clement XIV (1773).
First Battle of Bull Run (1861).
CBS begins tv broadcasting from station W2XAB (1931).
24: Simon Bolivar Born (1783).
Pioneer Day (Utah).
Mormon Pioneer Day (Idaho).
25: Occupation Day (Puerto Rico).
Fifth Atomic Bomb exploded (experimental underwater) Bikini (1946).
26: George Bernard Shaw Born (1856).
Sergei Koussevitzky Born (1874).
New York ratified the U. S. Constitution (1788).
27: First Successful Atlantic Cable (1866).
Barbosa's Birthday, in the Canal Zone.
28: Austria Declared War on Siberia (1914).
Volunteers of America Founder's Day.
29: Booth Tarkington Born (1869).
Benito Mussolini Born (1883).
30: Henry Ford Born (1863).
First Representative Assembly in America Convened (1607).
First patent for wireless telegraphy granted in U. S. (1872).
Experimental television transmitter W2XBS opened by NBC in N. Y. (1930).
31: Feast of St. Ignatius De Loyola.



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TIME

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BULOVA WATCH COMPANY, INC.

FIFTH AVENUE NEW YORK

August

1: Colorado Day.
Beginning of World War I (1914).
2: Government of India Transferred to British Crown (1858).
U. S. War Dept. purchased its first military plane from the Wright Brothers (1909) thus founding the Army Air Corps.
3: Civic Holiday (Canada).
Germany Declared War on England and France (1914).
Columbus Sailed from Spain (1942).
4: Feast of St. Dominic.
5: Battle of Mobile Bay (1864) with Admiral Farragut in command.
Second Atomic Bomb dropped (1945) Hiroshima.
6: Feast of the Transfiguration.
Westinghouse discloses Stratovision plan (1945).
7: International Peace Bridge, dedicated (1927), commemorating more than 100 years of peace between the U. S. and Canada.
Creation of War Department (1789).
Society of Jesuits Restored by Pope Pius VII (1814).
8: Charles A. Dana Born (1819).
Third Atomic Bomb dropped (1945) Nagasaki.
9: First Train Drawn in U. S. by Steam Locomotive (1831).
Izaak Walton Born (1593).
10: Herbert Clark Hoover Born (1874).
Russia Declared War Against Japan (1945).
11: The "Clermont" Fulton's steamboat made a successful run up the Hudson River (1807).
14: V-J Day.
Atlantic Charter Agreement Between President F. D. Roosevelt and Prime Minister Winston Churchill.
15: Panama Canal Opened (1914).
16: Bennington Battle Day (Vermont).
First transatlantic cable opened (1858).
18: Virginia Dare Born (1587).
19: National Aviation Day.
Orville Wright Born (1871).
20: Benjamin Harrison Born (1833).
21: Lincoln-Douglas Born (1833).
21: Lincoln-Douglas debate began (1858).
22: Claude Debussy Born (1862).
23: Oliver Hazard Perry Born (1785).
24: British Burn White House (1814).
St. Bartholomew's Day Massacres, France (1572).
Festival of St. Bartholomew.
26: Suffrage for Women—19th Amendment (1920).
27: Drilling of first oil well completed in Western Pennsylvania by Col. Edwin Lourentine Drake (1859).
28: Spanish landed at the site of St. Augustine, Fla. (1565).
Johann Wolfgang von Goethe Born (1749).
29: Oliver Wendell Holmes Born (1809).
30: Germany Declared War on Poland (1939).
Beginning of World War II.
French fleet arrived in Chesapeake Bay to further the interest of American independence (1781).

September

1: Germany Invaded Poland (1939).
Official V-J Day (1945). (Surrender Terms Signed Aboard U.S.S. Missouri.)
Labor Day.
Eugene Field Born (1850).
3: First American Peace Treaty With England (1783).
Allies Invaded Italy (1943).
4: Henry Hudson Discovered Manhattan Island (1609).
First Electric Power Station in World in New York (1882).
5: First Continental Congress (1774).
6: Lafayette Day.
First Battle of the Marne (1914):
7: James Fenimore Cooper Born (1789).
8: Dutch Surrendered New Amsterdam (New York) to British (1664).
Italy Surrendered (1943).
Crimean War Ended (1855).
9: Admission Day (California—1850).
10: Arthur Holly Compton Born (1892).
Battle of Lake Erie (1813).
11: Harvest Festival.
O. Henry (pen name William Sydney Porter) Born (1862).
12: Henry Hudson entered the river (1609).
Defender's Day (Maryland).
13: Walter Reed Born (1851).
John Joseph Pershing Born (1860).
Battle of Quebec (1759).
Battle of St. Mihiel (1918) First battle planned and carried out by American forces in World War I.
14: Great Britain and its colonies in America adopted the Georgian calendar (1752).
"The Star Spangled Banner" written by Francis Scott Key (1814).
15: Independence Day of the Central American Republics (1821).
William Howard Taft Born (1857).
16: Russians Burned Moscow (1812).
17: Constitution Day.
18: Cornerstone of U. S. Capital Laid in Washington, D. C. (1793).
N. Y. Times established (1851) when its first issue appeared.
Columbia Broadcasting System goes on air

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Reg. U. S. Pat. Off

with basic network of 16 stations. Major J. Andrew White is president (1927).
19: Washington issued his farewell address to people of U. S. (1796).
21: Great hurricane swept Atlantic Coast of N. Y. and New England thence going inland and causing great loss of life and property (1938).
22: Lincoln issued the preliminary proclamation freeing the slaves (1862).
Nathan Hale Executed (1776).
First Day of Autumn.
23: Naval battle between "Bonhomme Richard" commanded by John Paul Jones and British frigate "Serapis" in North Sea (1779).
24: John Marshall Born (1775).
25: Balboa discovered the Pacific (1513).
Bill or Rights (1789).
26: George Gershwin Born (1898).
Battle of the Meuse-Argonne (Sept. 26-Nov. 11, 1918).
Rosh Hashonah.
27: American Indian Day (4th Friday).
28: George Eugene Benjamin Clemenceau Born (1841).
29: Michaelmas Day.
30: Mutual Broadcasting System starts as co-operative four-station hookup (WOR, WGN, WLW, and WXYZ), carrying first commercial program (1934).

October

1: Francisco Franco Proclaimed Head of Spanish Nationalist Government (1935).
Germany Crossed Border Into Czechoslovakia (1938).
2: Ferdinand Foch Born (1851).
Mohandas Gandhi Born (1869).
3: Religious Education Week. First full week in Oct.
4: Rutherford B. Hayes Born (1822).
5: Yom Kippur.
Wright Brothers Took First Long Distance Flight in an Airplane (1905).
Chester A. Arthur Born (1830).
6: Missouri Day.
National Business Women's Week, generally the second week of Oct.
7: Stamp Act Congress Held and Declaration of Rights Issued by Colonies (1765).
James Whitcomb Riley Born (1853).
8: Edward Vernon Rickenbacker Born (1890).
9: Fire Prevention Week.
Fraternal Day (Alabama).
Chicago Fire (1871).
10: U. S. Naval Academy in Annapolis opened (1845).
11: Eleanor Roosevelt Born (1884).
Farmer's Day (2nd Friday) (Florida).
YMCA Founder's Day—Sir George Williams Born (1821).
12: Columbus Day.
14: William Penn Born (1644).
15: First public demonstration of ether as an anesthetic, Mass. General Hospital (1846).
16: Noah Webster Born (1758).
17: Surrender of General Burgoyne at Saratoga (1777).
18: General Tojo Appointed Premier of Japan (1941).
Alaska Day.
FCC sets aside bands in ultra-high frequencies for television aural or apex broadcasting and relay broadcasting, above 30,000 kc. (1937).
19: Surrender of Cornwallis (1781).
Volstead Act (Prohibition) Passed (1919).
John Adams Born (1735).
22: The Metropolitan Opera House opened with presentation of Gounod's Faust (1883).
23: Sarah Bernhardt Born (1845).
24: Transcontinental telegraph line completed (1861).
Pennsylvania Day.
United Nations Day
William Penn Born (1644).
26: Erie Canal opened to traffic (1825).
Better Parenthood Week, observed last week in Oct.
27: Navy Day.
Theodore Roosevelt Born (1858).
28: Dedication of Statue of Liberty (1856).
31: Hallowe'en.
Admission Day, Nevada (1864).

November

1: All Saints' Day (Lousiana).
Liberty Day (St. Croix, Virgin Islands Only).
National Broadcasting Co. is organized with WEAF and WJZ in N. Y. as key stations, and Merlin Hall Aylesworth as president (1926).
2: General Election Day.
North Dakota Admitted (1889).
South Dakota Admitted (1889).
James K. Polk Born (1795).
Warren G. Harding Born (1865).
3: Panama declared its independence of Colombia (1903).
4: John Philip Sousa Born (1854).
5: Guy Fawkes Day (English).
U. S. General Election Day.
6: Static-less radio system based on FM instead of AM, is demonstrated on 2½ meter wave by Maj. E. H. Armstrong at the institute of Radio Engineers, N. Y. (1935).
American Art Week.
7: Marie Skladouska Curie Born (1867).



ETHEL THORSEN

. . . photographed by James J. Kriegsmann, photographer to the stars

8: N. Y. Symphony Orchestras gave its first concert under Leopold Damrosch (1858).
Montana Admitted (1889).
9: Great Fire in Boston (1872).
American Education Week.
10: Martin Luther Born (1483).
U. S. Marine Corps was created by the Continental Congress (1775).
11: Armistice Day, World War I.
Washington Admitted (1889).
13: Robert Louis Stevenson Born (1850).
Edwin Booth Born (1833).
14: Robert Fulton Born (1765).
Book Week.
15: Pikes Peak discovered (1806).
16: Oklahoma Admitted (1907).
17: Sixth Congress Met for First Time in Washington (1801).
Suez Canal Opened (1869).
18: Standard Time went into effect in the U. S. (1883).
Dr. V. K. Zworykin demonstrates his kinescope or cathode ray television receiver before a meeting of the IRE at Rochester, N. Y. (1929).
19: Lincoln's address at dedication of National Cemetery on the battlefield at Gettysburg (1863).
19: James A. Garfield Born (1831).
21: North Carolina Admitted (1789).
Edison Announced Invention of Phonograph (1877).
23: Franklin Pierce Born (1804).
24: Zachary Taylor Born (1784).
28: Thanksgiving Day (4th Thursday).
29: Admiral Byrd Discovered South Pole (1929).
30: Samuel L. Clemens (Mark Twain) Born (1835).
Russia Invaded Finland (1939).
Winston Churchill Born (1874).

December

2: Promulgation of the Monroe Doctrine (1823).
3: Illinois Admitted (1818).
Gilbert Stuart Born (1755).
5: Martin Van Beuren Born (1782).
Walt Disney Born (1901).
7: Pearl Harbor Attacked (1941).
Roosevelt, Churchill, Stalin Confer at Teheran (1943).
Delaware Day.
Daily facsimile broadcasting inaugurated by KSD, St. Louis (1938).
8: Eli Whitney Born (1765).
U. S. Declared War on Japan (1941).
9: Germany-Italy Declare War on U. S. (1941).
10: U. S. Declared War on Germany-Italy (1941).
Peace Treaty Signed With Spain (1899).
Mississippi Admitted (1817).
Human Rights Day.
11: Alfred Nobel Born (1833).
Indiana Admitted (1816).
12: First Marconi Wireless Across Atlantic 1901.
Pennsylvania Admitted (1787).
Washington, D. C. became the permanent home of the U. S. Govt. (1800).
13: Council of Trent (1545).
14: Alabama Admitted (1819).
George Washington Died at Mt. Vernon (1799).
15: Bill of Rights Day.
Dr. E. F. W. Alexanderson demonstrates his multiple lightbrush television system and projector at St. Louis (1926).
16: Boston Tea Party.
Ludwig von Beethoven Born (1770).
17. John Greenleaf Whittier Born (1807).
Aviation Day.
First Mechanical Airplane Flight by Wright Brothers (1903).
18: New Jersey Admitted (1787).
First Sunday Paper Published (1796).
19: Tyrus (Ty) Cobb Born (1886).
Washington went into winter quarters at Valley Forge (1776).
20: First Electric Lights on Broadway (1880).
21: Pilgrims Landed at Plymouth Rock (1620).
First day of winter.
23: George Washington Resigned Army Commission (1783).
NBC establishes a permanent coast-to-coast network (1928).
24: "Aida" first performed in Cairo, Egypt (1871) composed for celebration of opening of Suez Canal.
Reginald Fessenden transmits human voice by wireless (1906).
25: Washington crossed the Delaware to attack Trenton (1776).
Christmas Day.
26: Battle of Trenton (1776).
Record snow fall in New York, exceeding in depth, blizzard of 1888 (1947).
27: Louis Pasteur Born (1822).
28: Iowa Admitted (1848).
Woodrow Wilson Born (1856).
Irish Free State Became State of Eire (Ireland).
29: Texas Admitted (1845).
Andrew Johnson Born (1808).
First American YMCA established in Boston (1851).
MBS, after operation as limited network for two years, expands transcontinentally by adding Don Lee Broadcasting System of Calif. and other stations (1936).
30: Rudyard Kipling Born (1865).
The Gadsden purchase and new boundary treaty ratified by Mexico and the U. S. (1853).
31: New Year's Eve.

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HOLIDAY MUSIC Suggestions of appropriate music for seasonal holiday occasions.

MUSIC DISTRIBUTION Music of every type, published by BMI and affiliated publishers, and occasionally records, mailed to stations.

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CATEGORICAL INDEX Provides immediate reference to a wide variety of song titles, arranged for selecting appropriate music in countless script situations.

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in NEW YORK

AM Radio Stations

WBNX	MElrose 5-0333
WCBS	PLaza 5-2000
WEVD	PLaza 7-0880
WFAS	WHite Plains 9-6400
WGBB	FReeport 9-1400
WHLI	OLympia 8-1100
WHOM	CIrcle 6-3900
WINS	BRyant 9-6000
WJZ	TRafalgar 3-7000
WKBS	OYster Bay 6-2500
WLIB	OREgon 9-2720
WMCA	CIrcle 6-2200
WMGM	MUrray Hill 8-1000
WNBC	CIrcle 7-8300
WNEW	PLaza 3-3300
WNYC	WOrth 2-5600
WOR	LOngacre 4-8000
WOV	CIrcle 5-7979
WQXR	LAckawanna 4-1100
WWRL	NEwton 9-3300

FM Radio Stations

WABF-FM	TEmpleton 8-5400
WCBS-FM	PLaza 5-2000
WFAS-FM	WHite Plains 9-6400
WGHF	LExington 2-4927
WGNR	New Rochelle 6-8220
WGYN	BOwling Green 9-4054
WHLI-FM	OLympia 8-1100
WJZ-FM	TRafalgar 3-7000
WMGM-FM	MUrray Hill 8-1000
WNBC-FM	CIrcle 7-8300
WNYC-FM	WOrth 2-5600
WOR-FM	LOngacre 4-8000
WQXR-FM	LAckawanna 4-1100

TV Stations

WABD	MUrray Hill 8-2600
WATV	BArclay 7-8216
WCBS-TV	PLaza 5-2000
WJZ-TV	TRafalgar 3-7000
WNBT	CIrcle 7-8300
WOR-TV	LOngacre 4-8000
WPIX	MUrray Hill 2-1234

National Networks

American Broadcasting Co.	CIrcle 7-5700
Columbia Broadcasting System	PLaza 5-2000
Keystone Broadcasting System	PLaza 7-1460
Mutual Broadcasting System	PEnnsylvania 6-9600
National Broadcasting Co.	CIrcle 7-8300
Liberty Broadcasting System	MUrray Hill 8-5580

Station Representatives

ABC Spot Sales	TRafalgar 3-7000
Avery-Knodel, Inc.	JUdson 6-5536
John Blair & Co.	MUrray Hill 9-6084
Blair-TV, Inc.	MUrray Hill 6-6263
Guy Bolam	ALgonquin 4-7881
The Bolling Co., Inc.	PLaza 9-8150
The Branham Co.	MUrray Hill 6-1860
Burn-Smith Co., Inc.	MUrray Hill 2-3124
Thomas F. Clark Co., Inc.	MUrray Hill 4-6317
Clark-Wandless Co.	OREgon 9-1575
Continental Radio Sales	LExington 2-2450
Donald Cooke, Inc.	MUrray Hill 2-7270
Everett-McKinney, Inc.	PLaza 9-3747
Free & Peters, Inc.	PLaza 9-6022
The Friedenberg Agency, Inc.	PLaza 7-7655
Melchor Guzman Co., Inc.	CIrcle 7-0624
H-R Representatives, Inc.	MUrray Hill 3-9324
Headley-Reed Co.	MUrray Hill 3-5467
George P. Hollingbery Co.	BRyant 9-3960
The Katz Agency, Inc.	PLaza 9-4460
Joseph Hershey McGillvra, Inc.	MUrray Hill 2-8755
Robert Meeker Associates, Inc.	MUrray Hill 2-2170
National Bcstg. Co. (Spot-Local Sales)	CIrcle 7-8300
Pan American Bcstg. Co.	MUrray Hill 2-0810
John E. Pearson Co.	PLaza 8-2255
John H. Perry Associates	MUrray Hill 4-1647
Edward Petry & Co., Inc.	MUrray Hill 8-0200
Ra-Tel Representatives, Inc.	MUrray Hill 4-2549
Radio Sales (Div. of CBS)	PLaza 5-2000
William G. Rambeau Co.	MUrray Hill 6-5940
Paul H. Raymer Co., Inc.	PLaza 9-5570
Taylor-Borroff & Co., Inc.	MUrray Hill 8-1088
Transit Radio, Inc.	MUrray Hill 9-7463
The Walker Co.	MUrray Hill 3-5830
Weed & Co.	MUrray Hill 7-7772
Adam J. Young, Jr., Inc.	MUrray Hill 9-0006

Advertising Agencies

N. W. Ayer & Son, Inc.	CIrcle 6-0200
Badger & Browning & Hersey	CIrcle 7-3719
Ted Bates, Inc.	JUdson 6-0600
Batten, Barton, Durstine & Osborn	ELdorado 5-5800
Benton & Bowles, Inc.	MUrray Hill 8-1100
Bermingham, Castleman & Pierce	LExington 2-7550
The Biow Co., Inc.	PLaza 9-1717
Franklin Bruck Advertising Corp.	CIrcle 7-7660
Buchanan & Co., Inc.	BRyant 9-7900
Calkins, & Holden	PLaza 5-6900
Campbell-Ewald Co., Inc.	MUrray Hill 8-3190
Cecil & Presbrey, Inc.	MUrray Hill 8-1234
Compton Advertising, Inc.	CIrcle 6-2800
Cunningham & Walsh, Inc.	MUrray Hill 3-4900
Dancer-Fitzgerald & Sample, Inc.	OREgon 9-0600
D'Arcy Advertising Co.	PLaza 8-2600
Doherty, Clifford & Shenfield, Inc.	BRyant 9-0445
Donahue & Co., Inc.	COlumbus 5-4252
Dorrance-Waddell	PLaza 9-5120
Roy S. Durstine, Inc.	CIrcle 6-1400
Erwin, Wasey & Co., Inc.	LExington 2-8700
William Esty & Co.	MUrray Hill 5-1900
Federal Advertising Agency, Inc.	MUrray Hill 8-4200
Foote, Cone & Belding	MUrray Hill 8-5000
Fuller & Smith & Ross, Inc.	MUrray Hill 6-5600
Gardner Advertising Co.	COlumbus 5-2000
Geyer, Newell, & Ganger, Inc.	PLaza 5-5400
Grey Adv. Agency, Inc.	CHickering 4-3900
Hirshon-Garfield, Inc.	MUrray Hill 8-8900
Robert Holley & Co., Inc.	MUrray Hill 2-8408
Charles W. Hoyt Co., Inc.	MUrray Hill 2-2000
Duane Jones Co., Inc.	PLaza 3-4848
Kastor, Farrell, Chesley & Clifford, Inc.	OREgon 9-4440
The Joseph Katz Co.	MUrray Hill 8-1223
Kayton-Spiro Co., Inc.	LOngacre 5-5090
Kenyon & Eckhardt, Inc.	MUrray Hill 8-5700
Abbott Kimball Co., Inc.	PLaza 3-9600
Kudner Agency, Inc.	CIrcle 6-3200
C. J. LaRoche & Co., Inc.	PLaza 5-7711
Al Paul Lefton Co., Inc.	VAnderbilt 6-4340
Lennen & Mitchell, Inc.	MUrray Hill 2-9170
Marschalk & Pratt Co.	VAnderbilt 6-2022
J. M. Mathes, Inc.	LExington 2-7450
Maxon, Inc.	PLaza 9-7676
McCann-Erickson, Inc.	JUdson 6-3400
C. L. Miller Co.	MUrray Hill 2-1010
Emil Mogul Co., Inc.	COlumbus 5-2482
Morey, Humm & Johnstone, Inc.	BRyant 9-5950
Morse International, Inc.	OREgon 9-4600
Peck Adv. Agency, Inc.	PLaza 3-0900
Pedlar & Ryan, Inc.	PLaza 5-1500
Progressive Radio Adv. Co.	MElrose 5-5522

Redfield-Johnstone, Inc. MUrray Hill 8-1275
Fletcher D Richards, Inc JUdson 6-5400
Arthur Rosenberg Co., Inc. CHickering 4-4420
Ruthrauff & Ryan, Inc. MUrray Hill 6-6400
Sherman & Marquette, Inc. PLaza 7-6400
Street & Finney, Inc. WAtkins 4-8510
Sullivan, Stauffer, Colwell & Bayles ORegon 9-2500
J. D. Tarcher & Co., Inc. CIrcle 6-2626
J. Walter Thompson Co. MUrray Hill 3-2000
J. Franklyn Viola CHickering 4-3254
Warwick & Legler, Inc. MUrray Hill 6-8585
William H. Weintraub & Co., Inc. MUrray Hill 8-3901
Weiss & Geller, Inc. PLaza 3-4070
Ward Wheelock Co. PLaza 3-7120
Young & Rubicam, Inc. MUrray Hill 9-5000

Publications

Advertising Age MUrray Hill 8-0073
Advertising & Selling MUrray Hill 5-9770
Billboard, The PLaza 7-2800
Broadcasting PLaza 5-8354
Editor & Publisher BRyant 9-3052
Film Daily BRyant 9-7117
Printers' Ink MUrray Hill 3-6500
RADIO-TELEVISION DAILY WIsconsin 7-6336
Radio & Television Weekly WAlker 5-2576
Sales Management LExington 2-1760
Sponsor MUrray Hill 8-2772
Standard Rate & Data Service LExington 2-6611
Television Magazine PLaza 3-3671
Tide MUrray Hill 3-7700
Variety LUxemburg 2-2700

News Associations

Associated Press PLaza 7-1111
International News Service MUrray Hill 7-8800
Press Association, Inc. PLaza 7-1111
Reuters BRyant 9-8558
Transradio Press Service, Inc. MUrray Hill 2-4053
United Press Associations MUrray Hill 2-0400

Talent Agencies

Affiliated Artists PLaza 3-1862
All America Artists, Inc. CIrcle 6-6646
Batchelor Enterprises, Inc. CIrcle 6-4224
Columbia Artists Management, Inc. CIrcle 7-6900
Consolidated Radio Artists, Inc. COlumbus 5-3580
Frank Cooper Associates VAnderbilt 6-5661
Fanchon & Marco, Inc. CHickering 4-3956
Frederick Bros. Artists Corp. MUrray Hill 7-2033
Gale, Inc. PLaza 7-7100
William McCaffrey Agency ELdorado 5-1076
Management Corp. of America PLaza 9-7500
A. T. Michaud CIrcle 7-2900
Music Corp. of America PLaza 9-7500
William Morris Agency, Inc. CIrcle 7-2160
Marjorie Morrow CHickering 4-0644
National Concert & Artists Corp. PLaza 9-6000
Robbins Bros. MUrray Hill 7-2033

Organizations, Unions and Government Agencies

Actors' Equity PLaza 7-7660
Advertising Federation of America BRyant 9-0430
AAAA LExington 2-7980
American Communications Assn. COrtland 7-1374
American Federation of Musicians PLaza 8-0600
AFRA VAnderbilt 6-1810
ASCAP PLaza 7-2700
American Television Society MUrray Hill 7-9250
AMPA LUxemburg 2-1790
Broadcast Music, Inc. PLaza 7-1800
Federal Communications Comm. WAtkins 4-1000
Federal Trade Commission WHitehall 3-8000
Institute of Radio Engineers REgent 7-9600
Music Publishers' Protective Association CIrcle 6-3084
NAPA CIrcle 7-8194
NARSR MUrray Hill 5-4141
Professional Music Men, Inc. COlumbus 5-7362
Radio Writers' Guild MUrray Hill 6-5251
SESAC, Inc. MUrray Hill 5-5365
Song Writers' Protective Assn. COlumbus 5-3758
Television Broadcasters' Assn., Inc LAckawanna 4-4788

Radio-TV Program and Transcription Cos.

Advance Television Pictures Service CIrcle 5-6873
Advertisers Recording Service, Inc. CIrcle 6-0141
Affiliated Program Service, Inc. Murray Hill 7-1881
Air Features PLaza 5-2700
Alton Alexander Productions LOrraine 8-3100
American Institute Food Products MUrray Hill 8-4900
Apex Recording Studios, Inc. PLaza 7-7067
Arts Recording Studios PLaza 8-0407
Associated Program Service PLaza 7-7710
Associated Radio & TV Productions LOngacre 3-7290
Audio-Video Recording Co. PLaza 7-0780
Jack Barry Productions, Inc. ORegon 9-3118
Basch Radio & TV Productions MUrray Hill 2-8877
V. S. Becker Advtg. Service LUxemburg 2-1040
Ford Bond Radio Productions, Inc. CIrcle 7-2236
Ruth & Gilbert Braun SChuyler 4-8896
Byron Productions Co. CIrcle 6-2677
The Bruce Chapman Co. WIsconsin 7-9244
Cineffects, Inc. CIrcle 6-0951
Cinemart, Inc. MUrray Hill 4-1562
Coastal Recording Co. CIrcle 6-3900
Columbia Transcriptions CIrcle 5-7300
Louis G. Cowan, Inc. PLaza 9-3700
Frederic Damrau, M.D. PLaza 5-3638
Gordon M. Day Productions Oregon 9-3595
Decca Records, Inc. COlumbus 5-2300
Roy DeGoot, Consultants, Inc. MUrray Hill 7-9135
Empire Broadcasting Co. PLaza 9-4500
Mildred Fenton Productions PLaza 9-8266
Fisher Productions PEnnsylvania 6-9557
Edward H. Ford LUxemburg 2-5188
Allen A. Funt Radio Productions JUdson 6-5227
Gale, Inc. PLaza 7-7100
General Artists Corp. CIrcle 7-7543
John E. Gibbs & Co. COlumbus 5-7504
Harry S. Goodman Radio Productions PLaza 5-6131
Laurence Hammond Productions, Inc. PLaza 9-2210
Arthur Henley Productions ILlinois 9-6729
Hudes & Lind PLaza 7-8321
Hummert Radio Features MUrray Hill 9-5900
International 16mm Corp. PLaza 7-2265
Roger Kay Enterprises MUrray Hill 8-2164
Keystone Broadcasting System, Inc. PLaza 7-1460
Lang-Worth Feature Programs, Inc. JUdson 6-5700
Bob Loewi Productions, Inc. PLaza 5-0958
Phillips H. Lord, Inc. PLaza 5-2211
Charles Michelson, Inc. PLaza 7-0695
Motion Pictures Stages, Inc. PLaza 3-4840
William Morris Agency, Inc. CIrcle 7-2160
Murphy-Lillis Productions, Inc. MUrray Hill 6-2142
Music Corp. of America PLaza 9-7500
Muzak Corp. PLaza 7-7710
NBC Radio Recording Div. CIrcle 7-8300
National Concert & Artists Corp. PLaza 9-6000
Nelson Productions, Inc. MUrray Hill 6-5862
Press Associations, Inc. PLaza 7-1111
Prockter Productions, Inc. JUdson 6-4830
Radio Artists Corp. MUrray Hill 8-0940
Radio Events, Inc. MUrray Hill 7-1668
Radio Features of America BRyant 9-4733
Radio-Video Associates PLaza 5-5781
Reemack Enterprises, Inc. MUrray Hill 7-7979
Reeves Sound Studios, Inc. ORegon 9-3550
Roberts Radio, TV Stage & Screen Studios JUdson 6-0025
Rockhill Radio PLaza 9-7979
Bernard L. Schubert, Inc. MUrray Hill 8-0944
SESAC, Inc. MUrray Hill 5-5365
K. R. Smith JUdson 2-3791
Henry Souvaine, Inc. CIrcle 7-5666
Richard Stark & Co. CIrcle 6-7337
Irvin Paul Sulds, Inc. TEmpleton 8-7025
Television Screen Productions, Inc. PLaza 5-0808
Torchlight Productions, Inc. LOngacre 5-8842
Towers of London, Ltd. LUxemburg 2-5131
Transcribed Radio Shows LUxemburg 2-3530
Transfilm, Inc. LUxemburg 2-1400
United Press Associations MUrray Hill 2-0400
Thomas J. Valentino, Inc. CIrcle 6-4675
Chick Vincent Co. ELdorado 5-0734
Von Baumann Studio RHinelander 4-5508
Roger White Productions PLaza 5-3560
Wolf Associates, Inc. PLaza 5-7620
Wolff-Feldman Enterprises, Inc. LAckawanna 4-3450
World Broadcasting System, Inc. MUrray Hill 8-4700
World Video, Inc. PLaza 9-3870
Wynn, Wright Associates PLaza 3-4417
Frederick W. Ziv Co., Inc. MUrray Hill 8-4700

Radio and Television
TELEPHONE NUMBERS
in CHICAGO

AM Radio Stations

WAAF	RAndolph 6-1932
WAIT	FRanklin 2-0660
WBBM	WHitehall 4-6000
WCFL	MOhawk 4-2400
WCRW	EAstgate 7-6860
WEDC	CRawford 1-4108
WENR	ANdover 3-7800
WGES	SAcramento 2-1700
WGN	SUperior 7-0100
WHFC	BIshop 2-1556
WIND	WHitehall 4-2170
WJJD	STate 2-5466
WLS	MOnroe 6-9700
WMAQ	SUperior 7-8300
WMBI	MIchigan 2-1570
WNMP	SHeldrake 3-1590
WSBC	MOnroe 6-9060

FM Radio Stations

WEAW	AMbassador 2-1128
WEFM	STate 2-1357
WEMS	FInancial 6-2551
WMOR	ANdover 3-6050
WOAK	SAcramento 2-6272
WXRT	MOnroe 6-9060

Television Stations

WBKB	RAndolph 6-8210
WENR-TV	ANdover 3-7800
WGN-TV	FInancial 6-0011
WNBQ	SUperior 7-8300

National Networks

American Broadcasting Co.	Andover 3-7800
Columbia Broadcasting System	WHitehall 4-6000
Keystone Broadcasting System	STate 2-4590
Mutual Broadcasting System	WHitehall 4-5060
National Broadcasting Co.	SUperior 7-8300

Station Representatives

Avery-Knodel, Inc.	ANdover 3-4710
John Blair & Co.	SUperior 7-8659
The Bolling Co.	DEarborn 2-5277
The Branham Co.	CEntral 6-5726
Burn-Smith Co.	CEntral 6-4437
Capper Publications	CEntral 6-5977
CBS Radio Sales	WHitehall 4-6000
Thomas F. Clark Co.	CEntral 6-1112
Crosley Broadcasting Corp.	STate 2-0366
Everett-McKinney	SUperior 7-9866
Forjoe & Co.	ANdover 3-5364
Free & Peters, Inc.	FRanklin 2-6373
Headley-Reed Co.	FRanklin 2-4686
George P. Hollingbery	ANdover 3-2636
Hal Holman Co.	FRanklin 2-0016
H-R Representatives	RAndolph 6-0113
The Katz Agency	CEntral 6-4006
Joseph Hershey McGillvra	STate 2-5282
J. P. McKinney & Son	SUperior 7-9866
Robert Meeker Associates, Inc.	CEntral 6-1742
National Broadcasting Co.	SUperior 7-8300
John E. Pearson Co.	FRanklin 2-2359
John H. Perry Associates	HArrison 7-8085
Edward Petry & Co.	WHitehall 4-0011
Radio Sales	WHitehall 4-6000
Radio Advertising Co.	CEntral 6-1742
William G. Rambeau Co.	ANdover 3-5566
Ra-Tell Representatives	FRanklin 2-3719
Paul H. Raymer Co.	SUperior 7-4473
The Taylor Co.	STate 2-5260
Transit Radio, Inc.	FInancial 6-4281
Sears & Ayer, Inc.	SUperior 7-8177
The Walker Co.	ANdover 3-5771
Weed & Co.	RAndolph 6-7730
Adam J. Young, Jr.	ANdover 3-5448

Advertising Agencies

Aubrey, Moore & Wallace, Inc.	FInancial 6-1600
N. W. Ayer & Son, Inc.	RAndolph 6-3456
A. N. Baker Adv. Agency, Inc.	FRanklin 2-8895
BBD&O	SUperior 7-9200
Beaumont & Hohman	CEntral 6-4230
Gordon, Best, Co., Inc.	STate 2-5060
Hill Blackett & Co.	STate 2-0950
Bozell & Jacobs, Inc.	CEntral 6-6503
Richard Bradley Associates	WHitehall 4-5543
Buchanan & Co., Inc.	DElaware 7-5522
Leo Burnett Co., Inc.	CEntral 6-5959
Burnett-Kuhn Advertising Co.	SUperior 7-3800
Campbell-Ewald Co.	CEntral 6-1946
Campbell-Mithun Inc.	DElaware 7-7553
Dancer-Fitzgerald-Sample	FInancial 6-4700
W. B. Doner & Co.	DEarborn 2-4674
Doremus & Co.	CEntral 6-9132
Erwin Wasey & Co.	RAndolph 6-4952
Albert Frank-Gunther Law, Inc.	DEarborn 2-6424
Foote, Cone & Belding	SUperior 7-4800
Goodkind, Joice & Morgan	SUperior 7-6747
Grant Advertising, Inc.	SUperior 7-6500
Henri, Hurst & McDonald, Inc.	FRanklin 2-9180
H. W. Kastor & Sons Advertising Co.	CEntral 6-5331
LeValley, Inc.	STate 2-1202
W. E. Long Co.	RAndolph 6-4606
MacFarland, Aveyard & Co.	RAndolph 6-9360
Malcolm-Howard	RAndolph 6-7942
Maxon, Inc.	WHitehall 4-1676
McCann-Erickson	WEbster 9-3701
Arthur Meyerhoff & Co.	DElaware 7-7860
C. L. Miller Co.	CEntral 6-1640
Mitchell-Faust Advertising Co.	STate 2-6610
Needham, Louis Brorby, Inc.	STate 2-5151
Olian Advertising Co.	STate 2-3381
O'Neill, Larson & McMahon	ANdover 3-4470
Presba, Fellers & Presba	CEntral 6-7683
L. W. Ramsey Co.	FRanklin 2-8155
Roche, Williams & Cleary	RAndolph 6-9760
Ruthrauff & Ryan, Inc.	FInancial 6-1833
Schwimmer & Scott	DEarborn 2-1815
Russell M. Seeds Co.	DElaware 7-1045
Sherman & Marquette, Inc.	DElaware 7-8000
Tatham-Laird, Inc.	RAndolph 6-2171
J. Walter Thompson Co.	SUperior 7-0303
Wade Advertising Agency	STate 2-7369
Weiss and Geller	DElaware 7-1124
Weston-Barnett, Inc.	WHitehall 4-7725
Young & Rubicam	FInancial 6-0750

Radio-TV Program and Transcription Cos.

Air Shows, Inc.	SUperior 7-0506
Richard Bradley Associates	WHitehall 4-5543
Dirk Courtenay & Associates	INdependence 3-0225
Louis G. Cowan & Co.	RAndolph 6-2022
Chartoc-Coleman Productions	RAndolph 6-6150
Chicago Recording Co.	CEntral 6-5275
Columbia Records Corp.	WHitehall 4-6000
Decca Records, Inc.	DElaware 7-8800
Feature Productions	STate 2-8999
Green Associates	CEntral 6-5593
Wendell Hall Music Maker Prod.	GRaceland 2-6418

Radio and Television
TELEPHONE NUMBERS
CHICAGO WASHINGTON

Hollywood Recorded Features, Inc.	LOngbeach 1-6730
William Morris Agency	STate 2-3632
Jewell Radio Productions	FInancial 6-4474
Beulah Karney, Inc.	STate 2-5060
Herbert S. Laufman	WEbster 9-2302
Les Lear Productions Corp.	ANdover 3-7233
Art Linick Enterprises	SUperior 7-3311
Monogram Radio Programs, Inc.	ANdover 3-7169
Morton Radio Productions, Inc.	CEntral 6-4144
Music Corp. of America	DElaware 7-1100
NBC Radio Recording Division	SUperior 7-8300
Radio Features, Inc.	FRanklin 2-4392
RCA Manufacturing Co.	WHitehall 4-4600
Standard Radio Trans. Service, Inc.	STate 2-3153
Hal Tate Radio Productions	SHeldrake 3-0880
Tele-Radio Creations, Inc.	MOhawk 4-0015
Television Adv. Productions, Inc.	STate 2-5941
Wright Radio Productions	SUperior 7-1280
Frederic W. Ziv Co.	FRanklin 2-8917

News Agencies and Ass'ns.

Associated Press	STate 2-7700
International News Service	ANdover 3-1234
Press Association, Inc.	STate 2-4581
Transradio Press Service	STate 2-7904
RADIO DAILY	ANdover 3-6050 FR 2-3238
United Press	RAndolph 6-4172

Radio-TV, Govt. Phone Numbers in WASHINGTON, D. C.

Federal Departments and Agencies

American National Red Cross	REpublic 8300
Archives, National	DIstrict 0525
Capitol U. S. (Senate, House of Reps.)	NAtional 3120
Census, Bureau of the	LUdlow 4-3000
Commerce, Department of	STerling 9200
Copyright Office—Library of Congress	STerling 0400
Court of Customs & Patent Appeals	NAtional 4696
Defense Mobilization, Office of	EXecutive 3300
Executive Mansion	NAtional 1414
FEDERAL COMMUNICATIONS COMMISSION	EXecutive 3620
Federal Trade Commission	STerling 6840
Government Printing Office	DIstrict 6840
Interior, Department of the	REpublic 1820
Justice, Department of	REpublic 8200
Labor, Department of	EXecutive 2420
National Labor Relations Board	STerling 7373
National Military Establishments	
Air Force, Department of The	LIberty 5-6700
Army, Department of The	LIberty 5-6700
Navy, Department of The	LIberty 5-6700
National Production Authority	STerling 9200
National Research Council	EXecutive 8100
Patent Office	STerling 9200
Post Office Department	STerling 3100
Radio Correspondents' Galleries—Capitol (Senate & House of Reps.)	NAtional 3120
Radio Script & Transcription Exchange	REpublic 1820, Ext. 2225
State, Department of	REpublic 5600
Supreme Court of The U. S.	EXecutive 1640
White House	NAtional 1414
Blair House	REpublic 1681

Non-Governmental

Clear Channel Broadcasting Service	EXecutive 0255
National Association of Broadcasters	DEcatur 9300
National Press Club	REpublic 2500
RADIO DAILY	MEtropolitan 0823 MEtropolitan 0824 WArfield 4462
Radio-Television Manufacturers' Association	NAtional 4901
Radio Corporation of America	DIstrict 1260
Westinghouse Radio Stations	NAtional 8850 NAtional 8843

AM Radio Stations

WARL	OWens 7800
WBCC	OLiver 2800
WEAM	OWens 7100
WFAX	FAlls Church 0900
WGAY	SHepherd 1050
WGMS	EXecutive 8676
WINX	REpublic 8000
WMAL	NAtional 5400
WOL	MEtropolitan 0010
WOOK	STerling 7265
WPIK	OVerlook 3000
WRC	REpublic 4000
WTOP	MEtropolitan 3200
WWDC	STerling 3800

FM Radio Stations

WARL-FM	OWens 7800
WASH	DIstrict 1356
WBCC-FM	OLiver 2800
WBUZ	VIctor 3300
WCFM	REpublic 8688
WGAY-FM	SHepherd 1050
WGMS-FM	Executive 8676
WMAL-FM	NAtional 5400
WOOK-FM	STerling 7265
WRC-FM	REpublic 4000
WTOP-FM	MEtropolitan 3200

Television Stations

WMAL-TV	NAtional 5400
WNBW	REpublic 4000
WTOP-TV	MEtropolitan 3200
WTTG	STerling 5300

News Services

Associated Press	DIstrict 1500
International News Service	NAtional 1733
Transradio Press	NAtional 1178
United Press	EXecutive 3430

Networks

ABC	REpublic 6013
CBS	MEtropolitan 3200
LBS	MEtropolitan 0010
MBS	MEtropolitan 1551
NBC	REpublic 4000

Radio and Television
TELEPHONE NUMBERS
in LOS ANGELES

AM Radio Stations

KALI (Pasadena)	RYan 1-7149
KECA	HUdson 2-3141
KFAC	DUnkirk 4-1231
KFI	DUnkirk 2-2121
KFMV	HIllside 7406
KFOX	MAdison 2247
KFVD	DUnkirk 8-2345
KFWB	HEmpstead 5151
KGER	MAdison 2551
KGFJ	HIllside 0201
KGIL (Sherman Oaks)	STanley 7-3467
KHJ	HUdson 2-2133
KIEV (Glendale)	CHarleston 5-2388
KLAC	HUdson 2-7311
KMGM	TExas 0-3311
KMPC	HOllywood 9-5341
KNX	HOllywood 9-1212
KOWL (Santa Monica)	Santa Monica 4-6761
KRKD	TUcker 7111
KUSC	RIchmond 7-2295
KW'K (Burbank)	CHarleston 0-2111
KWKW (Pasadena)	RYan 1-6744
KXLA (Pasadena)	RYan 1-6991

FM Radio Stations

KECA-FM	HUdson 2-3141
KKI-FM	DUnkirk 2-2121
KFMV	HIllside 7406
KHJ-FM	HUdson 2-2133
KKIA-FM	DUnkirk 8-7793
KMGM	TExas 0-3311
KMPC-FM	HOllywood 5341
KRKD-FM	TUcker 7111
KUSC	RIchmond 7-2295

Television Stations

KECA-TV	NOrmandy 3-3311
KFI-TV	DUnkirk 2-2121
KLAC	HUdson 2-7311
KNBH	HOllywood 9-6161
KTLA	HUdson 2-2301
KTSL	HUdson 2-2133
KTTV	HUdson 2-1301

Networks

American Broadcasting Co.	HUdson 2-3141
Columbia Broadcasting System, Inc.	HOllywood 9-1212
National Broadcasting Co.	HOllywood 9-6161
United-Pacific Network	EXposition 1229
Mutual-Don Lee Broadcast System	HUdson 2-2133
Progressive Broadcasting System	BRadshaw 2-5841
Pacific Regional Network	HIllside 7406
Liberty Broadcasting System, Inc.	HUdson 2-7471

Station Representatives

American Jewish Broadcasting	NOrmandy 2-5546
Avery-Knodell, Inc.	TU 2435
Walter Biddick Co	RIchmond 6184
John Blair & Co.	GRanite 6103
Blair TV, Inc.	GRanite 6103
Bolling Co., Inc.	GLadstone 8045
The Branham Co.	DUnkirk 8-8158
Howard C. Brown Co.	HOllywood 9-6045
Burn-Smith Co., Inc.	RIchmond 6184
F M Reps., Inc.	HIllside 2450
Forjoe & Co.	DUnkirk 2-1171
Free & Peters	MA 6-8329
Gene Grant & Co.	HO 9-2151
	YOrk 8812
W. S. Grant Co.	CR 6-3400
Irene Griffith Co.	HUdson 2-7391
Headley-Reed Co.	HIllside 7738
George P. Hollingbery	MAdison 6-3633
The Katz Agency	TUcker 3219
Keenan & Elckelberg	DUnkirk 2-8458
Joseph Hershey McGillvra, Inc.	DUnkirk 7-4388
Tracy Moore	HOllywood 9-5408
NBC-KNBH Spot Sales	HOllywood 9-6161
Benton Paschall Co.	HOllywood 9-5237
John Pearson Co.	DUnkirk 7-4388
Edward Petry Co.	MIchigan 8729
Radio Sales	HOllywood 9-1212
Wm. G. Rambeau Co.	HI 0388
Paul H. Raymer	HUdson 2-2376
Walker Co.	DUnkirk 2-3200
Weed & Company	HIllside 8611
Western Radio Sales	HO 9-5237

Advertising Agencies

Abbott Kimball Co. of Calif.	DUnkirk 7-7305
Ad Associates	TUcker 5713
Adcraft Adv. Agency	RYan 1-7847
Advertisers Production Agency	PRospect 7761
Advertising Engineers Corporation	MUtual 5039
Alber, R. H., Co.	HOllywood 9-8273
Allen & Marshall Adv. Agency	DUnkirk 7-5163
Allied Advertising Agency	DUnkirk 7-7331
Altman, Bruce, Adv. Agency	BRadshaw 2-5446
Anderson-Bever-Grant, Inc.	ANgelus 3-7177
Anderson-McConnell Adv. Agency	WEbster 1-8138
Arnold, Rupert, Adv. Agency	PRospect 1782
Asay, Wm. F., Agency	LOng Beach 7-2429
Associated Advertising Agency	DUnkirk 8-3145
Atchison, R. B., Adv. Agency	PRospect 1913
Atherton Advertising Agency	WEbster 3-8488
Ayer, N. W., & Son, Inc.	HEmpstead 4871
Ball, Ted H., & Co.	HOllywood 9-7127
Benning Co.	DUnkirk 8-3456
Barnes Chase Co.	DUnkirk 4-1193
Barnes, John, & Assoc.	HEmpstead 0387
Bass, Louis, Co.	BRadshaw 2-3396
Bates, Ted., & Co.	HOllywood 9-2161
Batten, Barton, Durstine & Osborn (Hollywood)	HOllywood 9-7337
(Los Angeles)	WEbster 1-1234
Beale, H., Hammond Agency	DUnkirk 7-7777
Beaumont & Hohman, Inc.	MAdison 9-2676
Bennett, Harry, Adv. Agency	TRinity 2391
Benton & Bowles, Inc.	HIllside 9151
Berghoff Associates, Inc.	BRadshaw 2-2652
Besel Advertising	ANgelus 3-5121
Biow Co., Inc.	HEmpstead 2377
Bishop & Assoc. Inc.	MAdison 6-1221
Bloch Advertising Agency	MIchigan 5758
Blythe, W. L., Co.	TUcker 5410
Bogarts, The	HEmpstead 6871
Booker-Cooper, Inc.	DUnkirk 4-9127
Bothwell, W. Earl, Inc.	GRanite 6114
Bowman, Deute, Cummings, Inc.	PRospect 9612
Boyd, John R., Co.	LOgan 1644
Brand, Michael, Assoc.	HOllywood 9-4427
Brisacher, Wheeler, & Staff	WEbster 1-8143
Broadcasting Advertising	DUnkirk 9-1339
Brooks Advertising Agency	TRinity 0558
Buchanan & Co., Inc.	CRestview 5-5231
Burnett, Leo, Co., Inc.	DUnkirk 8-8131
Byoir, Carl, & Assoc., Inc.	TRinity 6421
California Advertising Agency	HEmpstead 8008
Calkins, Holden, Carlock, McClinton & Smith, Inc.	YOrk 5145
Campbell-Ewald Co.	RIchmond 6204
Caples Co., The	MUtual 4143

Radio-TV Telephone Numbers in Los Angeles

Case, Jack, Adv. Counselor ..... NOrmandy 1-1820
Case, Roger T., Assoc. ..... LOng Beach 7-4474
Cecil & Presbry, Inc. ..... HEmpstead 2324
Cinema Advertising Agency ..... PRospect 2141
Citizen Advertising Agency, Inc. ..... MAdison 6-4383
Clark, Darwin H., Co. ..... MAdison 9-1661
Cloward, Velma, Advertising ..... DUnkirk 4-2558
Cole, Val, Advertising Agency ..... WAlnut 5182
Coleman-Jones Advertising ..... MAdison 6-5859
Collard, Clark, Adv. Agency ..... DUnkirk 7-1224
Columbian Advertising Agency ..... HOllywood 9-7187
Compton Advertising, Inc. ..... HOllywood 9-8107
Consolidated Adv. Directors ..... CRestview 4-6108
Counselors, The ..... HIllside 0263
Crank Chet, Co. ..... HEmpstead 5129
Crossley & Jeffries, Inc. ..... CLeveland 7-0617
Culp Earl R., Co. ..... DUnkirk 2-8406
Cunningham & Walsh, Inc. ..... GRanite 6131
Dancer-Fitzgerald-Sample, Inc. ..... HUdson 2-3256
Davis, Charlie, Advertising ..... HOllywood 9-0930
Davis & Company ..... MIchigan 3908
Davis-Harrison-Simmons, Inc. ..... HUdson 2-2311
Davis-Hood & Assoc., Inc. ..... TRinity 7377
Davison & Dibble Co. ..... CHarleston 5-1307
Dennis, Robert F., Inc. ..... TRinity 4691
Donald, Dick, Adv. ..... DUnkirk 8-2371
Dozier, Graham, & Eastman Adv. ..... PRospect 7091
Dunkle, W. Donald., & Assoc. ..... DUnkirk 3-3054
Durstine, Roy S., Inc. ..... DUnkirk 8-3411
Ebberts, Dan, Adv. Serv. ..... LOgan 4242
Edwards, Adv. Agency, The ..... RIchmond 7-0427
Ehlert, Grace, Broadcast Adv. ..... HUdson 2-2585
Eisenberg, Ralph, Advertising ..... VAndike 0349
Erwin, Wasey, & Co. Ltd. ..... WEbster 1-1211
Ewell & Thurber Assoc. ..... HOllywood 9-4994
Factor, Ted H., Agency ..... DUnkirk 8-8111
Fagan, O. K., Advertising Agcy. ..... VAndike 2192
Feniman, Warren P., Adv. Co. ..... KImball 9296
Fishell, Dick & Assoc. ..... CRestview 5-4557
Foote, Cone & Belding (Hollywood) ..... HOllywood 9-6265
Foote, Cone & Belding (Los Angeles) ..... Michigan 7651
Ford-Harshberger ..... HEmpstead 8193
Forester, Gene, & Assoc. ..... STanley 7-4037
Free, Newton A., Co., The ..... MIchigan 1195
Freiburg, John, & Co. ..... NOrmandy 3-2111
Fritzen, Henry, Adv. Agcy. ..... MAdison 6-0555
Gardner, H. M., & Assoc. ..... MAdison 6-4397
Geissinger, W. B., & Co. ..... WEbster 3-7178
General Advertising Agcy., Inc. ..... HEmpstead 5129
George, Ernest N., Co. ..... GRanite 8962
Gill Clifford Agency ..... BRadshaw 2-4589
Glasser-Gailey, Inc. ..... DUnkirk 4-2141
Glenn Advertising, Inc. ..... AXminster 2-3063
Gonda, Francis D., Adv. Agency ..... DUnkirk 7-3306
Grant Advertising, Inc. ..... HOllywood 9-5371
Grant, Will Adv., Agcy. ..... TRinity 1384
Greenthal, Monrow, Co., Inc. ..... STanley 7-5953
Gregory, Willard G., & Co. ..... TRinity 0531
Harrington-Richards ..... WEbster 3-5577
Harvey, William W., Inc. ..... CEntury 2-0136
Heasley & Heasley Adv. Agcy. ..... CRestview 5-6875
Heintz & Co., Inc. ..... MIchigan 6-61
Hensel, Elliot C., Adv. ..... TUcker 7639
Hill, Don ..... TUcker 3818
Hillman, David S., Inc. ..... BRadshaw 2-6586
Hixson & Jorgensen, Inc. ..... MAdison 6-5811
Hoel, John D., Adv. Agcy. ..... RYan 1-7131
Houston Adv. Service Co. ..... PRospect 9654
Huber-Whiteman, Advertising ..... PRospect 8131
Hunter Advertising Agcy. ..... NOrmandy 3-1178
Industrial Adv. Assoc. ..... NOrmandy 2-8362
Irwin Co., Inc. ..... BRadshaw 2-5455
Jaffee & Jaffee Adv. Agcy. ..... CRestview 1-6211
Johanet Adv. Agcy. ..... Oregon 7-1904
Johnson, J. Howard ..... MIchigan 8464
Jones, Dana, Co. ..... TUcker 6131
Jordon Co., The ..... DUnkirk 2-2248
Juneau, C. B., Inc. ..... WEbster 3-7131
Kaufmann, Hans E., & Co. ..... GLadstone 1127
Keane, Raymond Adv. Agency ..... WEbster 3-9221
Kellogg, Edward S., Co. ..... DUnkirk 7-5213
Kelso, M. H., & Co. ..... DUnkirk 2-2072
Kemmerrer, V. A. ..... HEmpstead 6795
Kenyon & Eckhardt, Inc. ..... HEmpstead 2101
Kester, William, & Co. ..... HIllside 9251
Kiefer, J. B., Inc. ..... DUnkirk 2-8373

Kimball, Abbott, Co. of Calif. ..... DUnkirk 7-7305
Klingelsmith & Co., Inc. ..... DUnkirk 8-3013
Klitten, Martin R., Co., Inc. ..... DUnkirk 7-8396
Knight Advertising ..... CRestview 5-5573
Kudner Agency, Inc. ..... VAndike 0196
Lannen & Sanders, Inc. ..... MUtual 8060
Lawrence Co., The ..... BRadshaw 2-5820
Lennen & Mitchell, Inc. ..... CRestview 1-7221
Lenz, J. M., Advertising ..... HOllywood 9-3906
Little & Co. ..... DUnkirk 9-1267
Lockwood-Shackelford Adv. ..... DUnkirk 8-3121
Logan, Dudley L., Adv. ..... MAdison 9-1604
Lott Adv. Agcy. ..... Arizona 7-5137
Lurie, Nadine Advertising ..... DUnkirk 2-1393
Macaulay Co., Inc. ..... PRospect 6287
Mack-Wharton, Advertising ..... RIchmond 7-5477
Mail-Ad Advertising Agency ..... MAdison 1626
Mann Advertising Co., Inc. ..... DUnkirk 2-1179
Marketers, Inc. ..... DUnkirk 7-5303
Martha's Adv. Service ..... MAdison 6-4897
Marto, Walter, Adv. Agcy. ..... SYcamore 6-2239
Mathews, Anne D., Adv. Agency ..... SYcamore 2-3816
Mayers Co., Inc., The ..... DUnkirk 8-2111
Mayne, Charles H., Co. ..... DUnkirk 7-4363
Mays & Co. Advertising ..... TRinity 8534
McCann-Erickson, Inc. (Hollywood) ..... HIllside 8268
McCann-Erickson, Inc. (Los Angeles) ..... MUtual 1181
McCarty Co., The ..... PRospect 7011
McCreery, Walter, The ..... BRadshaw 2-2168
McElroy Advertising Agency ..... PRospect 2047
McFadden, Oliver L., & Assoc. ..... LOng Beach 7-5171
McHugh, Phil D., Adv. Agcy. ..... BRadshaw 2-3551
McKee, Burns Advertising ..... DUnkirk 7-8377
McNeill & McCleery ..... HUdson 2-2337
Meany, Phillip J., Co., Adv. Agency ..... MIchigan 3601
Mercury Adv. Agency, Inc. ..... BRadshaw 2-2287
Miner, Dan B., Co. ..... DUnkirk 8-3301
Moeller, Norman, Agency ..... GLadstone 5106
Mogge-Privett, Inc. ..... YOrk 7243
Moody, Thomas, & Assoc. ..... DUnkirk 2-1127
More, C. Church, & Co. ..... TRinity 8043
Morgan, Raymond R., Co. ..... HEmpstead 4194
Murray, Dymock, Carson, Inc. ..... BRadshaw 2-2719
Natha, Edw. N., Adv. Agency ..... PRospect 1767
Neale Adv. Assoc. ..... MIchigan 2149
Needham, Louis & Brorby, Inc. ..... HUdson 2-2391
Nelson Advertising Service ..... MIchigan 0548
Newman, Mike, & Assoc. ..... REpublic 5137
Newman, N. J., Adv. Agency ..... TRinity 7664
Noble Advertising Co. ..... MAdison 6-5359
Oakes Harlan G., Assoc. ..... DUnkirk 2-3200
O'Neil, Larson, & McMahon ..... GLadstone 2578
Ostrander, Russell P., Adv. ..... DUnkirk 3-3197
Pacific Advertising Service ..... PRospect 5803
Patch & Curtis Adv. Agcy. ..... LOng Beach 6-1259
Pardee Co., The ..... HUdson 2-7306
Patrick, Pat, Agency ..... HUdson 2-3224
Pendleton, Larry, & Associates ..... TRinity 8557
Perrett Co., The ..... MUtual 2388
Peters, Lyman, Inc. ..... CHarleston 5-3619
Porter, Wesley H., Adv. ..... AXminster 3-0400
Productive Advertising Agcy. ..... DUnkirk 8-2251
Raymond, Larry Co. ..... YOrk 8125
Ringer, Lee, Advertising ..... DUnkirk 7-8131
Riordan, John H., Co. ..... MAdison 6-2291
Roberts, Jack, & Associates, Inc. ..... MIchigan 1201
Robins-Newton-Chapman ..... HUdson 2-3284
Robinson, Lewood J., Adv. ..... MUtual 6293
Roche-Eckhoff & Associates ..... HOllywood 9-5363
Rockett-Lauritzen ..... REpublic 2-9141
Ross, Charles, Adv. Agency ..... HUdson 2-1184
Ross, Ellsworth, Inc. ..... DUnkirk 8-3608
Ross Gardner, & White Advertising ..... DUnkirk 7-7211
Ross, Roy, Inc. ..... HOllywood 9-6263
Ross, W. B., Assoc., Adv. ..... PRospect 7656
Rouse, A. James, Co. ..... BRadshaw 2-5608
Ruthrauff & Ryan, Inc. ..... HIllside 7593
Sawyer, Ross, Advertising ..... WEbster 6275
Scholts Advertising Service ..... MIchigan 2396
Schurrer, Lou, Advertising ..... GLadstone 1127
Sebrell, J. B., Adv. Agcy. ..... MAdison 6-9397
Seeds, Russell M., Co., Inc. ..... HUdson 2-1206
Seidel Advertising Agency ..... HUdson 2-7296
Shane, Leonard, Agency, The ..... MIchigan 3231
Shaw Co., The ..... MUtual 5161
Smith, Robert, Advertising Agcy. ..... TRinity 9529
Smith, T. Tyler, Adv. Agency ..... HEmpstead 9239

Radio-TV Telephone Numbers in Los Angeles

Stebbins, Barton A., Adv	TRinity 8821
Stebbins, Hal, Inc.	PRospect 5317
Steller, Millar & Lester, Inc	DUnkirk 7-5377
Straus, J. M., & Co.	DUnkirk 3-5072
Sullivan Staufter Colwell & Bayles, Inc.	HIllside 2119
Swafford & Co.	MAdison 6-5521
Taggart & Young	WEbster 3-8108
Theatrical Adv. Agcy.	MIchigan 7761
Thompson, J. Walter, Co.	MAdison 2661
Tullis Co., Inc., The	HEmpstead 6831
United Advertising Agency	MIchigan 5807
Universal Advertising Agency, Inc.	HIllside 8218
Wade Advertising Agency	HIllside 7457
Warwick & Legler, Inc.	HEmpstead 8163
Wegster, R. W., Adv.	MAdison 9-2283
Weitzman, Louis J., Adv. Agcy.	DUnkirk 8-3115
Welsh-Hollander Advertising	MIchigan 0876
Wessells, George M., Company	YOrk 8258
Western Adv. Agcy., Inc.	DUnkirk 7-7367
Westwood, Tom, Advertising Agcy.	TRinity 8496
Wheelock, Ward, Co.	HIllside 9221
Wilder, Alvin	HEmpstead 1116
Willis, Harry G., & Assoc.	CHarleston 5-3325
Wynne-Alexander Adv. Agcy.	PYramid 1-2319
Young & Rubicam, Inc.	HOllywood 9-2734

Radio-TV Program and Transcription Cos.

Audio-Video Recorders, Inc.	CRestview 5-4373
Bill Bates	HIllside 0101
B & B Recording Studios	THornwall 1397
George R. Bentel & Assoc.	GRanite 8608
Walter Biddick Co.	RIchmond 6184
Capitol Records	HOllywood 9-8171
The Cardinal Co.	HEmpstead 1177
Eddie Chevie Productions	CRestview 4-5403
Leslie Ciucas	HOllywood 5111
Columbia Records, Inc.	BRadshaw 2-5411
Commodore Productions	HOllywood 9-8229
Bing Crosby Enterprises	BRadshaw 2-2771
Crosby & Fogle	GRanite 3171
Des Autels & Graham	HUdson 2-2291
Jerry Devine Productions	HUdson 2-1228
Eccles Recordings, Inc.	HIllside 8351
Electro-Vox Recording Studio	GLadstone 2189
Bruce Eells & Assoc.	HOllywood 9-5869
Jerry Fairbanks Productions	HUdson 2-1101
Finley Transcriptions, Inc.	BRadshaw 22771
Five Star Productions	HEmpstead 4807
General Artists Corp.	CRestview 1-8101
General Radio Productions	BRadshaw 2-6211
Mitchell Gerts Agency, Inc.	CRestview 4-5491
Grace Gibson Productions	GRanite 5543
John Guedel Productions	HEmpstead 5186
Andrew G. Hickox Productions	HOllywood 9-2281
Hollywood Central Recording Studio	HEmpstead 0270
Hollywood Music Recording Studios	HEmpstead 5407
Inter-Calif. Bcstg. System	MUtual 2759
Robert Kenneth James, Inc.	CRestview 4-6041
Robert Joseph Television Productions	SUnset 1-1331
Lawrence & Lee Productions	HIllside 7517
Lawrence Productions	HOllywood 9228
C. P. MacGregor Sound Studios	DUnkirk 4-4191
Ted MacMurray & Co.	HIllside 4305
Mayfair Transcription Co.	CRestview 1-8151
Fred C. Mertens & Assoc.	DUnkirk 3-7372
Les Mitchel Productions	FLorida 3-1105
Monogram Radio Programs, Inc.	GLadstone 8045
Music City	HOllywood 9-8211
Ed Paul Phillips Agency	HIllside 8266
Precision Recording Co.	PLeasant 5-7633
George Logan Price, Inc.	DUnkirk 3-7372
Radio Recorders, Inc.	HEmpstead 3282
Radiovision Productions	HOllywood 9-7028
RCA, Victor Division (Recording Studios)	HIllside 5171 HEmpstead 6811
Jack Rourke Productions	HEmpstead 7178
James L. Saphier Agency, Inc.	CRestview 1-7231
Script Associates	MAdison 6-6476
Sentinel Productions	HEmpstead 6828
Standard Radio Transcription Service, Inc.	WEbster 9181
Richard Strout Productions	HUdson 2-2145
Studio & Artists Recorders	HIllside 8241
Sunshine Audio Sales & Service	ORegon 2-1434
Teevee Film Co.	BRadshaw 21376
Tel-Air Associates	HOllywood 93442
Telefilm, Inc.	HOllywood 9-7205
Telemount Pictures, Inc.	HOllywood 9-8321
Telepix Corp.	HIllside 8351
Tele-Radio, Inc.	CRestview 6-7371
Tele-Sound Productions	HEmpstead 0270
Television Films of America	GLadstone 2624
Teleways Radio Productions	BRadshaw 2-1447
The Thomas Co.	HIllside 6564
TV Ads, Inc.	DUnkirk 8-1323
20th Century Television	BRadshaw 25518
United Productions of America	CHarleston 0-7171
Universal Recorders	HOllywood 9-8282
Vallee-Video	HIllside 6118
Wilding Picture Productions of Calif.	WEbster 0183
Fletcher Wiley Productions	HOllywood 9-1212
Hal Wilson Productions	HOllywood 9-1714
Herbert Wixson	SUnset 2-3580
World Broadcasting System	HEmpstead 5121
WRS, Recording Lab.	GLadstone 1454
Frederic W. Ziv	HEmpstead 5121

Radio Artists Agencies

Larry Allen	HEmpstead 0421
American Federation of Radio Artists	HIllside 5125
Stanley Bergerman	CRestview 6-3196
Herman Bernie	CRestview 5-0117
Phil Bloom	CRestview 4-6064
Business Administration Co.	CRestview 6-7071
Century Artists	HUdson 2-1284
Century Artists, Ltd.	CRestview 1-8131
Columbia Artists Management	MAdison 6-2327
Hallam Cooley Agcy.	CRestview 5-6161
Jack Creamer	GLadstone 9683
Everett N. Crosby	BRadshaw 2-2771
Ken Dolan & Co.	HOllywood 9-3558
Famous Artists	CRestview 1-5222
Federal Artists Corp.	CRestview 5-5251
Frederick Bros.	CRestview 1-6244
General Artists	CRestview 1-8101
Mitchell Gertz	CRestview 4-5491
Bruce Gear	CRestview 5-3055
Goldstone Agcy.	CRestview 6-1071
Mitchell J. Hamilburg	CRestview 5-4171
Sam Jaffe	CRestview 6-6121
Paul Kohner	CRestview 1-5165
Earl Kramer	CRestview 6-2338
Levee-Short	CRestview 5-0626
Levee-Stark	CRestview 1-5781
McConkey Artists Corp.	HEmpstead 7141
MCA Artists, Ltd.	CRestview 6-2001
Monter-Gray	CRestview 1-1191
William Morris	CRestview 1-6161
Orsatti Agency	CRestview 6-6241
Ed Paul Phillips	HIllside 8266
George Rosenberg	CRestview 1-8121
Radio Registry	HIllside 8321
Radio Artists Corp.	CRestview 1-7111
Art Rush	HIllside 5161
The Salkow Agcy.	CRestview 1-9134
James L. Saphier	CRestview 1-7231
Schwarz Agency	CRestview 4-6301
Louis Shurr	CRestview 1-1116
Edward Sherman	CRestview 5-0186
Stempel-Olenick	CRestview 1-7141
D. M. Winkler	CRestview 1-7244

Publications

Broadcasting-Telecasting	HEmpstead 8181
Hollywood Reporter	HIllside 7411
RADIO DAILY	GLadstone 8436
Radio Life	HIllside 9275
Radio News	TUcker 9213
Variety	HOllywood 1141
Radio Artists Directory	HIllside 0101

Radio-TV Audience Surveys

Coffin, Cooper & Clay, Inc.	HUdson 2-7251
Facts Consolidated	WY 3181
C. E. Hooper, Inc.	HOllywood 9-3553
Moffett Research Co.	HEmpstead 5653

PROBLEMS OF THE DUAL OPERATION

By D. L. PROVOST, Business Manager, WBAL and WBAL-TV

(*Continued from Page 69*)

relegated his AM personnel to air locks or the roof. Television is a greedy baby with its cumbersome props, sets, and need for more workers: seven or eight technicians per show compared to radio's one or two. It is a great space consumer. One can't very well kick the infant in the teeth. But the necessity of being on guard every moment cannot be stressed too much, or your radio operation is going to suffer. Some morning you will find it has degenerated into a D. J. operation from the transmitter.

To integrate or separate falls in line as the second big problem. Where should integration take place? And what departments should be separated? Programming seems to fall in the latter category because television program conception and thinking is so different. There may be certain sections within the Program Department that can be run more satisfactorily and economically by integration. On WBAL-TV we have found this holds true for the Public Service and Special Events Departments. Our Public Service Director, operating in both radio and television, and making the many outside calls that are necessary in this field, saves the time of the program people on both stations. It is his responsibility to keep a proper ratio of sustaining to commercial. And by scheduling public service shows and announcements on both stations his "watchdog" position is strengthened.

As in the integration of public service, by handling the News and Special Events Department in the same manner we have saved considerably on employees' hours and expense. We are technically set up in such a manner that news bulletins, for either station, can originate from our news room. By integration of this Department we save the necessity of double news ticker service. We get bulletins on the air faster, too.

Special Events programming necessitates a great deal of ground work on the outside. It is a full-time operation for one man working both stations; it would be a part time job for two men, with one working radio and the other television. Many Special Events are simulcast, and one man in charge of both stations has a better grasp of what is going on and what to do about it.

★ ★ ★

Our technical staffs are disintegrated completely with two exceptions. One supervisor is in charge of both the AM and TV transmitters. One man is in charge of audio for both stations.

The really tough problem, in the matter of what should be integrated and what should be separated, is the Sales Department. It would seem that one general rule could not apply. This problem must best be governed by the conditions extant in the different TV localities, and by the setup of the Sales Department in the radio operation before TV came along.

In Baltimore, on WBAL-TV, we have a partially separated staff. But, even so, where a salesman has called on an account over a long period this man continues to handle both AM and TV. When an account comes in that is strictly TV, it goes to one of the television salesmen. In Baltimore, none of the agencies or advertisers have separate TV and radio time buying departments, so it would seem unwise for a dual operation to force on clients the time consumed by seeing a representative from each medium. We try to keep our sales operation as fluid as possible. The ratio of time spent in contacting and servicing a TV account is about three to one, compared with radio. This leads our trail back to what, I think, is a dual operator's biggest problem, and that is to protect his radio operation. Because it takes longer to serve a TV account, it means more contact men in your Sales Department to be sure that your radio accounts and prospects are properly serviced.

•

A good open discussion with the employee seeking a change will very frequently pay good dividends. If he has initiative and ideas, you can't afford to take him out of radio; and the chances are good that he can't afford to leave radio. When you find a person like that and point out his worth to himself and the Company by staying in radio, but possibly in a different job, you have strengthened your radio operation.

To sign off this article, the dual operator is in a position to see first hand the stimulation through competition which television has brought to the broadcasting industry. This in itself over-shadows any of the problems which we face.

★ ★ ★

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This year NBC Radio rounds out 25 years of service to advertisers. During this time NBC's leadership has consistently set the pace for the entire radio industry. And today—

NBC is first in audience—the largest in all advertising.

NBC is first in facilities—the finest in all radio.

NBC is first in programming—geared to today's need for low-priced, effective shows.

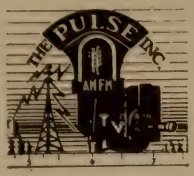
NBC is first in new advertising ideas—better ways of using network time.

In every respect, NBC Radio is bigger and more economical than any other advertising medium, including the other networks.

NBC RADIO

America's No. 1 Advertising Medium

A service of Radio Corporation of America



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Pulse issued radio reports for 14 markets in December, 1950, in the series of continuing surveys. For these reports

115,560 families

were visited and interviewed.

In one year, in these 14 markets, Pulse will interview

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Research Organizations

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Phone: CHarter 7-1564

AUDIENCE RESEARCH, INC.
110 E. 42nd St., New York 17, N. Y.
Phone: MUrray Hill 4-5382
Princeton, N. J.
Phone: PRinceton 335
6305 Yucca St., Hollywood, Calif.
Phone: HIllside 8103

A. S. BENNETT—CY CHAIKIN, INC.
130 Lexington Ave., New York, N. Y.
Phone: MUrray Hill 8-2475

CROSSLEY, INC.
330 W. 42nd St., New York 18, N. Y.
Phone: BRyant 9-5462
And
Mercer St., Princeton, N. J.

ELLIOTT-HAYNES LTD.
(Radio Research Division)
515 Broadview Ave., Toronto 6, Ont., Canada
Phone: GErrard 1144
Sun Life Bldg., Montreal, Que., Canada
Phone: PLateau 6494
441 Seymour St., Vancouver, B. C., Canada
Phone: Marine 8794

FACTS, INC.
270 Madison Ave., New York 16, N. Y.
Phone: MUrray Hill 6-7800

C. E. HOOPER, INC.
(Executive Office)
10 East 40th St., New York 16, N. Y.
Phone: LExington 2-3000
Dry Hill, Norwalk, Conn.
Phone: NOrwalk 8-0606
315 Equitable Bldg., 6253 Hollywood Blvd.
Hollywood 28, Calif.
Phone: HOllywood 9-3553

INDUSTRIAL SURVEYS CO., INC.
292 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 3-9083
425 N. Michigan Ave., Chicago 11, Ill.
Phone: MOhawk 4-4600

JOHN B. KNIGHT CO.
6530 Sunset Blvd., Hollywood 28, Calif.

RICHARD MANVILLE RESEARCH
230 Park Ave., New York 17, N. Y.
Phone: ORegon 9-2435

WILLIAM McPHEE
Director
Research Services, Denver, Colo.

A. C. NIELSEN COMPANY
2101 Howard Street, Chicago 45, Ill.
Phone: Hollycourt 5-4400
500 Fifth Ave., New York 18, N. Y.
Phone: PEnnsylvania 6-2850

OFFICE OF RESEARCH, INC.
3470 Broadway, New York 31, N. Y.
Phone: AUdubon 6-7455

ALFRED POLITZ RESEARCH, INC.
400 Madison Ave., New York 17, N. Y.
Phone: PLaza 9-5200

THE PULSE, INC.
15 W. 46th St., New York 7, N. Y.
Phone: JUdson 6-3316

RADIO COPY
43-18 163rd Street, Flushing, N. Y.
Phone: FLushing 9-7779

RADIO REPORTS, INC.
220 East 42nd Street, New York 17, N. Y.
Phone: MUrray Hill 7-6658

ELMO ROPER
30 Rockefeller Plaza, New York 20, N. Y.
Phone: PLaza 7-4900

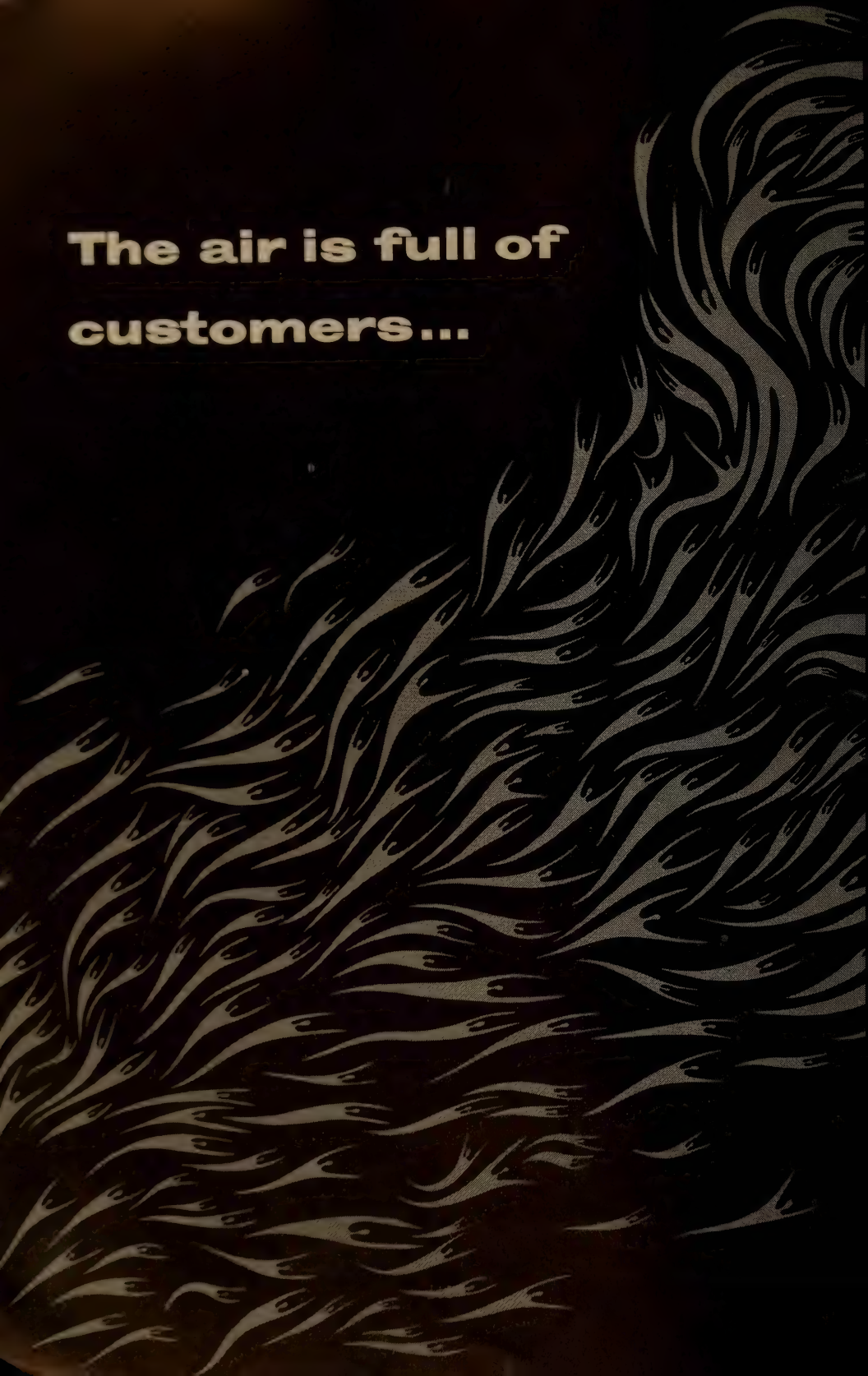
N. C. RORABAUGH CO.
347 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 6-2193-4

ROSS FEDERAL RESEARCH CORP.
2 W. 45th St., New York 19, N. Y.
Phone: VAnderbilt 6-0600

DANIEL STARCH AND STAFF
420 Lexington Ave., New York 17, N .Y.
Phone: LExington 2-6622
540 N. Mich. Ave., Chicago 11, Ill.
Phone: DElaware 7-8362

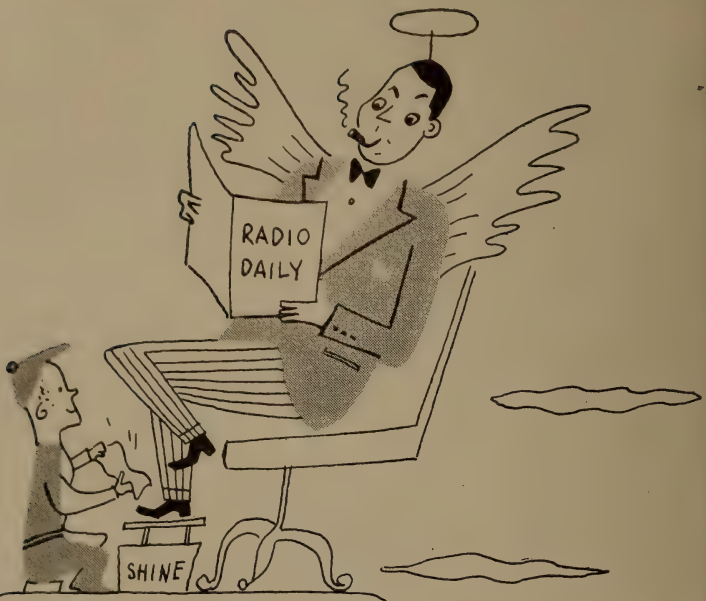
TRENDEX, INC.
347 Madison Avenue, New York 17, N. Y.
Phone: MU 3-2653 and MU 3-2668

VIDEODEX
JAY & GRAHAM RESEARCH, INC.
100 E. Ohio St., Chicago 11, Ill.
Phone: WHitehall 4-0584
342 Madison Ave., New York, N. Y.
Phone: MUrray Hill 7-8837


The air is full of
customers...



Radio reaches almost everybody. For there is a radio set in 95% of all American homes. Week after week, more people listen to radio than regularly read all the newspapers or all the magazines in print. Nowhere but in network radio can an advertiser command such an audience for his message. And nowhere in network radio can he reach so many at so low a cost as he does through the Columbia Broadcasting System.



A TRIBUTE TO THE

ANGELS OF ABC RADIO

AMERICAN BAKERIES
BLOCK DRUG CO.
BOTANY MILLS
BURTON-DIXIE CORP.
CHAMPION SPARK PLUGS
CHRISTIAN SCIENCE MONITOR
CLUB ALUMINUM
EQUITABLE LIFE ASSURANCE
GENERAL MILLS
GENERAL MOTORS
GILLETTE SAFETY RAZOR
GOODYEAR TIRE AND RUBBER
GOSPEL BROADCASTING ASS'N.
DR. BILLY GRAHAM
H. J. HEINZ
ANDREW JERGENS CO.
FRANK H. LEE
P. LORILLARD
LUTHERAN LAYMEN'S LEAGUE
MARS, INC.
MILLER BREWING CO.
PHILIP MORRIS
PACIFIC COAST BORAX
PAN AMERICAN COFFEE BUREAU
PHILCO CORP.
R. J. REYNOLDS
SEEMAN BROTHERS
SERUTAN
STERLING DRUG
SWIFT AND CO.
THE TEXAS COMPANY
THE U.S. ARMY AND THE
U.S. AIR FORCE RECRUITING
VOICE OF PROPHECY
WILLIAM R. WARNER

American Broadcasting Company

INTERNATIONAL RADIO TODAY

By PIERRE CRENESSE, *Director, French Broadcasting System in North America*



Pierre Crenesse

WITH crisis piling on crisis and each nation's subconscious alerting to the possibility of atomic warfare exploding at any moment, the old year, 1950, came to its expected end, jittery to the last. The new-born who took its place inherited the sins of the father, and was pushed into History's spotlight with no coaching in the part. The producers and backers of world affairs could only pray that 1951 would survive strengthened by its youth. And deeply interested spectators hoped that the pessimists accustomed to "cry havoc" would be wrong. In a global clash that had its feet in the frozen mud of Korea and its head in the clouds over Lake Success, International Radio continued to record and report quietly, efficiently, and with a minimum of tension, to the troubled world in between. And somehow, the grey futility never completely lost the rosy tinges of hope.

•

At the Fifth Avenue studios of the French Broadcasting System in North America, France's U.N. Delegates were frequent visitors to the short-wave microphone, as they reported to their countrymen on the "State of the World Union," dispelling the fears which grew like toadstools after each day's verbal stalemates.

Although RDF offices in New York had been sending out programs since 1947, in April of 1949, RadioDiffusion Francaise created a symbolic web of radio stations, called The International Goodwill Network, and offered to North American stations, free of charge, top radio entertainment from the finest of France's talent. Produced in Paris, the 5 separate weekly transcribed shows were made available for just the opportunity to bring the culture of France closer to her American friends. By last year at this time RdF was proud to announce that 220 stations were carrying one or more programs of the IGN. By the end of 1950 the count had increased to 350, with member stations in Canada, Alaska, Hawaii, The Philippines, Puerto Rico, and Panama broadcasting "Masterworks From France," "Gai Paris Music Hall," "Songs of France," "Bonjour Mesdames," and "French In The Air." All this in addition to the numerous weekly shortwave "feeds" from Paris, containing interviews, news, and special features for individual stations on this side of the Atlantic.

The new year is still not very old, but the hopes for a world that is lasting and secure are ageless. Whenever international nerves grow taut, International Radio will be on hand, the small, still voice of reason: calm during fear . . . hopeful during crisis . . . and in conflict, certain that Peace is never too distant to obtain.

•

During the four years of the Occupation, France had been cut off from the rest of the world. And even more important, the world had written its history with practically no news from France. Through the many hours of short-wave broadcasting, the outside world and the historic events taking place found their way across the English Channel where they were welcomed behind France's blacked-out windows. But very little of the darkness from within the fallen democracy managed to reach the sunlight of the free nations to the West.

The moment the Liberation was a reality, France set about to reestablish contact with her neighbors around the globe. The total destruction of all transmitters, and other radio equipment, offered the prime challenge—and became the first step in the almost impossible task of reconstruction.

Before waiting for final completion, however, special radio bureaus were organized within French Radio for full scale international broadcasting. Offices were opened in New York City and programs prepared in English, spotlighting French music and culture. But not only Americans were enthusiastic about RDF programs, for at this time overseas broadcasts are beamed to 25 foreign countries around the world—in as many languages. France is now a welcome, constant visitor in every land.

★ ★ ★ ★ ★ ★



*

Compliments of a MUTUAL friend

* The character and phrase, "Mister PLUS", are the property of the Mutual Broadcasting System, Inc. They have been continuously employed since November, 1949, to represent the specific *plus-differences* which distinguish Mutual from all other networks.

The profitable *application* of these plus-differences is expressly *not* restricted – by copyright or otherwise – to *present* Mutual clients. Mister PLUS is ready and able to work for *any* advertiser who moves to the Mutual Network in 1951.

NON-COMMERCIAL AM STATIONS OF THE U. S.

As Listed By The Federal Communications Commission, Jan. 1, 1951

City	Call Letter	Licensee	Freq. (Kc.)	Power (Watts)
		CALIFORNIA		
Los Angeles	KFSG	Echo Park Evangelistic Assn.	1150	2500 d;1000 n
Pasadena	KPPC	Pasadena Presbyterian Church	1240	100
		COLORADO		
Denver	KPOF	Pillar of Fire	910	1000 d
		ILLINOIS		
Chicago	WMBI	The Moody Bible Inst.	1110	5000
Urbana	WILL	University of Illinois	580	5000 d
		INDIANA		
West La Fayette	WBAA	Purdue University	920	5000 d;1000 n
		IOWA		
Ames	WOI	Iowa State College	640	5000 d
Boone	KFGQ	Boone Biblical College	1260	250 d
Decorah	KWLC	Luther College	1240	250
Iowa City	WSUI	The State U. of Iowa	910	5000
		KANSAS		
Lawrence	KFKU	University of Kansas	1250	5000
Manhattan	KSAC	Kansas State College	580	5000 d; 500 n
		MICHIGAN		
East Lansing	WKAR	Michigan State College	870	5000 d
Lapeer	WMPC	The Liberty St. Gospel Church	1230	250
		MINNESOTA		
Minneapolis-St. Paul	KTIS	Nwstrn. Schools	900	1000 d
Minneapolis-St. Paul	KUOM	University of Minn.	770	5000 d
Northfield	WCAL	St. Olaf College	770	5000 d
		MISSOURI		
Clayton-St. Louis	KFUO	Lutheran Church-Mo. Synod	850	5000
		NEW JERSEY		
Zaraphath	WAWZ	Pillar of Fire	1380	5000 d; 1000 n
		NEW YORK		
Brooklyn	WBBR	Watch Tower Soc.	1330	5000
New York	WNYC	City of N. Y.	830	1000
		NORTH DAKOTA		
Grand Forks	KFJM	U. of North Dakota	1440	1000 d; 500 n
		OHIO		
Columbus	WOSU	The Ohio State U.	820	5000
		OKLAHOMA		
Norman	WNAD	U. of Oklahoma	640	1000 d
		OREGON		
Corvallis	KOAC	Oregon State College	550	5000
Portland	KBPS	Benson Polytechnic School	1450	100
		PENNSYLVANIA		
Grove City	WSAJ	Grove City College	1340	100
		SOUTH DAKOTA		
Rapid City	WCAT	S. Dak. Sch. of Mines & Tech.	1230	100 d
Vermillion	KUSD	University of South Dakota	920	500
		WASHINGTON		
Pullman	KWSC	State College of Wash.	1250	5000
		WISCONSIN		
Madison	WHA	University of Wisconsin	970	5000 d
Stevens Point	WLBL	State of Wisc., Dept. of Agric.	930	5000 d

Y & R
Eye and Ear Specialists

TELEVISION SHOWS

BIGELOW-SANFORD CARPET CO., INC.
"Bigelow Theatre"
CBS-TV—Sun. 6:00-6:30 p.m. and various stations

GENERAL ELECTRIC COMPANY
"The Fred Waring Show"
CBS-TV—Sun. 9:00-10:00 p.m.

GENERAL FOODS CORPORATION
"The Goldbergs" (Sanka Coffee)
CBS-TV—Mon. 9:30-10:00 p.m.
"Hopalong Cassidy" (Post Cereals)
NBC-TV—Sun. 6:00-7:00 p.m.
"The Aldrich Family" (Jell-O)
NBC-TV—Sun. 7:30-8:00 p.m.
"The Bert Parks Show" (Swans Down Mixes, Jell-O, Birdseye, Walter Baker)
NBC-TV—Mon., Wed., Fri., 3:30-4:00 p.m.

GOODYEAR TIRE & RUBBER CO., INC.
"Paul Whiteman Show"
ABC-TV—Sun. 7:00-7:30 p.m.

GULF OIL CORPORATION
"We, The People"
NBC-TV—Fri. 8:30-9:00 p.m.

HUNT FOODS INC.
"Kate Smith Show"
NBC-TV—Mon.-Fri., 4:45-5:00 p.m.

INTERNATIONAL SILVER CO.—
1847 Rogers Bros.
"Success Story"
WJZ-TV—Tues. 2:15-2:30 p.m.

LIFE MAGAZINE
"Kukla Fran & Ollie"
NBC-TV—Thurs. 7:00-7:30 p.m.

THOMAS J. LIPTON, INC.
"Arthur Godfrey's Talent Scouts"
CBS-TV—Mon. 8:30-9:00 p.m.

PACKARD MOTOR CAR CO.
"Holiday Hotel"
ABC-TV—Thurs. 9:00-9:30 p.m.

JOS. SCHLITZ BREWING CO.
"Pulitzer Prize Playhouse"
ABC-TV—Fri. 9:00-10:00 p.m.

SIMMONS COMPANY
"Kate Smith Show"
NBC-TV—Tues. 4:15-4:30 p.m.

RADIO SHOWS

GENERAL FOODS CORPORATION
"The Aldrich Family" (Jell-O)
NBC—Thurs. 8:00-8:30 p.m.
"Gangubusters" (Grape-Nuts)
CBS—Sat. 9:00-9:30 p.m.
"Hopalong Cassidy (Grape-Nuts Flakes)
CBS—Sat. 8:30-9:00 p.m.
"My Favorite Husband" (Jell-O)
CBS—Sat. 9:30-10:00 p.m.
"Second Mrs. Burton" (Swans Down Mixes, Postum)
CBS—Mon.-Fri. 2:00-2:15 p.m.
"Portia Faces Life" (Jell-O)
NBC—Mon.-Fri. 5:15-5:30 p.m.

BRISTOL MYERS COMPANY
"Mr. D. A." (Sal Hepatica & Ipana)
NBC—Wed. 9:30-10:00 p.m.

GULF OIL CORPORATION
"Counterspy"
NBC—Thurs. 9:30-10:00 p.m.

THOMAS J. LIPTON, INC.
"Arthur Godfrey's Talent Scouts"
CBS—Mon. 8:30-9:00 p.m.

METROPOLITAN LIFE INS. CO.
"Dave Vaille—News"
CBS—Mon.-Fri. 8:15-8:30 p.m. Pacific Coast
"Alan Jackson and the News"
CBS—Mon.-Fri. 6:00-6:15 p.m.

JOS. SCHLITZ BREWING CO.
"Halls of Ivy"
NBC—Wed. 8:00-8:30 p.m.

YOUNG & RUBICAM, INC.

ADVERTISING:

New York Chicago Detroit San Francisco
Hollywood Montreal Toronto Mexico City London



BUSINESS

Agency and Sponsor Network Billings

☆

Research Firms

☆

Advertising Agencies

☆

Radio-TV Station Representatives

☆

News Services

☆

NINETEEN FIFTY-ONE

"Direct From Paris"

RDF

THE FRENCH BROADCASTING SYSTEM (RDF)
OFFERS YOU FREE OF CHARGE A REGULAR TRANSCRIBED SERVICE

MUSICAL PROGRAMS
Symphonic
Folklore
Popular





ENTERTAINMENT
Theatre
Arts
Books

WOMEN'S PROGRAMS
Fashion
Cuisine
Home Life



AND BY SPECIAL SHORTWAVE FEED
ON-THE-SPOT NEWS • INTERVIEWS • REPORTS

These broadcasts are distributed to American stations as part of a goodwill program to promote better understanding between the peoples of France and the U. S.

THE FRENCH BROADCASTING SYSTEM

PIERRE CRENESSE — *Director in North America*

934 Fifth Avenue • New York 21, N. Y. • REgent 4-1501

Network Billings

AGENCY AND SPONSORS

American Broadcasting Co. 1950 Agency Gross Billings (AM Radio)

Dancer-Fitzgerald-Sample, Inc.	$ 5,381,218
J. Walter Thompson Company	2,662,632
Cecil & Presbrey, Inc.	2,652,439
Maxon, Inc.	1,667,408
Lennen & Mitchell, Inc.	1,648,283
Hutchins Advertising Company, Inc.	1,618,996
Wm. H. Weintraub & Co., Inc.	1,241,295
Kudner Agency, Inc.	1,170,891
Tatham, Laird, Inc.	1,075,950
Ray S. Durstine, Inc.	1,073,382
The Biow Company, Inc.	949,227
Warwick & Legler, Inc.	924,581
Benton & Bowles, Inc.	861,632
R. H. Alber Company	802,229
Knox Reeves Advertising, Inc.	766,080
Foote, Cone & Belding	752,716
Kenyon & Eckhardt, Inc.	718,425
Robert W. Orr & Assoc., Inc.	685,319
McCann, Erickson, Inc.	599,999
Batten, Barton, Durstine & Osborne, Inc.	541,755
C. J. LaRoche & Company, Inc.	479,375
Sherman & Marquette	475,635
Grey Advertising Agency, Inc.	446,160
Gotham Advertising Co., Inc.	436,652
Needham, Lewis & Brorby, Inc.	379,206
Raymond Spector Company, Inc.	316,931
Wade Advertising Agency	310,960
Federal Advertising Agency	310,512
Leo Burnett Company, Inc.	303,282
Geyer, Newell & Ganger, Inc.	293,773
McManus, Hohn, & Adams, Inc.	264,177
Mathieson Associates	260,469
Western Advertising Agency, Inc.	250,329
Sullivan, Stauffer, Colwell & Bayles, Inc.	245,544
Victor A. Bennett Company, Inc.	222,338
William Esty Company, Inc.	222,054
The Joseph Katz Company	196,657
W. L. Gleason & Company	181,713
Young & Rubicam, Inc.	155,963
H. B. Humphrey Company	150,516
Hixon & Jorgensen, Inc.	149,607
Tucker Wayne & Company	149,074
Politicals	108,443
Philip J. Meaney Company	103,015
Liller, Neal, & Battle Agency	96,861
Victor van der Linde Company	85,092
Albert J. Silberstein-Bert Goldsmith, Inc.	72,910
Walter F. Bennett & Co., Inc.	65,016
Thwing & Altman, Inc.	64,407
Brisacher Wheeler & Staff	63,217
Huber Hoge & Sons	61,677
Roche, Williams & Cleary, Inc.	50,130
Lambert & Feasley, Inc.	45,781
Brooks Advertising Agency	37,817
Turner Advertising Agency	37,000
Charles W. Hoyt Company, Inc.	30,966
Raymond R. Morgan Co.	26,907
Zimmer-Keller, Inc.	24,490
Hal Stebbins, Inc.	15,930
Grant Advertising, Inc.	15,519
Davis & Company	15,116
Weinstein & Company	13,650
Furman, Feiner Company, Inc.	13,645
Campaigns, Inc.	9,295
Hirshon-Garfield, Inc.	8,875
Leon Loeb & Company	7,455
Ewell & Thurber Associates	6,815
Beaumont & Hohman, Inc.	6,528
Buchanon & Company, Inc.	4,545
Abott, Kimball Co., Inc. of California	4,135
The Clements Company, Inc.	2,285
Erwin Wasey Company of Canada	1,500
TOTAL	*$35,121,625

American Broadcasting Co. 1950 Industrial Classifications

Month	1950	1949
January	$ 225,865	$ 6,273
February	189,968	18,674
March	341,002	26,352
April	362,119	47,359
May	357,508	132,146
June	388,266	119,835
July	213,522	119,674
August	249,846	115,002
September	176,996	155,480
October	1,181,199	217,199
November	1,268,088	211,660
December	*1,216,131	219,337
TOTAL	*$6,170,916	$1,391,991

* Estimated

American Broadcasting Co. 1950 Sponsor Expenditures (AM Radio Network)

General Mills, Inc.	$ 4,910,766
Swift & Company	2,696,534
Sterling Drug Co.	2,312,512
Phillip Morris & Co., Ltd., Inc.	2,153,557
P. Lorillard Company	1,942,056
Philco Corporation	1,618,996
Gillette Safety Razor Co.	1,412,661
Serutan Company	1,073,382
The Quaker Oats Company	955,010
H. J. Heinz Company	943,678
Pepsi Cola Company	925,610
Equitable Life Assurance Society of the U. S.	924,581
The Norwich Pharmacal Co.	843,782
Gospel Broadcasting Assn.	802,229
The Andrew Jergens Co.	685,320
General Motors Corp.	613,884
William R. Warner & Co., Inc.	607,566
George A. Hormel & Co.	541,755
Seeman Brothers, Inc.	536,339
Pacific Coast Borax Co.	480,563
Adam Hat Stores, Inc.	439,443
Lutheran Laymen's League	436,652
The Frank H. Lee Company	387,796
Bruner-Ritter, Inc.	346,931
Speidel Company	316,324
Miles Laboratories, Inc.	310,960
Pan American Coffee Bureau	310,512
The Texas Company	304,930
Libby, McNeil & Libby	282,275

Since 1898



WILLIAM MORRIS AGENCY, INC.

NEW YORK · CHICAGO · BEVERLY HILLS · LONDON · PARIS

Trimount Clothing Company, Inc.	265,514
Champion Spark Plug Co.	264,177
Miller Brewing Co.	260,469
Voice of Prophecy, Inc.	250,329
The Goodyear Tire & Rubber Co., Inc.	247,800
Longines-Wittnauer Watch Co.	222,338
R. J. Reynolds Tobacco Co.	222,054
American Oil Co.	196,657
Mars, Inc.	184,567
Block Drug Co., Inc.	182,556
Dawn Bible Students Assn.	181,743
Petri Wine Co.	155,963
The Christian Science Monitor	150,517
Richfield Oil Corp.	149,608
American Bakeries Co.	149,074
Carter Products Co.	133,924
Club Aluminum Products Co.	118,715
Westinghouse Electric & Manufacturing Co.	116,269
Smith Brothers	111,620
Sylvania Products Co.	110,858
Political	108,443
Green Spot, Inc.	103,022
The Southern Baptist Convention	96,861
Dolcin Corporation	85,092
Botony Mills, Inc.	72,910
Dr. Billy Graham	65,016
Wm. H. Wise & Co., Inc.	64,197
Peter Paul, Inc.	63,785
Ford Motor Co.	63,029
Ronson Art Metal Works, Inc.	58,361
Revere Camera Co.	50,130
Phillips Petroleum Co.	45,781
Western Stove Co., Inc.	37,846
Burton Dixie Co.	37,000
Dennisons Foods Co.	31,828
Pictsweet Foods, Inc.	31,388
Stanley Home Products, Inc.	30,966
Doubleday & Company, Inc.	30,543
Institute of Religious Science	26,907
Fruehauf Trailer Co.	24,199
Langendorf United Bakeries, Inc.	23,617
National Association of Manufacturers	17,850
Save By Mail	16,000
Dr. Hiss Shoe Stores	15,930
U. S. Army	15,518
Scudder Food Products Co.	15,115
United Electrical, Radio & Machine Workers of America	13,651
Gifts by Mail	11,196
Labor League of Political Education	13,644
American Medical Association	9,291
Waltham Watch Company	8,875
Communication Workers of America	7,454
Wilson Sporting Goods Co.	6,814
Pacific Greyhound Lines	6,528
Reynolds Metal Co.	4,544
Fisher Body Division of General Motors Corp.	4,278
Regal Amber Brewing Company	4,134
Omnibook, Inc.	3,037
Lucky Lager Brewing Co.	3,168
P. J. Ritter Company	2,285
McColl Frontenac Oil Co.	1,500
TOTAL	$35,124,625

TV Gross Network Time Sales 1950 Classifications

Automobiles, Trucks and Accessories	$ 1,285,332
Food and Food Products	1,138,053
Beverages	844,557
Radios, Refrigerators, Phonographs, & Electrical Appliances	818,717
Cigars, Cigarettes & Tobacco	499,185
Religion	274,649
Laundry Soaps and Cleansers	251,382
Clothing & Dry Goods	234,831
Confections	226,381
Jewelry & Accessories	220,518
Lubricants, Petroleum Products & Fuel	196,049
Drugs and Toilet Goods	164,577
Hardware	131,585
Household Furnishings & Accessories	85,630
Miscellaneous	71,347
Publications	12,612
Steel	7,359
Politicals	4,720
Photographic Equipment	2,696
TOTAL	$ 6,470,510

American Broadcasting Co. TV Gross Web Time Sales 1950

General Mills, Inc.	476,374
P. Lorillard Company	457,675
Admiral Corporation	359,429
The Goodyear Tire & Rubber Company, Inc.	350,608
Canada Dry Ginger Ale, Inc.	315,216
Chrysler Corporation	302,010
Packard Motors, Inc.	279,992
Schlitz Brewing Co.	227,733
Philco Corporation	222,077
Blatz Brewing Company	197,727
Young Peoples Church of the Air	188,302
Sun Oil Company	180,549
Bendix Home Appliances, Inc.	171,131
Hudson Motor Car Co.	149,670
Pontiac Division of General Motors Corporation	130,080
Kellogg Company	127,901
Gruen Watch Company	115,170
Best Foods, Inc.	111,070
Peter Paul, Inc.	107,950
Ronson Art Metal Works, Inc.	105,378
Peters Shoe Co.	102,145
Campana Sales Co.	100,650
American Safety Razor Co.	98,475
Kno Mark Mfg. Co., Inc.	96,282
Wine Corporation of America	93,600
M. & M., Ltd.	93,150
Wander Company	91,700
Green Giant Company	85,320
General Shoe Corporation	84,506
Seeman Bros.	81,510
Procter & Gamble Co.	80,925
American Dairy Association	72,420
Griffin Manufacturing Co., Inc.	74,175
Gospel Broadcasting Assoc.	70,748
Libby, McNeill & Libby	68,847
Chesebrough Manufg. Co.	63,927
Ironrite Ironers Corporation	63,180
The B. F. Goodrich Rubber Co.	62,163
Arthur Murray, Inc.	53,366
Arnold Bakers, Inc.	51,480
American Bakeries Co.	42,942
American Tobacco Co.	37,084
Gillette Safety Razor Co.	33,110
Mason Au Magenheimer Co.	25,280
Florsheim Shoe Company	25,160
Exquisite Form Brassiere, Inc.	19,920
Lutheran Laymen's League	15,600
The Texas Company	15,500
George S. May Company	12,390



LONDON PARIS NEW YORK CHICAGO BEVERLY HILLS BOSTON
CLEVELAND DALLAS DETROIT MINNEAPOLIS SAN FRANCISCO

Ford Dealers Association	10,808
Pabst Sales Company	10,280
Ranger Joe Corporation	10,000
Allegheny Ludlam Steel Co.	7,359
Homecrafts	7,272
Doubleday & Company	5,310
Radio Offers Co.	5,071
Cigar Enjoyment, Inc.	4,727
Political	4,720
C. & W. Enterprises, Inc.	4,120
Gotham Hosiery Co.	3,100
Hotpoint, Inc.	2,900
Bell & Howell, Inc.	2,696
Jackson & Perkins Co.	520
TOTAL	*$6,470,510

American Broadcasting Co. 1950 Agency TV Gross Billings

Young & Rubicam, Inc.	$ 858,334
Dancer-Fitzgerald-Sample, Inc.	590,409
Lennen & Mitchell, Inc.	457,675
Ruthrauff & Ryan, Inc.	396,347
Kudner Agency, Inc.	374,929
J. M. Mathes, Inc.	315,216
Hutchins Advertising Company, Inc.	222,077
Brooke, Smith, French & Dorance, Inc.	212,850
McCann, Erickson, Inc.	208,633
Kastor, Farrell, Chesley & Clifford, Inc.	197,728
J. M. Camp Co.	188,301
Hewitt, Ogilvy, Benson & Mather, Inc.	180,549
Tatham, Laird, Inc.	171,131
MacManus, Hohn & Adams, Inc.	130,080
Kenyon & Eckhardt, Inc.	127,901
Stockton, West & Burkhardt, Inc.	115,170
Earle Ludgen & Co.	111,070
Maxon, Incorporated	110,851
Grey Advertising Agency, Inc.	105,378
Henri, Hurst & McDonald, Inc.	102,146
H. W. Kastor & Sons Advertising Co., Inc.	100,650
Batten, Barton, Durstine & Osborn, Inc.	99,247
Ernie Mogul Co., Inc.	96,282
Weiss & Geller, Inc.	93,600
William Esty Company, Inc.	93,150
Grant Advertising, Inc.	91,700
Leo Burnett Company, Inc.	85,320
William H. Weintraub Co., Inc.	81,510
J. Walter Thompson, Company	79,654
Birmingham, Castleman & Peirce, Inc.	74,175
Campbell Mithum, Inc.	72,420
R. H. Alber Company	70,748
Benton & Bowles, Inc.	51,480
Tucker Wayne & Company	42,942
Turner Leach & Company, Inc.	25,280
Gordon Best Company	25,160
Brandford Advertising Inc.	19,920
Huber, Hoge & Sons	18,203
Gotham Advertising Company, Inc.	15,600
H. N. Fisher Associates	12,390
Warwick & Legler, Inc.	10,280
Lamb & Keen, Inc.	10,000
Walter Downing Agency	7,359
The Wesley Associates	4,726
Politicals	4,720
The Mail Order Network	4,120
Sterling Advertising Agency	3,099
TOTAL	$ 6,470,510

American Broadcasting Co. 1949-50 Gross Monthly Billings (AM Radio Network)

Month	1950	1949
January	$ 3,454,221	$ 4,067,907
February	3,147,208	3,845,610
March	3,454,338	4,238,780
April	3,115,897	3,893,736
May	3,242,000	4,030,915
June	2,880,220	3,387,939
July	2,255,647	2,788,103
August	2,249,885	2,544,141
September	2,416,631	3,076,900
October	3,009,205	3,404,713
November	2,973,103	3,406,989
December*	2,926,270	3,656,492
TOTAL	*$35,124,625	$42,342,225

* Estimated

American Broadcasting Co. 1949-50 TV Gross Time Sales

Food & Food Products	$10,893,839
Drugs & Toilet Goods	7,099,430
Cigars, Cigarettes & Tobacco	4,317,668
Religion	1,859,737
Radios, Refrigerators, Phonographs & Elec. Appliances	1,846,124
Beverages	1,452,359
Automobiles, Trucks & Access.	1,217,667
Clothing & Dry Goods	1,165,662
Jewelry & Accessories	952,833
Insurance and Personal Loans	924,582
Household Furnishings & Acc.	760,866
Lubricants, Petroleum Products & Fuel	698,476
Hardware	659,945
Laundry Soaps and Cleaners	480,563
Publications	249,524
Confections	248,952
Miscellaneous	125,082
Politicals	108,443
Photographic Equipment	50,190
Sporting Goods	6,815
Transportation & Travel	6,528
TOTAL	*$35,124,625

Mutual Broadcasting System 1950 Gross Billings

	Monthly
January	$ 1,678,889
February	1,401,403
March	1,410,682
April	1,441,454
May	1,356,580
June	1,204,638
July	1,060,002
August	1,090,222
September	1,246,463
October	1,534,526
November	1,357,529
December	1,320,406
TOTAL	$16,102,797

Note: December billings estimated.

MARJORIE MORROW
casting consultant

ACTORS

WRITERS

DIRECTORS

PRODUCERS

SPONSORS

AGENCIES

MARJORIE MORROW

Co-ordinated Casting Consultants

CHickering 4-0644
New York 18, N. Y.

Paramount Bldg.
1501 Broadway

Mutual Broadcasting System 1950 Sponsor Expenditures

Quaker Oats Co.	$ 1,365,937
Miles Laboratories, Inc.	1,350,584
American Federation of Labor	1,346,774
Johns-Manville Corp.	1,238,573
Ronson Art Metal Works	847,563
Ralston Purina Co.	788,734
U. S. Tobacco Co.	642,052
Cudahy Packing Co.	618,488
General Foods Sales Corp.	607,091
National Biscuit Co.	566,005
Williamson Candy Co.	550,484
Rhodes Pharmacal Co.	533,200
Grove Laboratories, Inc.	443,700
Lutheran Laymen's League	440,098
Kellogg Co.	438,359
Gulf Oil Corp.	402,704
Radio Bible Class	343,342
Ford Motor Co.	317,788
Voice of Prophecy, Inc.	313,804
Noxzema Chemical Co.	271,516
Christian Reformed Church	260,136
Gillette Safety Razor Co.	238,746
Derby Foods, Inc.	221,924
Anahist Co., Inc.	212,787
R. B. Semler, Inc.	197,704
Murine Co., Inc.	137,139
Chamberlain Sales Corp.	126,763
Mail Pouch Tobacco Co.	125,181
Burrus Mill & Elevator Co.	118,875
Politicals	95,543
R. J. Reynolds Tobacco Co.	88,702
Beltone Hearing Aid Co.	86,932
Doubleday & Co., Inc.	84,785
Benjamin Moore & Co.	68,243
Dawn Bible Students Asso.	57,388
Amurol Products Co.	54,956
First Church of Christ Scientist	48,912
General Mills, Inc.	48,124
Delaware, Lackawanna & Western Coal Co.	44,192
Save-by-Mail, Inc.	42,253
Pal Razor Blade Co.	40,560
Bowey's, Inc.	39,147
William H. Wise & Co., Inc.	36,170
Shriners East-West Football Conference	36,120
Wilson Sporting Goods Co.	29,614
Muntz TV, Inc.	25,586
American Bird Products, Inc.	25,418
Hallicrafters Co.	20,024
Perfect Circle Co.	14,765
Mutual Benefit Health & Accident Ass'n. of Omaha	14,040
A. O. Smith Co.	11,166
National Education Campaign of American Medical Asso.	7,393
Whitehouse Corp.	6,079
Shipstad & Johnson	5,619
Radio Offer Co.	2,962
National Council Protestant Episcopal Churches	2,053
TOTAL	$16,102,797

Note: December billings estimated.

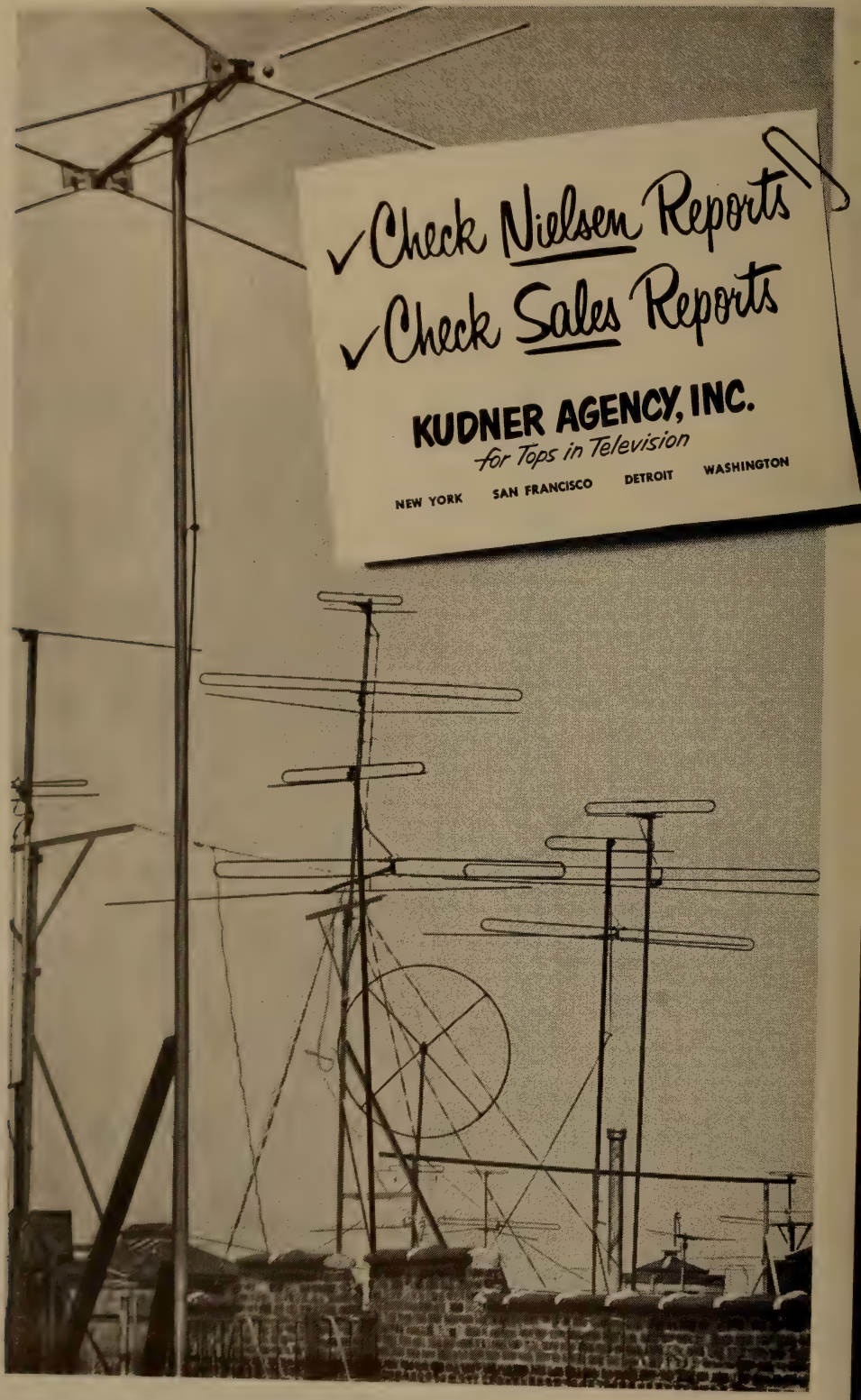
Mutual Broadcasting System 1950 Industrial Classifications

Food and Food Beverages	$ 4,194,196
Drugs and Toilet Goods	3,328,349
Religious	1,463,680
Labor and Politics	1,442,317
Building Materials	1,249,739
Laundry & Household Supplies	1,021,192
Cigars, Cigarettes & Tobaccos	855,935
Jewelry and Silverware	847,563
Confectionery and Soft Drinks	550,484
Paints and Hardware	347,549
Automobiles & Accessories	332,553
Miscellaneous	214,829
Stationery and Publishings	120,955
Radio and Phonographs	45,610
Lubricant, Petroleum & Fuel	44,192
Sporting Goods	29,614
Finance and Insurance	14,040
TOTAL	$16,102,797

Mutual Broadcasting System 1950 Agency Gross Billings

J. Walter Thompson Co.	$ 1,556,361
Sherman & Marquette	1,365,937
Furman, Feiner & Co., Inc.	1,356,482
Wade Advertising Agency	1,350,584
Grey Advertising Agency, Inc.	847,563
Young & Rubicam, Inc.	793,368
Kudner Agency, Inc.	642,052
Grant Advertising, Inc.	618,488
O'Neil, Larson & McMahon, Inc.	588,156
McCann-Erickson, Inc.	566,005
Aubrey, Moore & Wallace, Inc.	550,484
Gardner Advertising Co.	512,442
Harry B. Cohen Adv. Co., Inc.	443,700
Gotham Advertising Co., Inc.	440,098
Kenyon & Eckhardt, Inc.	438,359
Stanley G. Boynton Radio Adv.	343,342
Western Advertising Agency	313,804
Batten, Barton, Durstine & Osborn, Inc.	286,452
Brown Radio Productions, Inc.	276,293
Sullivan, Stauffer, Colwell & Bayles, Inc.	271,516
Glenn-Jordan-Stoetzel, Inc.	260,136
Maxon, Inc.	238,746
Needham, Louis & Brorby, Inc.	221,924
Benton & Bowles, Inc.	216,427
Foote, Cone & Belding, Inc.	212,787
Erwin, Wasey & Co., Inc.	197,704
Huber Hoge & Sons	130,000
Charles W. Hoyt Co., Inc.	125,181
Tracy-Locke Co., Inc.	118,875
William Esty Co., Inc.	88,702
Olian Advertising Co.	86,932
St. Georges & Keyes, Inc.	68,243
Sorensen & Co.	59,171
William Gleeson & Co.	57,388
Direct	55,248
H. B. Humphrey Co.	48,912
Knox-Reeves, Inc.	48,124
Ruthrauff & Ryan	44,192
Ben Sackheim, Inc.	42,867
Al Paul Lufton Co.	40,560
Thwing & Altman, Inc.	36,170
Ewell & Thurber Associates	29,614
Henri, Hurst & McDonald, Inc.	25,931
Michael Shore Advertising Co.	25,586
Weston-Barnett, Inc.	25,418
Bozell & Jacobs, Inc.	14,040
Campaigns, Inc.	7,392
The Mail Order Network	6,079
Walter McCreery, Inc.	5,619
Van River & Crowe, Inc.	2,053
Friend & Kreiger, Inc.	1,404
Van Wood Advertising	250
TOTAL	$16,102,797

Note: December billings estimated.


✓Check Nielsen Reports
✓Check Sales Reports
KUDNER AGENCY, INC.
for Tops in Television
NEW YORK SAN FRANCISCO DETROIT WASHINGTON



ADVERTISING AGENCIES

RADIO AND TELEVISION

Personnel

☆

Addresses

☆

Phone Numbers

☆

Agency Affiliations

☆

Network Accounts

☆

Local Accounts

NINETEEN FIFTY-ONE

BBDO ★ RADIO ★ TELEVISION



National Network Programs

RADIO

AMERICAN TOBACCO CO., INC.
Lucky Strike Cigarettes
"The Jack Benny Program"
"Your Hit Parade"

ARMSTRONG CORK COMPANY
Quaker Rugs
"Theatre of Today"

DE SOTO-PLYMOUTH DEALERS OF AMERICA
Groucho Marx in
"You Bet Your Life"

CREAM OF WHEAT CORPORATION
Cream of Wheat
"Let's Pretend"

E. I. DU PONT DE NEMOURS & CO. (INC.)
"Cavalcade of America"

EMERSON DRUG COMPANY
Bromo-Seltzer
"Hollywood Star Playhouse"

GEO. A. HORMEL & COMPANY
Canned Meat Products
"Music With the Girls"

REXALL DRUG COMPANY
Drug Products
"Amos 'n' Andy"

U. S. STEEL CORPORATION
"Theatre Guild on the Air"

WILDROOT COMPANY, INC.
Wildroot Cream-Oil Hair Tonic and Wildroot Liquid Cream Shampoo
"Charlie Wild, Private Detective"

TELEVISION

AMERICAN TOBACCO CO., INC.
Lucky Strike Cigarettes
"Robert Montgomery Presents—Your Lucky Strike Theatre"
"The Jack Benny Television Show"
"This Is Show Business"
"Your Hit Parade"

ARMSTRONG CORK COMPANY
Floor Coverings, Building Materials
"Armstrong's Circle Theatre"

DE SOTO-PLYMOUTH DEALERS OF AMERICA
Groucho Marx in
"You Bet Your Life"

GENERAL MILLS, INC.
"Betty Crocker Program"

THE B. F. GOODRICH COMPANY
Silvertown Tires
"B. F. Goodrich Celebrity Time"

MINNESOTA MINING & MFG. CO.
"Scotch" Brand Cellophane Tape
"Your Show of Shows" (participating)

WILDROOT COMPANY, INC.
Wildroot Cream-Oil Hair Tonic and Wildroot Liquid Cream Shampoo
"Charlie Wild, Private Detective"
"The Jack Carter Show" (participating)

BATTEN, BARTON, DURSTINE & OSBORN, Inc.
Advertising

NEW YORK · BOSTON · BUFFALO · CHICAGO · CLEVELAND · PITTSBURGH
MINNEAPOLIS · SAN FRANCISCO · HOLLYWOOD · LOS ANGELES · DETROIT

ADVERTISING AGENCIES

Agency Recognition Symbols

AAAA . . . *American Association of Advertising Agencies*
ABC . . . *Audit Bureau of Circulation*
ABP . . . *Associated Business Papers*
ANPA . . . *American Newspaper Publishers' Association*
APA . . . *Agricultural Publishers' Association*
BMB . . . *Broadcast Measurement Bureau*
CAN . . . *Continental Agency Network*
FAAG . . . *First Advertising Agency Group*
NAAN . . . *National Advertising Agency Network*
NOAB . . . *National Outdoor Advertising Bureau*
PPA . . . *Periodical Publishers' Association*
SNPA . . . *Southern Newspaper Publishers' Association*
TAAN . . . *Transamerica Advertising Agency Network*

A. W. ADV., INC.

17 E. 53rd St., New York 22, N. Y.
Phone: EL 5-5158
ANPA—APA

President .....Bliss Woodward
Radio Director.....Selwyn Rausch
Account Executive.....G. F. Mettee
Radio Accounts: Foot-Saver Shop, Hopkins of Waramug, Park Crescent Hotel, Roger Smith Hotels, Winthrop Hotel.

AD FRIED ADVERTISING AGENCY

318 15th St., Oakland 12, Calif.
Phone: HIgate 4-6580
CNPA

Owner-Radio-TV Prod. Dir.....Ad Fried
Radio & TV Producers.....William Muir, Diana Springer, Faye Gillespie
Radio & TV Time Buyer.....Faye Gillespie
Program Manager.....Diana Springer
Music Director.....Elaine Trigger
Production Manager.....William Muir
Radio & TV Library.....Diana Springer
Dir. TV Productions.....Ad Fried

Radio Accounts: Bigelow Films (Motion Picture Films), Berkeley, Calif.; Bell Smoked Fish Co. (Tara Bell Brand Products), San Francisco, Calif.; Dr. J. J. Citron Dental Offices, Cochran & Celli Chevrolet Dealers, Commercial Sales Truck Co. (Trucks), Oakland, Calif.; Buy-Rite Truck & Equipment Co. (Heavy Duty Equipment), Port of Oakland & Houston, Texas; Coy Hair Curler, Oakland, Calif.; Crescent Jewelry Co. (Jewelry), Hayward-Oakland, Calif.; Davi Miracle Foam (Rug & Upholstery Cleaner), Betty Elizabeth Shampoo (Shampoos), F. H. Daily Motor Co. (Automotive), Henry de Lugach Real Estate, Morwear Paint Co. (Paints), Holly Meat Co. (Holly Brand Products), Morse-Starrett Products (Wire Rope Cutters), Oakland Frame & Axle Co., Pelex Beauty Products (USA) (Cosmetics), Berkeley, Calif.; Pelex Beauty Products (Canada), (Cosmetics), Penetang, Ontario, Can.; Rocsil Shoe Co. (Vitality Shoes), Oakland; Rhodes — Jamieson, Ltd. (Building Materials), San Leandro, Calif; Quality Laundries (Laundry Services to Cleaning Firms), Swan's Markets, Oakland, Calif.; Troiel Companies (Ply Hole Covers), Berkeley, Calif; The Quiet Hour, Royal Art Galleries, Minit-Man Auto Laundries, Foster & Louis Insurance, Lou Winston Co., Lo Fare Cab Co., Oakland, Calif.; Smith Bros. "MAC" Compound (Stomach Remedy), Walnut Creek, Calif.; Fidelity Roof Co., Oakland, Calif.

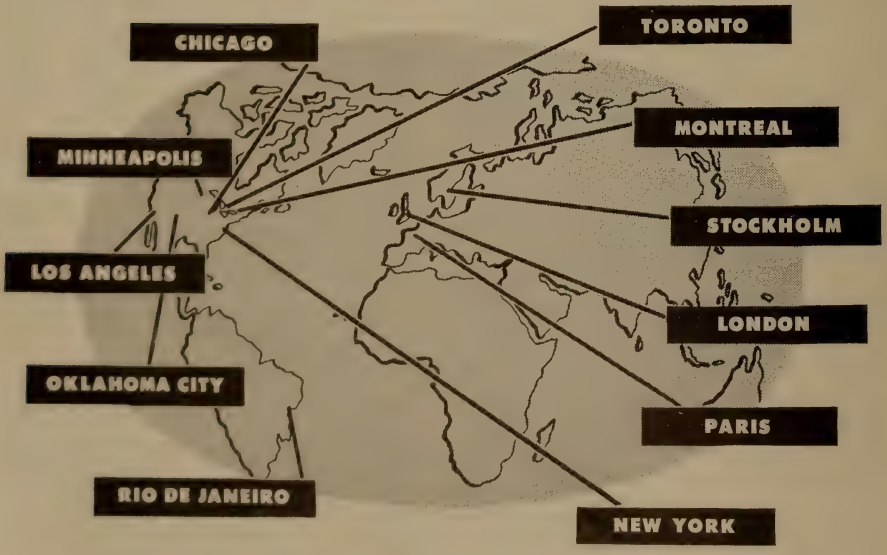
TV Accounts: Bell Smoked Fish Co. (Tara Bell Canned Salmon & Tuna), San Francisco, Calif.; Cochran & Cell Chevrolet Dealers, Davi Miracle Foam (Rug & Upholstery Cleaner), Betty Elizabeth Shampoo, F. H. Daily Motor Co. (Auto Dealer), Oakland, Calif.; El Nido Restaurant, Lafayette, Calif.; G & W Refrigeration Co. (Ice Makers), Lake Merritt Hotel (Dining &

An International

"NETWORK"!

ERWIN, WASEY & COMPANY

Complete Advertising Facilities including Radio & Television in



Dancing), Quality Laundries (Laundry Service for Cleaning Firms), Lo Fare Cab Co., The Quiet Hour (Religious), Dick's Home Furnishings (Furniture), West Coast Soap Co. (White Navy Soap & Powder), Oakland, Calif.

WILLIAM HART ADLER, INC.

720 N. Michigan Ave., Chicago 11, Ill.
Phone: WHitehall 4-5210

ABP

Pres.-Treas.....William Hart Adler
V.-P., Secy., Art Dir.....Warren Shuster
Personnel Director.....James W. Taylor
Production Manager.....Al Stove
Media & Research Dir...George Bromberg
Asst. to Pres.....Kenneth C. Ring
Acct. Execs.....W. H. Adler, Warren Shuster, Kenneth Ring, George Bromberg, H. F. Willson

ADMASTERS ADVERTISING, INC.

514 Tenth St., N.W., Washington 4, D. C.
Phone: District 0551

ABP—PPA

President.....John E. Waterfield
Secretary.....E. H. Bell
Production Manager.....V. E. VanderSchaat
Copy Chief.....J. DuVall

ADVERTISERS' B'CASTING CO.

117 West 46th St., New York 19, N. Y.
Phone: PLaza 7-3560

Executive Director.....M. Keilson
Radio Director.....Sholom Rubinstein
Producer.....Jacob F. Keilson
Program Planning.....David M. Hausdorff

Radio Accounts: Foreign Language Programs; General Foods Corp. (Maxwell House Coffee, Instant Maxwell House, Diamond Crystal Salt, Post Cereals); I. Rokeach & Sons, Inc. Food Products; Horowitz-Margareten (Food Products); Breakstone Bros. (Dairy Products); R. B. Davis Co. (Davis Baking Powder, Cocomalt); Colgate-Palmolive-Peet Co. (Colgate Dental Cream, Ajax); B. T. Babbitt, Inc. (Bab-O, Glim); Whitehall Pharmacal Co. (Anacin); American Home Foods (Duff's Mixes, G. Washington Instant Coffee, Clapp's Baby Foods); The Best Foods, Inc. (Heckers' Cream Farina, H-O Oats, Hellman's Real Mayonnaise); Ralston-Purina Co. (Ralston, Instant Ralston, Shredded Ralston, Ry-Krisp); Duffy-Mott Co. (Sunsweet Prune Juice, Mott's Apple Juice); Penick & Ford, Ltd., Inc. (My-T-Fine Desserts); The Borden Co. (Borden's Cream Cheese, Borden's Instant Coffee); Fels, Inc. (Felso); Dugan Bros. (Dugan's Breads); Carter Products, Inc. (Arrid); Florida Citrus Exchange (Florigold Oranges & Grapefruit); The Birkett Mills (Wolff's Buckwheat Products); Campbell Soup Co. (Campbell's Soups); Cream of Wheat Co. (Cream of Wheat); The Boyle-Midway Co. (Aerowax, Wizard Wick, Auto-Brite, Black Flag); Mrs. Grass' Noodle Soup; Seeck & Kade, Inc. (Pertussin); The S.O.S. Co. (S.O.S. Cleaning Pads); International Salt Co. (Red Cross Salt); Gordon Baking Co. (Silvercup Bread); Pet Milk Sales Corp. (Pet Milk); Lever Bros. Co. (Spry, Silver Dust); The Procter & Gamble Co. (Crisco, Tide, Spic & Span); Maltex Co. (Maltex Cereal); Public National Bank & Trust Co.

ADVERTISING COUNSELORS

Spreckels Bldg., San Diego 1, Calif.
Phone: Franklin 0545

ABP—ANPA—PPA

Owner.....Buckleigh Oxford
Chief Acct. Exec.....Mary Alice Haggard
Production.....Esta Burton

Radio Accounts: Ace Welding & Trailer Co., San Diego, Calif.; San Diego Industries, Inc., Martin & Gorton Insurance, Arey-Jones Co., Huff Rug Stretcher, McChesney Specialty Works, Cardiff. Independent Sales Co. (Direct Mail Novelties), San Diego; Huff Rug Stretchers, La Mesa; Amethyst (Sanitarium), San Diego, Calif.

ADVERTISING, INC.

1523-31 Central National Bank Bldg.,
Richmond 19, Va.
Phones: 3-2800, 3-2809

ABP—ANPA—APA—FAAG—NOAB
PPA—SNPA

President & Treasurer.....J. Lynn Miller
Vice-President.....M. T. Miller
Secretary.....A. G. Timewell
Production Manager.....F. T. Cook
Art Director.....Robert Bowers

Radio-TV Dept.

TV Director.....Aubrey F. Watson
Properties.....Harry Coronet
Copy.....N. M. Miller

Branch Office

416 E. Main St., Richmond 19, Va.
Phone: 3-5667

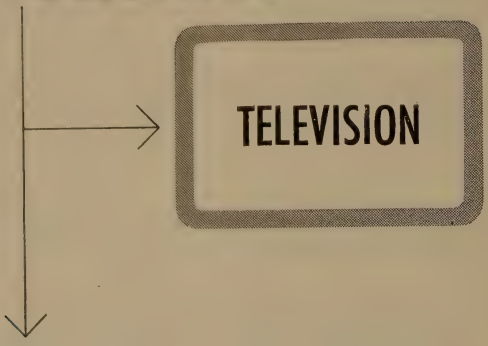
Manager.....A. F. Watson

Radio Accounts: Virginia Electric & Power Co. (Public Utility), Richmond, Fredericksburg & Potomac RR; Virginia Hospital Service, Assn. Commonwealth Motors, Inc. (Ford Automobiles), Henry Haase (Furs), Virginia Dairy (Milk products), Richmond, Va.

TV Accounts: Commonwealth Motors, Inc. (Ford Dealer); Tidewater Ajax Co.; Commonwealth Sales Corp. (Philco Electrical Appliances).

Ford Theater

on



GARTH MONTGOMERY — *producer*

FRANKLIN SCHAFFNER — *director*

AL OSTRANDER — *settings*

BEN LUDLOW — *music*

ART HANNES — *announcer*

production — **KENYON & ECKHARDT INC.**

PRESENTED BY

FORD MOTOR COMPANY

AGENCY SERVICE CORP.

66 E. S. Water, Chicago 1, Ill.
Phone: CEntral 6-5255
ABP—ANPA—APA—NOAB—PPA

Vice-Pres. & Gen. Mgr...Alfred C. Houser
Publicity Director.....Walter J. Fay
Space & Time Buyer.....F. J. Kurtzweil

Radio Accounts: North American Acceptance Corp. (Finance), Chicago Motor Club Travel Bureau (Travel information & reservations), Inter-Insurance Exchange of Chicago Motor Club (Auto insurance), Family Life Ins. Co. (Insurance), Chicago; Wis. Div. American Automobile Assn. (Auto Club Service & Insurance), Madison, Wis.

TV Accounts: Chicago Motor Club (Club Memberships), Chicago 1, Ill.

THE AITKIN-KYNETT CO.

1400 South Penn Square,
Philadelphia 2, Pa.
Phone: RIttenhouse 6-7810
AAAA—APA—NOAB—ABP—ANPA
PPA—ABC—BMB

Senior Partner.....H. H. Kynett
Partners.....A. K. Aitkin, M. E. Goldman, H. A. Medholdt
Art Director.....F. Wade Lane
Production Manager.....W. B. Turner
Space & Radio Time Buyer.....E. M. Gretz
Acct. Execs.....George B. Barnard, Harold B. Montgomery, Allen C. Smith

Radio Accounts: Phillips Packing Co., Inc.; Felton-Sibley & Co., Inc.; Old Reading Brewery, Inc.; Bachman Bakeries, Inc.; Wm. Montgomery Co.; Mrs. Paul's Kitchens.

R. H. ALBER CO.

439 N. Larchmont Blvd., Los Angeles 4, Calif.
Phone: HOllywood 9-8273
ANPA

Exec. Vice-Pres.....Pauline Hagen
Secretary.....Evelyn R. Jones
Dir. of Radio & TV.....Pauline Hagen

Radio Accounts: Gospel Broadcasting Assn., Los Angeles, Calif.; Unity School of Christianity, Kansas City, Mo.

TV Account: Gospel Broadcasting Assn.

ALLEN & REYNOLDS

1300 Woodmen of the World Bldg.,
Omaha 2, Neb.
Phone: Atlantic 4445
AAAA—ABP—ANPA—APA

Account Executives:
Partners.....Earl H. Allen, Milton H. Reynolds and Karl M. Joens
Account Executives.....Robert H. Reynolds, Claude F. Anderson, Floyd Mellen, Jack Hultgren, John Enis
Dir. of Radio & TV.....Milt Stephen
Asst. Director of Radio & Television..Don B. Amsden, Jr.
Continuity and Scenario Writer.....Clare Murphy
Continuity Writer.....Alice Helker
Steno. & Librarian.....Dona Rech
Orders.....Maxine Edgerton

Radio Accounts: Omaha Public Power District (Public Utility), Nebraska-Iowa Electrical Council (Electrical Dealers' Organization), General Electric Supply Corp. (Electrical Appliances), P. F. Petersen Baking Co. (Bakery Products), Byron Reed Company (Real Estate, Farm Management), George H. Lee Company (Biologics and Pharmaceuticals), Merchants Biscuit Company (Bakery Products), Mueller-Selby, Inc. (Motorola Distributor), Paramount Radio Shop (Appliances), T. H. Maenner Company (Gunnison Homes, U. S. Steel), Webber Motors (Automobiles, Trucks and Equipment), United States National Bank, Ted's Pen Shop (Pens, Cards, Stationery, etc.), Fairmont Foods Co. (Poultry and Livestock Feed), Evans Laundry, Tekseed Hybrid Co. (Hybrid Corn), Einot Home Permanent (Home Permanent Wave), Graybar-Hotpoint (Appliances), Pioneer Glass & Paint Co. (Paint, Wallpaper, Glass), Hill Hotel, Omaha Body & Equipment Co. (Truck Bodies), Omaha Stationery Co. (Office Supplies, etc.), Boyles College, Micklin Lumber Co. (Builders' Supplies), Behlen Manufacturing Co. (Corn Cribs, etc.), Boyer Lumber & Coal Co. (Lumber and Coal), First National Bank of Beatrice, Crosley (Appliances), Carpenter Oil Co. (Gas, Oil and other Automotive Products), Midwest Clean-It Co. (All Purpose Cleaner), Bi-State Distributing Co. (Bendix), (Washers, Dryers, etc.), Multiple Listing Exchange (Real Estate), Northrup-Jones (Cafeteria, Bakery), Electric Fixture & Supply Corp. (Crosley Distributors), Omaha, Neb.

TV Accounts: T. H. Maenner Co. (Gunnison Homes, U. S. Steel), Paramount Radio Shop (Appliances), Omaha Public Power District (Public Utility), Webber Motors (Automobiles, Trucks and Equipment), Merchants Biscuit Co. (Bakery Products), Teds' Pen Shop (Pens, Cards, Stationery), P. F. Petersen Baking Co. (Bakery Products), Graybar-Ratheon, Bi-State Distributing Co. (Bendix), (Washers, Dryers, etc.), Evans Laundry, Graybar-Hotpoint (Appliances), Youngstown Kitchens (Kitchen Fixtures), Micklin Lumber Co. (Builders' Supplies), Multiple Listing Exchange (Real Estate), Northrup-Jones (Cafeteria, Bakery), Crosley (Appliances), Electric Fixture & Supply Corp. (Crosley Distributors), Sol Lewis (Appliances), Nebraska-Iowa Electrical Council (Electrical Dealers' Organization), General Electric Supply Corp. (Electrical Appliances), Byron Reed Co. (Real Estate, Farm Management), Mueller-Selby, Inc. Motorola Distributor), Hill Hotel (Hotel and Restaurant), Omaha, Neb.

PHILCO TELEVISION PLAYHOUSE

The Play's the Thing

WITH PHILCO BALANCED BEAM TELEVISION



PHILCO TELEVISION PLAYHOUSE

Sundays

9 to 10 P.M., E.S.T.

NBC-TV Network

Other Philco Sponsored Shows

BREAKFAST CLUB with DON McNEILL
ABC Network — Daily
Monday to Friday, 9:45 to 10 A.M., E.S.T.

DON McNEILL'S TV CLUB
ABC-TV Network
Wednesday, 9 to 10 P.M., E.S.T.

Famous for Quality the World Over

PHILCO Famous for QUALITY the World Over

ALLEY & RICHARDS, INC.

370 Lexington Ave., New York 17, N. Y.
Phone: LExington 2-3020
AAAA—ABC—ABP—ANPA—NOAB
APA—PPA

President.....H. L. Whittemore
Vice-Pres. & Secy.....C. A. Holcomb
V.P.-Treas. and Media Dir..H. M. Billerbeck
V.P. and Creative Dir.....D. H. Uptegrove
Art Director.....Harry Rocker
Dir. Pub. Relations.....E. H. Tiffany, Jr.
Production .....George Little
Account Executive.....Milton Towne
Production Manager.....John B. Snyder

Branch Office
Statler Office Bldg., Boston 16, Mass.
Phone: HUbbard 2-8850

Vice-President.....J. T. Coenen
Vice-President.....Paul B. Cavanagh
Radio-TV Director.....Barbara Keane

Radio Accounts: Allen V. Smith, Inc., Packaged Peas, Beans, etc., Marcellus Falls, N. Y.; R. C. Williams & Co., Foods, New York, N. Y.; Glenwood Range Co., Ranges, Taunton, Mass.; Edgar Lewis & Sons, Inc., Candies, Malden, Mass.; Haffenreffer & Co., Inc., Pickwick Ale, Jamaica Plains, Mass.

TV Accounts: Haffenreffer & Co., Pickwick Ale, Jamaica Plains, Mass.

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Account Execs .....Dick Bartlett, Lou Sterling, Milton Hoffman, Bart Ross

Branch Office
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Manager .....Jack Gregory

Radio Accounts: Dr. F. E. Campbell (Dentistry), Star Piano Co. (Pianos), Gold Furniture Co. (Furniture), Los Angeles; Pridham Davis Optometrist (Optometrist), Los Angeles; Dundee Smart Clothes (Clothes), Progressive Optical Co. (Optical Co.), San Francisco; Pacific Finance Co. (Loans), West Pico Furniture Co. (Furniture), Thriftee Outlet (Clothing), United Radio & App. Co. (Sporting Goods), Los Angeles, Calif.

TV Accounts: Star Piano Co. (Pianos), Los Angeles; Auction Park (Auction), Culver City, Calif.

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Director of Radio & TV
Time Buyer .....Victor Seydel

Radio Accounts: Alderney Dairy Co. (Dairy Products), Newark, N. J.; Alexander Smith (Carpets), Yonkers, N. Y.; Hillman Minx Motor Car, Rolls Razor (Razor), British Automobile Show (Exposition), Natl. Home Furnishings Show; Walnut Pipe Tobacco, Philadelphia, Pa.; C. H. Masland & Sons.

TV Accounts: C. H. Masland & Sons (Carpets), Carlisle, Pa..

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Director Radio-TV.....Stephen Freiberg

Radio Accounts: Hotel Gibson, Ford Dealers of Northern Ky., Ford Dealers of Greater Cincinnati, Linder Ice Cream Co. (Ice Cream), Hotel Sinton, Cincinnati.

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Phone: LO 3-7260

Manager .....Lansing Moore

Radio Accounts: Detroit Times, Locks Laboratories.

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Radio Accounts: Dictograph Products, Inc. (Acousticon Hearing Aids), San Francisco, Calif.
TV Accounts: Pacific Citrus Products Co. (Hawaiian Punch), Fullerton, Calif.

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Treasurer.....H. P. Francis
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Branch Office
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Vice-President.....K. C. Utley

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Space & Radio Time Buyer & TV Director.....John H. North
Radio Accounts: International Harvester Co., Williamson Candy Co. (Oh Henry), McKenzie Pancake Flour, Dubuque Packing Co., Belle-Sharmeer Hosiery, Foot Saver Shoes, Dr. Locke Shoes, Double-Cola.

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Phone: Hemstead 4871
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235 Montgomery St., San Francisco 4, Calif.
Phone: SUtter 1-2534
Manager.....Carl Zachrisson
231 Dillingham Bldg., Honolulu 16, Hawaii
Phone: Honolulu 6193
Manager.....Dudley P. Carroll
Radio Accounts: The Atlantic Refining Co., B. C.; The Bell Telephone System, Chesapeake & Potomac Tel. Co., Chrysler Corp. (Plymouth Div.), Cliquot Club Co., Elec. Cos. Adv. Program, The Hawaiian Pineapple Co., Charles F. Hires Co., Howard D. Johnson & Co., Illinois Bell Telephone Co., Michigan Bell Telephone Co., Sealtest Inc., Regal Shoe Co., Sheffield Farms Milk Co., Supplee-Wills-Jones Milk Co., United Air Lines, Gordon Baking Co., Lever Bros., (Surf); John Morrell & Co.
Television Accounts: The Atlantic Refining Co., B. C.; Illinois Bell Telephone Co., Sheffield Farms Co., Inc., Brooklyn Union Gas Co., Gordon Baking Co., Michigan Bell Telephone Co., Pennsylvania Co., United Airlines, Webster Tobacco Co., Carrier Corp., Chesapeake & Potomac Tel. Co., Chrysler Corp., Plymouth Div.; Hawaiian Pineapple Co., Supplee-Wills-Jones Milk Co., Lever Bros., Surf, Magna Engineering Corp., John Morrell & Co., Natl. Dairy Products, Personal Products.

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Radio-TV Director.....Jack Wilcher

Branch Office
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Radio Accounts: American Chicle Co. (Chewing Gum Products), Long Island City, N. Y.; White Tower Management Corp. (White Tower Restaurants), Stamford, Conn.
TV Accounts: American Chicle Co. (Chewing Gum Products), Long Island City, N. Y.

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Radio Director.....Jack F. Horler
Radio & Time Buyer.....Lenore Dighton
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Manager .....Gabriel Langlais
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Traffic.....Helen L. Goodwin
Radio Accounts: Buffalo Optical Co. (Optical Service), Sears Roebuck Co. (Retail Merchandise), Erie County Savings Bank, (Banking Service), Pontiac Dealers (Auto Sales), First Federal Savings & Loan Assn. (Banking Service), Rochester & Pittsburgh Coal Co. (Coal and Coke), Hambleton Terminal Corp. (Gasoline & Oil), Buffalo Industrial Bank (Banking Service), Hoddick & Taylor (Carpet & Wall-Coverings), Martin

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Television Accounts: Adam Meldrum & Anderson Co. (Department Store), Dodds Alderney Dairy (Milk & Milk Products), Erie County Savings Bank (Banking Service), General Ice Cream Corp. (Ice Cream), Hambleton Terminal Corp. (Gasoline & Oil), Martin Jacobi, Inc. (Haberdashery), Kart's Dairy (Milk & Milk Products), Kenmore Motor Co., Inc. (Auto Sales & Service), Mernan Chevrolet, Inc. (Auto Sales & Service), Milk Dealers & Producers Comm. (Milk), Nuway Markets (Grocery Chain), Sears Roebuck & Co. (Buffalo) (Retail Merchandise), Seven Up Bottling Co. of Buffalo (Beverage), Wm. Simon Brewery, Inc. (Beer & Ale), Joseph Strauss Co., Inc. (Wholesale Distributors Major Appliances), Trico Products Corporation (Windshield Washers & Wipers), The Sample Shop (Retail Merchandise) Van Dyke Taxi & Transfer, Inc. (Taxi Service), Buffalo, N. Y.

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Prod. Mgrs..... Mark Hughes, J. Macken
TV-Radio Director.....Bud Stapleton

Radio Accounts: Dairymen's League Co-op (Milk, Cheese, Ice Cream), New York, N. Y.; Beverly Hills Wine Co. (Wine), Lincoln Bank (Commercial Bank), Syracuse, N. Y.; Saratoga Vichy Springs Co. (Saratoga Vichy), Saratoga Springs, N. Y.; Procino-Rossi (Macaroni Products), Auburn, N. Y.

TV Accounts: Dairymen's League Co-op (Milk, Cheese, Ice Cream), New York City; Beverly Hills Wine Co. (Wine), Will & Baumer Candle Co. (Candles), Syracuse, N. Y.; Saratoga Vichy Springs Co. (Saratoga Vichy), Saratoga Springs, N. Y.; Humpty-Dumpty Toys, Inc. (Circus Toys), Seneca Falls, N. Y.

BARNES CHASE COMPANY

530 Broadway, San Diego 1, Calif.
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Account Executive.....George L. Hawkins
Account Executive.....Norman Foster
Radio Director.....Jack Peterson

Branch Office
1638 Wilshire Blvd., Los Angeles 17, Calif.
Manager .....Charles J. Hawkins

Radio Accounts: Westgate-Sun Harbor Co. (Breast O' Chicken Tuna), Qualitee Dairy Products (Dairy Products), Security Bank (Banking), San Diego Federal (Savings and Loans), So. Calif. Baking Co. (Betsy Ross Bread), San Diego, Calif.

TV Accounts: Same as above.

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Radio & TV Producers.....Jay Clark, Alan Dingwall, Jr.
Director Press Dept.....Benson Inge

Branch Office
Room 1014, Taft Bldg.,
1680 North Vine St., Hollywood 28, Calif.
Phone: HOllywood 9-2161
Partner in Charge of Radio Prod. Austin Peterson
Producers .....Harry Saz, Frank O'Connor, William Harding

Radio Accounts: Colgate-Palmolive-Peet Co. (Colgate Dental Cream, Palmolive Shave Creams, Palmolive Soap, Octagon Products), Continental Baking Co. (Wonder Bread, Hostess Cup Cakes), Grocery Store Products (Kitchen Bouquets), Carter Products, Inc. (Carter's Little Liver Pills), American Home Food Products (G. Washington Instant Coffee), Standard Brands, Inc. (Blue Bonnet, Royal Puddings), Brown & Williamson (Kool, Viceroy Cigarettes), American Home Foods (Duff's Mixes), American Sugar Refining Co. (Domino Sugar), Minute Maid Corp. (Minute Maid Frozen Orange Juice), Standard Brands (Royal Custard Style Dessert).

TV Accounts: Colgate-Palmolive-Peet Co. (Colgate Dental Cream), Continental Baking Company (Wonder Bread), Brown &

Williamson (Kool, Viceroy Cigarettes), Colgate-Palmolive-Peet Co. (Palmolive Soap, Palmolive Shave Creams, Palmolive After Shave Lotion), American Home Foods (Instant G. Washington Coffee, Duff's Mixes), Minute Maid Corp. (Minute Maid Frozen Orange Juice), Standard Brands, Inc. (Blue Bonnet Margarine, Royal Puddings).

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Radio and Television Accounts: American Broadcasting Co., American Cranberry Exchange, American Radiator, American Tobacco Co., Armstrong Cork Co., Barcalo Mfg. Co., Bon Ami Co., Berwind Fuel Co., Black Horse Ale, Wm. Carter Co., Chamberlain Sales Corp., D. L. Clark Co., Chicago Ass'n of Commerce & Industry, Circus Foods Co., Cling Peach Advisory Board, Consolidated Edison Co., F. W. Cook Co., Inc., Cream of Wheat Corp., Curtis Publishing Co., DeSoto Division, Chrysler Corporation; E. I. du Pont, Easy Washing Machine, Ethyl Corp., Emerson Drug Co., Fort Pitt Brewing Co., Farmers & Mechanics Savings Bank, William Filene's Sons Co., First Nat'l Bank of Boston, Fedders Quigan Corp., Gamble Stores, General Electric, General Baking, General Mills, General Time Corp., Golden State Co., B. F. Goodrich, Hamilton Watch Co., Peter Hand Brewery Co., Geo. A. Hormel Co., Hart Schaffner & Marx, Hygeia Nursing Bottle Co., Iroquis Beverage Corp., Lever Bros., Liberty Mutual Insurance, Marine Trust Co., Maywood Park Raceway, M J B Co., Minneapolis Brewing Co., Minnesota Mining & Mfg. Co., Murine Co., Mutual Savings Bank of Mass., National Pet Foods, Nehi Corp., N. Y. Telephone Co., Northrup King & Co., Northwestern Bell Telephone Co., Oneida, Ltd., Pacific Tel. & Tel., Personal Products, Penick & Ford, Polaroid Corp., Readers Digest, Rexall Drug Co., Roosevelt Raceway, F & M Schaefer Brewing Co., Servel, Southern New England Tel. Co., Standard Oil Co. of Calif., Sea Breeze Laboratories, R. H. Stearns, Timken Roller Bearing Co., TWA, Toro Mfg. Co., Tea Gardens, United Fruit Co., Utility Appliance Corp., U. S. Steel Corp., Waitt & Bond, Wildroot Co., Western Auto Supply Co., J. R. Wood & Sons, Wolverine Harness Raceways, Wynn Oil Co.

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Copy Chief.....John Milton
Radio & TV Director.....David Kaigler
Space Buyer.....Sylvia P. Etkin

Radio Accounts: Adelphia Hotel, Broad St. Trust Co., Cayuga Federal Savings & Loan Assoc., J. Frank & Sons (Carbonated Beverages), Land Title Bank & Trust Co., Phila. Dairy Products Co., Inc. (Dolly Madison and Aristocratic Milk and Ice Cream), C. F. Simonin's Sons, Inc. (Popcorn Oil seasoning), Phila., Pa.; Woodlawn Farm Dairy Co., Scranton, Wilkes-Barre, Pa.

TV Accounts: Land Title Bank & Trust Co., Phila., Pa.; Quaker City Chocolate & Confectionery Co., Inc. ("Good and Plenty" Candy), Phila., Pa.; Phila. Dairy Products Co., Inc.

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Publicity Director.....Marion W. Nagle
Media & Research Dir..Kenneth W. Erdman

Radio Time Buyer.....Dorathea Hassler

Radio Accounts: Allen Laundries, Allentown; Automative Service, Bowers Battery (Batteries & Spark Plugs), Reading; Fuhrmann & Schmidt Brewing Co. (Beer & Ale), Shamokin; Maier's Bakery, Reading Laundries, St. Lawrence Dairy Co., Reading, Pa.

TV Accounts: Bowers Battery, Crystal Rock Beverage Co. (Soft Drinks), Reading, Pa.

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Production Manager.....Edward D. Kahn
Art Director.....Joseph Tranchina

Radio Accounts: Longines-Wittnauer Watch Co., Inc. (Longines-Wittnauer Watches), Bovril of America, Inc. (Bovril), New York, N. Y.; Parmet (One-Wipe), Catasauqua, Pa.; British Herring Board (Frozen Kippers), England.

TV Accounts: Longines-Wittnauer Watch Co., Inc. (Longines-Wittnauer Watches), Bovril of America, Inc. (Bovril), New York, N. Y.; Parmet (One-Wipe), Catasauqua, Pa.; British Herring Board (Frozen Kippers), England.

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Phone: Kenmore 6-3820

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V.P. & Dir. of Pub. Rel....Charles Gannon
Director Publicity.....Richard K. Bellamy

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Radio Pgm. Prod.....Fran van Hartesveldt
Hollywood Office Mgr....Mary Edith Stahl
West Coast Pub. Mgr.....Jean Meredith

Enquirer Bldg., Cincinnati, Ohio
Office Manager.....Georgia Waite

91 Yonge St., Toronto, Canada
William H. Fleischman

Radio Accounts: Association of American Railroads, Arnold Bakers, Inc., General Foods Corp. (Post's 40% Bran Flakes, Post's Sugar Crisp, Post's Raisin Bran, Post's Puffed Products, Diamond Crystal Salt, Maxwell House Coffee, Instant Maxwell House Coffee, Ridgways Tea, Yuban Coffee, Bliss Coffee, Gaines Dog Food, Log Cabin Syrup, Snider Condiments, Baker's Chocolate, Certo, Sure-Jell), Bituminous Coal Institute, The Procter & Gamble Company (Tide, Chipso, Ivory Snow, Prell), The Best Foods Company (Hellmann's Mayonnaise, Nucoa, H-O Oats, Presto, Farina), The AVCO Manufacturing Corp.—Crosley Division (Crosley Television and Radio Sets, Shelvador Refrigerators, Crosley Electric Ranges, Freezers and Kitchen Cabinets), The Pepperell Manufacturing Co., American Express (Travelers Cheques), Norwich Pharmical Co. (Pepto-Bismol, Unguentine, Zemacol, Norwich Aspirin), Brewing Corp. of America (Carling's Red Cap Ale), Cigar Institute of America, National Association of Manufacturers.

TV Accounts: General Foods Corp. (Maxwell House Coffee, Post's Cereals, Ridgways Tea, Diamond Crystal Salt), Procter & Gamble (Tide, Prell, Ivory Snow), Audivox, The AVCO Manufacturing Corp.—Crosley Division (Crosley Television and Radio Sets, Shelvador Refrigerators, Crosley Electric Ranges, Freezers and Kitchen Cabinets), Arnold Bakers, Inc., The Best Foods, Inc. (Nucoa, Hellmann's Mayonnaise, Presto, H-O Oats, Farina), Norwich Pharmical Company (Pepto-Bismol), Brewing Corporation of America (Carling's Red Cap Ale).

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Secretary .....Florence Berger
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Account Executive.....Sidney Rosendorf
Production Manager.....Joel Beier
Art Director.....Alfred Foute
Radio Director.....Alfred Paul Berger

Radio-TV Account: Pilot Radio Corp., Long Island City, N. Y.

BERMINGHAM, CASTLEMAN & PIERCE

136 East 38th St., New York 16, N. Y.
Phone: LExington 2-7550
AAAA—ABP—APA—NOAB

President .....Arch Bermingham
Radio Directors.....George Castleman, Leslie V. Spencer, Herbert Lorentzen, James Walker, G. C. Castleman
TV Director.....John McNeil

Radio Accounts: Griffin Mfg. Co., Inc. (Shoe Polish); Conti Products Corp. (Shampoo & Soap), Sabena Belgian Airlines (Travel), Brussels, Belgium; Pilgrim (Laundry Service), Whitbread & Co., Ltd. (Imported Ale & Stout), London, England.

TV Accounts: Beneficial Management Co. (Finance), Newark, N. J.; Griffin Mfg. Co. (Shoe Polish), Brooklyn, N. Y.

TED BERNSTEIN ASSOCIATES

51 Madison Ave., New York 10, N. Y.
Phone: MUrray Hill 5-3730
NOAB—ABP

Owner.....Theodore H. Bernstein
Treas., Space & Time Buyer
Sylvester J. Bernstein
Art Director.....Morris Brodis
Publicity Director.....Ted Kaufmann

Radio Accounts: Eagle Clothes, Inc. (Men's Clothing), Tress, Inc. (Retailer Men's Clothing), Harry Jay Treu (Furrier), New York, N. Y.

GORDON BEST CO., INC.

228 N. LaSalle St., Chicago 1, Ill.
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ABC—ABP—ANPA—APA—NOAB—PPA

President .....Gordon Best
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Radio Accounts: Booth Fisheries Corp. (Frozen Fruits, Vegetables, Fish), Chicago, Ill.; Coyne Electrical School (Trade School), Chicago, Ill.; Foell Packing Co., Chicago, Ill.; Key Work Clothes, Inc., Fort Scott, Kans.; Milner Products Co. (Pine-Sol and Fly-Cide), Jackson, Miss.; Schulze and Burch Biscuit Co. (Flavor-Kist Cookies & Crackers), Chicago, Ill.; K. C. Division (KC Baking Powder), Little Rock, Ark. Holland Bulb Growers, 33 N. LaSalle St., Chicago, Ill.

TV Accounts: Florsheim Shoe Co., Chicago, Ill.; Schulze and Burch Biscuit Co., Chicago, Ill.; Helene Curtis Industries, Inc., Chicago, Ill.

THE BIOW CO., INC.

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Phone: PLaza 9-1717
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Comptroller .....Joseph Allentuck
Account Executive.....Don Anderson, Will P. Booth, Robert Bragarnick, Brooks Elms, Joseph Fulghum, Philip B. Hinerfeld, Dan Rodgers, John Rome, John M. Van Horson, M. A. Singer

Branch Offices
703 Market St., San Francisco 3, Calif.
GArfield 1-4854
Executive .....Norman Mork
1606 North Argyle Ave., Hollywood 28, Calif.
Phone: HEmpstead 2377
Executive .....Jack Runyon

Radio Accounts: Bulova Watch Co. (Watches), Philip Morris & Co. (Cigarettes), Hills Bros. (Dromedary Food Prod.), Jacob Ruppert, Inc. (Beer), New York, N. Y.; Pepsi-Cola Co. (Pepsi-Cola), Long Island City; Procter & Gamble (Spic & Span, Lilt, Joy, Lava), Cincinnati, O.; National Shawmut Bank, Boston, Mass.; Langendorf United Bakeries, San Francisco, Calif.; RCA (45mm. Record Player), Camden, N. J.; General Analine & Film Co. (Ansco Film), Binghamton, N. Y.; American Trucking Asso., Washington, D. C.

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Branch Office
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Account Executive.....Philip Solomon
TV Accounts: "Popsicle"—Joe Lowe Corp. (Ice Cream Products), New York, N. Y.

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1680 N. Vine St., Hollywood 28, Calif.
Managers....Thomas Dealy, Wright Nodine
600 Grand St., Pittsburgh, Pa.

V.P. & Mgr.....Richard C. Bachman
Radio Accounts: Allegheny Conference for Community Development, Allegheny County Democratic Committee, American Home Products, Corp., American Home Foods, Inc., Boyle-Midway, Inc., & Boyle Midway (Canada) Ltd., Home Products International Ltd. (Canada), Christian & Co., Inc., County of Allegheny, Frank & Seder, Hotel Pittsburgher, Industrial Cigar Company, Morris Clamp & Coupling Co., Pa Pitt's Partners, WCAE, Inc.

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156 Montgomery St., San Francisco 4, Calif.
Phone: EXbrook 2-7565

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Empire State Bldg., New York 1, N. Y.
Phone: BRyant 9-4845

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Radio Accounts: Columbia River Packers Assn. (Bumble Bee Sea Foods), Astoria; Oregon Mutual Fire Insurance Co., McMinnville; Olympia Brewing Co. (Olympia Beer), Olympia; Western Hotels, Inc., Seattle, Wash.; Sego Milk Products Co. (Sego Evaporated Milk), Silklin Paper Corp. (Blu-Magic Paper Towels), San Francisco, Calif.
TV Accounts: E. H. Bendiksen Co. (East Point Oysters), South Bend, Wash.

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Rand Building, Buffalo 3, N. Y.
Phone: WA 0137

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Treasurer .....Nathaniel J. Block
Art Director .....Walter D. Nehin
Production Mgr.....Neal V. Fatim
Copy Chief.....Gertrude M. Rogers

STANLEY G. BOYNTON & SON

159 Pierce St., Detroit 2, Mich.
Phone: TR 1-2552

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Vice-President.....Stanley G. Boynton, Jr.
Secretary.....Amelia E. Silvestri
Treasurer.....Ruth A. Speelman
Prod., Radio Traffic.....Marjorie Smith

Branch Office
17 E. 42nd St., New York 17, N. Y.
Phone: MUrray Hill 2-0086

Radio Accounts: Radio Bible Class, Wesley Radio League, Calvary Hour, Highland Park Baptist Church, National Tennis Matches, Davis Cup Series.

BOZELL & JACOBS, INC. OF ILL.

326 W. Madison St., Chicago 6, Ill.
Phone: CEntral 6-6503

V.P. & Radio TV Dir.....Philip Rouda
Time Buyer.....Eileen Killeen

Branch Offices
Home Office, 510 Electric Bldg., Omaha, Neb.
Also branches in Dallas, Houston, Shreveport, Minneapolis, Indianapolis, New York, Los Angeles, Seattle, Washington, Rio de Janeiro.

Radio Accounts: Chicago Herald American (Newspaper), Chicago; Pollyanna Shop (Ready-to-Wear), Chicago programming; Central Illinois Electric & Gas Co. (Public Utility), Rockford, Ill.; Northwestern Telephone Service), Freeport, Ill.; Tidewater Telephone Co. (Telephones), Warsaw, Va.; Glo Lure, Inc. (Sporting Goods), Medford, Wis.; Phoenix Table Mat Co. (Stove Mats), Leaf Brands, Inc. (Confections), Hi Litee Industries (Housewares), Chicago, Ill.

TV Accounts: Phoenix Table Mat Co. (Stove Mats), Chicago Herald American (Newspaper), Leaf Brands, Inc. (Confections), Hi Lite Industries (Housewares), Pollyanna Shop (Ready-to-Wear), Chicago.

ARTHUR BRAITSCH ADV.

10 Hospital Trust Bldg., Providence 3, R. I.
Phone: DExter 1-5313, 1-4115
ABP—APA—ANPA—PPA

Radio Director.....Arthur Braitsch
Secretary .....Martha Watkins
Space Buyer.....John A. Lorimer

Radio Accounts: Baird North, Inc. (Jewelry), R. I. Hospital Natl. Bank (Banking), Rocky Point Park (Amusement), Sally's Fur Studios (Furs), White Fuel Co. (Coal), Strand Theater (Moving Pix), Weybosset Markets Food Stores), Merchants Cold Storage Fur Storage), Interstate Navigation Co. (Travel), Roger Williams Savings Fund & Loan Assn., Rhodes on the Pawtuxet (Ballroom), Silvertown Chevrolet Co. (Auto Agency), Providence, R. I.

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Owen Bldg., Salisbury, N. C.
Phone: 900

Pres.-Radio Dir.....J. Carson Brantley
Sec.-Treas.....A. R. Monroe
Production .....Betty Hogge

Radio Accounts: Carolina Beverage Corp. (Cheerwine, Caravan), Isenhour Brick & Tile Co., Salisbury; Duke Power Co., Charlotte; Owen Drug Co. (O-N for Colds), Salisbury, N. C.

BRESNICK & SOLOMONT INC.

216 Tremont St., Boston 16, Mass.
Phone: LIberty 2-7751
ABP—ANPA—PPA—APA

President.....Chester L. Solomont
Treasurer .....Oscar Bresnick

Radio Account: Dawson's Brewery, Inc.

R. C. BRETH, INC.

310 Pine St., P. O. Box 128, Green Bay, Wisc.
Phone: HOward 134
ABP—ANPA—APA

President.....R. C. Breth
Vice-President .....Don Woodruff

Radio Accounts: Home Mutual Insurance Co., Brillion Iron Works, Inc.

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Controller .....William Wingate
Production Manager.....Jules Daniel
Radio & TV Director.....Garrett Hollihan
Space Buyer.....Eva Ross
Media Dir., N. Y.....Darrell McCain

Branch Offices
1133 Crenshaw Blvd., Los Angeles 6, Calif.
Phone: Webster 3143

V.P. & Mgr.....Don Breyer
140 E. 39th St., New York 16, N. Y.
V.P. & Mgr.....Charles H. Gabriel

Radio Accounts: Dennison's Foods (Catsup, Chili Con Carne, Canned Meat Products), Oakland; Mondavi, C. & Sons

(Wines), St. Helena, Calif.; Pictsweet Foods, Inc. (Canned Corn & Peas, Frozen Foods), Mt. Vernon, Wash.; Richmond-Chase Co. (Hearts Delight Nectars, Pasteurized Prunes and Prune Juice), San Jose; Sav-On-Drugs Inc., Los Angeles; Sunset Line and Twine Co. (Fishing Lines), San Francisco, Calif.

TV Accounts: Globe Bottling Co. (Wilshire Club Beverages), Los Angeles, Calif.; Van Camp Sea Food Co., Inc. (Chicken-of-the-sea & White Star Tuna), Los Angeles, Calif.; Zausner Foods Inc. (Cheese), Harrison, N. J.

BROADCAST ADVERTISING

3055 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUnkirk 9-1339

Owner-Manager.....Van C. Newkirk
Production Manager.....John G. Fryer
Office Manager.....Mildred Surenkamp

Radio Accounts: Crew of the Good Ship Grace, Bible Institute of Los Angeles, Los Angeles; Radio Kid's Bible Club, Santa Monica; Church of the Open Door, Accent on Youth, Los Angeles; Morning Chapel Hour, Huntington Park, Calif.; World's Greatest Book Quiz, Portland, Wash.; Floyd B. Johnson, Los Angeles, Calif.; Calvary Church of Placentia (Religious Broadcasts), Placentia, Calif.

BROOKE, SMITH, FRENCH & DORRANCE, INC.

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Director of Radio—TV.....Hugh Hole
Assistant .....Jay Berry

New York Division
52 Vanderbilt Ave., New York 17, N. Y.
Phone: MUrray Hill 6-1800

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Radio Accounts: Goebel Brewing Co., Hudson Motor Car Co., Michigan State Apple Comm., Mullins Mfg. Corp. (Youngstown Kitchens), Chamberlain Corp. of America (Rock Wool Insulation), Detroit, Mich.

TV Accounts: Riggio Tobacco Corp. (Regent and Cort Cigarettes), Mullins Mfg. Corp. The Ironite Ironer Co., Hudson Motor Car Co.

BROOKS ADVERTISING AGENCY

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Radio-TV Accounts: Bekins Van and Storage Company, Western Stove Company.

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Account Supervisor.....Clarence Hatch, Jr.
Account Executive.....Guy Warren, Jr.
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Radio-TV Time Buyer & Media Dir. Carl George, Jr.

Radio Accounts: Oldsmobile Division, Lansing; AC Spark Plug Division, Flint, Mich.

TV Account: Oldsmobile Division.

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RKO Bldg., Rockefeller Center,
New York 20, N. Y.
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Radio Time Buyer.....R. Cronin
Radio Traffic.....Milton Jurin
TV Production.....Stan Lee
Mdse. Director.....Herbert Gold

Branch Office

Taft Bldg., Hollywood & Vine, Los Angeles, Calif.
Phone: HIllside 7237

Manager .....Howard Blake

Radio Accounts: North American Accident Insurance Co., Johnson Candy Co., Fashion Frocks, The Theobald Industries, SitRoux Tissues.

TV Accounts: Bowman Gum, Inc., Phila., Pa.; Walter H. Johnson Candy Co., Chicago; Croton Watch Co., Inc., New York; Fashion Frocks, Inc., Cincinnati; Coty, Inc., New York; Food Stores Program Corp., New York; Bishop & Co., Los Angeles; Rexor Corp., New York; Hi-V Corp., Newark; Sitroux, Inc., New York.

CHARLES BRUNELLE ADV. AGENCY

15 Lewis St., Hartford 3, Conn.
Phone: 7-0726
ABP—PPA—APA

President & Treasurer....Charles Brunelle
Vice-President .....Robinson Smith
Radio Account: Sage-Allen & Co., Inc.

BUCHANAN & CO., INC.

1501 Broadway, New York, N. Y.
Phone: BRyant 9-7900
BMB

Director of Radio & TV.....Bill Smith
Time Buyer.....Bill Smith
Radio Accounts: Reynolds Metals Co., (Reynolds Wrap), Eskimo Pie (Eskimo Pie), Texas Co. (Texas Products), Paramount Pictures, United Artists, New York; Toy Productions, Los Angeles; Helene Curtis, Chicago; Tidewater Associated (Associated Oil & Gas), Steinway & Sons (TV Receivers), New York, N. Y.
TV Accounts: Du Mont Laboratories, (Du Mont Telesets), Paramount Pictures (Feature Film), Monitor Equipment Co., (Monitor Washer), United Artists (Feature Film), New York, N. Y.

BUCHANAN-THOMAS ADV. CO.

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Partner.....C. Coe Buchanan
Partner.....Lyman H. Thomas
Director .....Adam Reinemund
Radio-TV Director.....Bob Thomas

G. NORMAN BURK, INC.

223 Fourth Ave., Pittsburgh 22, Pa.
Phone: GRant 1-6316

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Vice-President.....Edgar E. Eaton
Media Dir. & Sec.....Dolores E. McCarthy
Production Manager...Robert B. McKenna
Time Buyer.....Dolores E. McCarthy
Radio & TV Director...Richard C. Woodruff
Assistant.....Helen I. Burik
Radio Accounts: Allied Electric Supply Co. (Air King TV-Distributor), Central Lincoln-Mercury, Inc. (Lincoln-Mercury Auto. Dealer), John Dewar Company (Interior Decorators), Hutchinson Company (Cleaners & Dyers), D. J. Kennedy Company (Kitchen Equip, Storm Sash, etc.), Liberty Baking Company (Baked Goods), Lincoln-Mercury Dealers of Alleg. County (Lincoln-Merc. Autos), Meadow Gold Dairies, Inc., Meadow Gold Foods Co. (Frozen & Packaged Foods), Midtown Motors, Inc. (Ford Dealers), Pittsburgh, Pa.; S. E. Mighton Company (Food Products), Bedford, Ohio; Natl. Coffee Distrib., Inc., Palley Manufacturing Co. (Kitchens), Standard Floor Company, United Electronics, Inc. (Air King TV Dealer), Drug Packaging, Inc. (Vitamins), Pittsburgh Products Co. (Crosley Distributor), Pittsburgh, Pa.
TV Accounts: Conte Equipment Company (Excavation Equipment), Hutchinson Company (Cleaners & Dyers), Lincoln-Mercury Dealers of Allegheny County (Lincoln-Mercury Autos), Meadow Gold Dairies, Inc., Pittsburgh, Pa.; S. E. Mighton Company (Food Products), Bedford, Ohio; United Electronics, Inc. (Air King TV Dealer), Jerome Wolk & Brother (Furs), Pittsburgh Products Co. (Crosley Distributor), Pittsburgh, Pa.

BURLINGAME-GROSSMAN ADV.

201 N. Wells St., Chicago 6, Ill.
Phone: FInancial 6-4616
PPA

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General Manager.....S. S. Kain
Art Director.....Al Jacobs
Production Manager.....S. Adler
Media Manager.....Fred Walder
Account Executives..M. A. Harvis, S. Brichta
Radio Accounts: Arvey Corp. (R. V.Lite Window Material), Blue Crown Spark Plug Co. (Spark Plugs), Chicago, Ill.
TV Accounts: Bell Electric Co. ("No-Shok" Safety Elect'l Prods.), Chicago, Ill.

BURNET-KUHN ADV. CO.

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Branch Offices
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Phone: PLaza 9-7552

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Mgr. Broadcasting Dept.....Wm. McIlvain

3632 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUnkirk 8-8131

Manager ....Howard Cheney
Mgr. Broadcasting Dept..Wendell Williams

Radio Accounts: Bauer & Black (Curity Products), Chicago, Ill.; Brown Shoe Company (Buster Brown Shoes), St. Louis, Mo.; Club Aluminum Products Co. (Club Aluminum, Cooking Utensils), Chicago, Ill.; Kellogg Company (Rice Krispies, Corn Soya, Corn Pops), Battle Creek, Mich.; Mars, Inc. (Milky Way, Three Musketeers, Cocoanut Bar, Snickers), Chicago, Ill.; Pillsbury Mills, Inc. (All Products), Minneapolis, Minn.; The Pure Oil Company (Petroleum Products, Bedtime Horlicks), Chicago, Ill.; Horlicks (Boost), Racine, Wis.; Converted Rice (Uncle Ben's Rice), Houston, Texas.

TV Accounts: Brown Shoe Company (Buster Brown, Roblee, Air Step, Naturalizer, Life Stride & Westport Shoes), St. Louis, Mo.; Club Aluminum Pro. Co. (Cooking Utensils), Chicago, Ill.; Converted Rice (Uncle Ben's Rice), Houston, Texas; Dean Milk Company (Dairy Products), Chicago, Ill.; Globe Mills (Globe A-1 Flour, Globe Biscuit Mix), Los Angeles, Calif.; Green Giant Co. (Green Giant Brand Peas, Niblets Brand Corn, Mexicorn, Niblets), LeSueur, Minn.; Kellogg Company (Brand Cream Style Corn, Rice Krispies, Corn Soya, Corn Pops), Battle Creek, Mich.; Mars, Inc. (Forever Yours, Snickers, Three Musketeers, Mars Bar), Chicago, Ill.; Pillsbury Mills, Inc. (All Products), Minneapolis, Minn.; The Pure Oil Company, (Petroleum Products), Chicago, Ill.

BYER & BOWMAN ADVERTISING AGENCY

203 East Broad St., Columbus 15, O.
Phone: MAin 3276

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Radio-TV Director.....Bill Copeland
Account Executive.....Sandy Hallock
Account Executive.....Reg Testement

Radio Accounts: August Wagner Breweries (Gambrinus Beer), Columbus, O.; August Wagner Breweries (Augustiner Beer), Chillicothe, O.; Ashland Oil & Refining Co. (Gas and Oil), Ashland Ky.; Buckeye Foods (Potato Chips), Franklin Glue Co. (Household Glue), Community Chest (Campaign), State of Ohio (Annual Fair), Red Cross (Campaign), Columbus, O.; Neon Products Co. (Outdoor Signs), Lima, O.

TV Accounts: The Gas Company (Public Utility), August Wagner Breweries (Gambrinus Beer), Buckeye Foods (Potato Chips), Schiff Shoe Co. (Family Shoes) Central Bldg., Loan & Sav. (Savings Accounts), Kahn Jewelers (Jewelry), Columbus, O.

HAROLD CABOT & CO., INC.

136 Federal St., Boston 10, Mass.
Phone: HAncock 6-7600

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Production Manager.....Edward F. Glacy
Copy Chief.....Henry W. Patterson
Art Director.....William H. Ganick
Radio-TV Director.....Janet A. Gilbert

Radio Accounts: Adams & Swett (Rugs), Quincy, Mass.; Boston Consolidated Gas Co. (Public Utility), Boston Globe (Newspaper), Boston and Maine Railroad (Public Utility), Boston & Main Trans. Co. (Public Utility), Boston, Mass.; H. P. Hood & Sons (Dairy Products), Charlestown, Mass.; S. S. Pierce Company (Importers and Grocers), Boston, Mass.; Quincy Savings Bank (Bank), Quincy, Mass.; Red Coach Grill Restaurant Chain, Boston, Mass.; Rock of Ages Corp. (Monuments), Barre, Vt.

TV Accounts: Adams & Swett (Rugs), Quincy, Mass.; Boston Consolidated Gas Co. (Public Utility), Boston and Maine Railroad (Public Utility), Boston, Mass.; H. P. Hood & Sons (Dairy Products), Charlestown, Mass.; Boston Globe (Newspaper), Boston, Mass.

CAHN-MILLER, INC.

413 N. Charles St., Baltimore 1, Md.
Phone: SAratoga 4466

PPA

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Vice-Pres. & Treas.....C. LeRoy Miller
Secretary .....George Gettman
Radio Dir. & Acct. Exec.Louis C. Pedlar, Jr.
Media Director.....George Gettman

Radio Accounts: Baum's Restaurant, Elite Laundry, The Fidelty Trust Co., Baltimore, Md.

TV Accounts: K. Katz & Sons, Inc. (Men's Clothing), Pre-Fab Homes & Supplies, Inc. (Prefabricated Homes), Baltimore, Md.

CALKINS & HOLDEN, CARLOCK, McCLINTON & SMITH, INC.

247 Park Ave., New York 17, N. Y.
Phone: PLaza 5-6900

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President.....James A. Clark
Secy.-Treas.....R. P. Clayberger
Chairman of Exec. Comm.....Jess Barnes
Vice-Presidents.....M. E. Carlock, ..Paul Smith
Radio-TV Prod. Mgr.....Lindsay MacHarrie
Art Director.....Wilfred L. Chausse
Copy Director.....George S. Thomson
Production Manager.....Fred Oughton
Manager Outdoor Dept ... F. J. Fitzgerald
Media Director.....Thomas H. Young
Dir. Pub. Relns. & Pub.....Robert W. Robb
Research Director.....Roger A. Brown

Branch Offices
333 No. Michigan Ave., Chicago, Ill.
Radio Dept. Mgr.....R. A. Washburn
712 So. Cursons at Wilshire Blvd.,
Los Angeles, Calif.
Phone: York 5145
Manager.....Harry W. Witt

Radio Accounts: Oakite Products, Inc., O-So-Grape, Modern Food, Prudential Insurance Co. of America.

TV Accounts: Oakite Products, Inc., Western Biscuit, Van Camp.

CAMPBELL-EWALD CO.

General Motors Bldg., Detroit 2, Mich.
Phone: TRinity 2-6200
AAAA—ANPA—NOAB—PPA—PIB
APA—ABC—ABP

Pres. & Ch. of Bd.....Henry T. Ewald
Executive Vice-Pres.....Henry G. Little
Senior V.P. & Gen. Mgr.Edward E. Rothman
Sr. V.P., Sec. & Treas...Lawrence R. Nelson
Senior V.P. & Eastern Mgr..Winslow H. Case
Senior Vice-Pres.....R. F. Field
Senior V.P. & Dir. of Media..J. J. Hartigan
Asst. Treas. & Comp.....H. P. Cook
Vice-Presidents .....Colin Campbell, Halsey Davidson, L. T. Robinson, W. P. Stewart, John Terns, Frank W. Townshend, G. Brewster Loud, Jr.
Sr. V.P. Radio & TV.....Winslow H. Case

Branch Offices
1 E. 57th St., New York 22, N. Y.
Phone: MUrray Hill 8-3190
Cr. V.P. & Eastern Mgr...Winslow H. Case
Vice-Presidents.....Lynn B. Dudley, J. H. Neebe
230 N. Michigan Ave., Chicago 1, Ill.
Phone: CEntral 6-1946
V.P. & Manager.....Earll W. Clements
714 W. Olympic Blvd., Los Angeles 15, Calif.
Phone: Richmond 6204
Vice-Pres. & Manager.....R. C. Francis
235 Montgomery St., San Francisco 4, Calif.
SUtter 1-8736
Vice-Pres. & Manager...T. Milburn Johnston
45 Edgewood Ave., Atlanta 3, Ga.
Phone: Lamar 3858
Manager.....G. G. Thom

Radio Accounts: Chevrolet Motor Division, General Motors Corporation, The Detroit Edison Company, Grocery Store Products Company—Foulds Division, Local Metropolitan Chevrolet Dealer Groups.

TV Accounts: Chevrolet Motor Division, General Motors Corporation, The Detroit Edison Company, Local Chevrolet Dealers Association, Inc. (New York), Allen B. Du Mont Laboratories, Inc.

CAMPBELL-MITHUN, INC.

1370 Northwestern Bank Bldg.,
Minneapolis 2, Minn.
Phone: LIncoln 8824
ABC—ABP—ANPA—APA—NOAB—PPA

President.....Ray O. Mithun
Exec. Vice-Pres.....Albert R. Whitman
Vice-Presidents.....John W. Forney, A. C. Ragnow, Lester J. Will
Treasurer.....Beatrice N. Sandquist
Secretary .....Evelyn Brugette
Radio Director.....Arthur H. Lund
Time Buyer.....John Cole
Production.....Ralph B. Campbell, Jr.
Time Buyer.....Minnie Kaplan
Prod., Creative Dir.....John W. Forney
Copywriters .....Myrna McCauley, Bill Wheeler, Jerry Crawford

Branch Office
1024 Palmolive Bldg., Chicago 11, Ill.
Phone: DElaware 7-7553
Vice-President.....August C. Ragnow

Radio Accounts: Atwood Coffee Co. (Atwood's Coffee), Campbell Cereal Co. (Malt-o-Meal), Minneapolis, Minn.; Gold Seal Company (Wax Products & "Snowy"), Bismarck, N. D.; Great Northern Railway Co. (Railroad), Griggs, Cooper & Co. (Food Manufacturers), Theo. Hamm Brewing Co. (Hamm's Preferred Stock Beer), HI-LEX Company (HI-LEX Bleach & Disinfectant), St. Paul, Minn.; Land O'Lakes Creameries, Inc. (Dairy Products), Minnesota Consolidated Canneries, Inc. (Butter Kernel Products), Northern States Power Co. (Electric Power), Our Own Hardware Co. (Wholesale Hdwe. & Paint), F. H. Peavey & Co. (Feeds), Minneapolis, Minn.; Quality Chekd Ice Cream Asso. (Industry Advertising & Merchandising), Chicago, Ill.; Russell Miller Milling Co. (Flour & Cake Mix), Zinsmaster Baking Co. (Bakery Goods), Minneapolis, Minn.

TV Accounts: American Dairy Assoc. (Product Advertising & Merchandising), Chicago, Ill.; Atwood Coffee Co. (Atwood's Coffee), Campbell Cereal Co. (Malt-o-Meal), Minneapolis, Minn.; Coolerator Co. (Refrigerators & Ranges), Duluth, Minn.; Gold Seal Company (Wax Prod. & "Snowy"), Bismarck, N. D.; Griggs, Cooper & Co. (Food Manufacturers), Theo. Hamm Brewing Co.

(Hamm's Preferred Stock Beer), St. Paul, Minn.; Kemps Ice Cream Co. (Ice Cream), Minneapolis, Minn.; Larsen Co. (Canned Foods), Green Bay, Wis.; Minnesota Consolidated Canneries, Inc. (Butter Kernel Prod.), Minneapolis, Minn.; Miracloth Corporation (Cleaning Cloth), Chicago, Ill.; Munsingwear, Inc. (Underwear, Sleepingwear, Foundation Garments, Hosiery), Northern States Power Co. (Electric Power), Minneapolis, Minn.; Orange-CRUSH Co. (Soft Drinks), Chicago, Ill.; Zinsmaster Baking Co. (Bakery Goods), Minneapolis, Minn.

SOLIS S. CANTOR ADV. AGENCY

1711 Walnut St., Philadelphia 3, Pa.
Phone: LO 7-8141
PPA—ABC—ABP—ANPA

Pres. & Acct. Exec.....Solis S. Cantor
Vice-President .....Kathryn Cantor
Secretary .....Corrine Kolb
Art Director.....Robert Hersch
Acct. Execs.....Robert Weiner, Bernard Binnick

CARTER ADV. AGENCY

912 Baltimore, Kansas City 6, Mo.
Phone: HA 1356
ABP—ANPA—APA—NAAN—NOAB PPA

President.....Charles W. Carter
Vice-President.....William G. Rowe
Radio-TV Director.....Herb True
TV Acct. Execs..Fred Klemp, Curt Bogasch

Radio Accounts: May Potato Chip Co., Corn Kurl Chips, Security Natl. Bank, Home State Bank, Kansas City, Mo.; Consumers Co-op (Tires, Oil, Feed), City Natl. Bank, Atchinson, Kans.; McCall Gasoline (Gas), Roberts Clothes, Butler Mfg. Co. (Farm Equipment Div.), Allvine Dairy (Milk), Kansas City, Kan.

TV Accounts: R. B. Jones Inc. (Insurance), Retail Merchants Assn. (Various), Kansas City, Mo.

CASMIR ADVERTISING CO., INC.

551 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-2014

Owner & Space Buyer.....David C. Casmir
Copy Chief.....Harriet B. Carter
Art Director.....William E. Burgess
Radio Director.....Marvin Casmir

Radio Accounts: Haynes-Griffin (Radio-TV Records), Eagle Pencil Co., New York, N. Y.

CAYTON, INC.

350 Fifth Ave., New York 1, N. Y.
Phone: BRyant 9-0390
ABP—APA—ANPA—PPA

President.....William D'Arcy Cayton
Secretary.....D. R. Roberts
Art Director.....Bob Lee
Radio Director.....M. Eaton
Production Manager.....C. F. Lucchese
TV Director.....Allan Black
TV Time Buyers.....M. Eaton, Allan Black
Copy .....Stuart Hoover
Publicity .....Fred Laderman

Radio Accounts: Delicia Chocolate & Candy Mfg. Co., Devoe & Raynold Co., Inc., (Paints & Art Supplies), Wearbest Rugs (Broadloom, Carpeting), Hardin Chemical Co. (5-in-1 Soap, Why-Fires, Home Deodorant), The ReClean Corp.

TV Accounts: Polaroid TV Filters, Durabilt Irons, Bond Clothing Stores, Chesebrough Mfg. Co., The ReClean Corp.

CECIL & PRESBREY, INC.

247 Park Ave., New York 17, N. Y.
Phone: MUrray Hill 8-1234
AAAA—ANPA—APA—NOAB—PPA

President.....James M. Cecil
Vice-Presidents.....Edward B. Noakes, E. J. K. Bannvart, Guild Copeland, Samuel Dalsimer, Cecil H. Hackett, S. M. Kenyon, Harvey L. Kneeland, David G. Lyon, T. F. MacGrath, Thomas J. Maloney
Sec. & Treas.....David C. Thomas
Media Director.....Harry Parnas
Radio Director.....Edward B. Simmons
Asst. Radio Director.....David McAneny
TV Director.....J. Frank Gilday
Exec. Producer TV.....Leo Langlois
TV Prod. Super.....W. C. Patterson
Time Buyer.....Herbert Gruber

Branch Office
6353 Hollywood Blvd., Hollywood 28, Calif.
Phone: Hempstead 2324

Manager .....Riley Jackson

Radio Accounts: Philip Morris & Co. (Philip Morris Cigarette), Bymart, Inc. (Tintair), New York, N. Y; Block Drug Co., Inc. (Amm-i-dent), Jersey City, N. J.; Electric Auto-Lite (Spark Plugs, Batteries & Parts), Toledo, O.; U. S. Coast Guard, New London, Conn.; Oyster Shell Products (Pilot Brand Oyster Shell), New Rochelle, N. Y.; Lamont Corliss & Co. "Quik"; Semi-Sweet Choc.), Nestle Co., Inc. (Nescafe), Union Dime Savings Bank, New York, N. Y. Union Pharmaceutical Co., Inhiston, Montclair, N. J.

TV Accounts: Block Drug Co., Inc. (Amm-i-dent), Jersey City, N. J.; Bymart, Inc. (Tintair), New York, N. Y.; Electric Auto-Lite (Spark Plugs, Batteries & Parts), Toledo, O.; Lamont, Corliss & Co. (Ever-Ready Cocoa, Chocolate Bars), Sylvania Electric Co. (All Major Products), The Nestle Co., Inc. (Nescafe), Philip Morris & Co. (Bond Street Tobacco), New York, N. Y.; Topps Chewing Gum, Inc., Brooklyn, N. Y.

NELSON CHESMAN COMPANY

Hamilton Trust Bldg., Chattanooga 8, Tenn.
Phone: 6-4942
ABP—APA—SNPA

Pres., Media Dir., Radio Time & Talent Buyer, Personnel Dir.....Sara M. Kelly
Art & Prod. Mgr., Copy Chief, Radio-TV Dir., Talent Buyer.....James R. Fox

Radio Accounts: The Chattanooga Medicine Co. (Cardui, Black-Draught, Zyrone, Soltice), Chattanooga; Tennessee Nursery Co. (Nursery and Fruit Trees), Cleveland.

CHICAGO ADV. AGENCY

20 W. Jackson Blvd., Chicago 4, Ill.
Phone: WA 2-5732
ANPA—PPA—APA—ABC

Pres. & Space Buyer.....J. L. Wade
Vice-President .....Elmer Wade
Radio Director.....Simon Levin

JAMES THOMAS CHIRURG CO.

414 Park Square Bldg., Boston 16, Mass.
Phone: HAncock 6-7310
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA—CCA—SNPA

President & Treas....James Thomas Chirurg
Vice-President.....Leo J. Hardiman
V.P. in Chg. of Mdsg....Joseph A. Proctor
V.P. in Chg. of Research..Richard L. Edsall
Dir. of Radio & TV.....Edmund J. Shea
Film Director.....J. Nelson Clifford

Branch Office
48 E. 43rd St., New York 17, N. Y.
Phone: MUrray Hill 7-5040

Vice-President.....George A. Frye

Radio Accounts: H. C. Baxter & Bro. (Canned Potatoes), Brunswick, Me.; W. L. M. Bensdorp Company (Cocoa and Instant Chocolate), Boston, Mass.; Bates Shoe Company (Men's Shoes), Webster, Mass.; Lifetime Stainless Steel Co. (Cooking Utensils), Louisville, Ky.; New England Coke Company (Fuel), Boston, Mass.; The Rumford Company (Baking Powders), Rumford, R. I.; Chase-Shawmut Company (Fuses), Newburyport, Mass.

C. P. CLARK, INC.

James Robertson Hotel, Nashville 3, Tenn.
Phone: 6-4179
APA—ABP—NOAB—PPA—SNPA—ANPA

Pres. Radio Dir. & Acct. Exec..C. P. Clark
Vice-Pres. & Treas.....D. G. Goodwin
Secretary.....J. D. Clark

Radio Accounts: American National Bank (Institutonal),Tenn. Valley Assoc. Marketers (Top Line Appliances).

ROBT. E. CLARKE & ASSOC., INC.

Ingraham Bldg., Miami 2, Fla.
Phone: 2-3282
ANPA—PPA—SNPA—NOAB

Pres. & Space Buyer.....Robt. E. Clarke
V.P., Secry. & Treas.....C. B. Clark
Art Dir. & Prod. Mgr.....J. H. Freeman
Radio & Pub. Dir.....E. S. Hamburger
Media Dir. & Radio Time Buyer..C. Bonnell
Acct. Execs .....Robt. E. Clarke, Geo. I. Clarke

Radio Accounts: WIOD, WSPA.

CLEMENTS COMPANY, INC.

Horn Bldg., Philadelphia 3, Pa.
Phone: RIttenhouse 6-0236
ANPA—PPA

President.....Alice V. Clements
V.P. & Copy Chief.....Elizabeth M. Zindel
V.P. & Direc. of Radio TV..Robert H. Smith

Radio Accounts: Network: Hudson Coal Co., Horn & Hardart.

HARRY B. COHEN ADV. CO., INC.

1 E. 57th St., New York 22, N. Y.
Phone: MUrray Hill 8-3030

President.....Harry B. Cohen
Vice-Pres.-Treas.....Edith S. Cohen
V.P., Copy Chief, Radio TV Dir., and Talent Buyer.....Edward Aleshire
Vice-President.....Edward Rosenwald
Secretary.....Harry B. Cohen, Jr.
Art Director.....Robert E. Wilson
Production Manager.....Oscar Fileppo
Space Buyer.....Jeanette LeBrecht
Time Buyer.....Mary Dunlavey
Comptroller .....Walbeth Ludwig

Radio Accounts: The Grove Laboratories (Grove's Chill Tonic, Pfunder's Tablets, Dr. Porter's Antiseptic Oil) St. Louis, Mo.; Grove-Fitch Division (Fitch Shampoo, Fitch Ideal Hair Tonic); Pearson Pharmacal Co. (Dew Deodorant, "Ennds" Chlorophyll Deodorant Tablets), New York, N. Y.; The Chattanooga Medicine Co. (Syrup of Block Draught), Chattanooga, Tenn.; The Beaumont Co. (4-Way Cold Tablets), St. Louis, Mo.

TV Accounts: The Grove Laboratories, Inc.—F. W. Fitch Div., The Beaumont Co., New York, N. Y.

THE ARNOLD COHAN CORP.

101 W. 55th Street, New York, N. Y.
Phone: PLaza 7-7730

Pres. Radio & TV, Treas.....Arnold Cohan
Radio & TV Copy Chief.....Jeff Selden
Art Director.....Herbert Dougherty
Prod. Dir.....John Mulligan
Acct. Exec.....Arnold Cohan

Radio & TV Accounts: Bruno-New York, Inc.; (RCA Victor, Bendix, International Harvester Distributors) Sunset Appliance; Bedford TV, Inc.

RUSSELL C. COMER CO.

Land Bank Bldg., Kansas City 6, Mo.
Phone: HArrison 3964
APA—ANPA—PPA—ABP

Partners...Russell C. Comer, Ruth E. Comer
Prod. Mgr., Art Dir.....Tom Korchak
Acct. Executive.....Gardner Reams
Radio Director.....Bill Godden

COMPTON ADVERTISING, INC.

630 Fifth Ave., New York 20, N. Y.
Phone: CIrcle 6-2800
ANPA—PPA—NOAB—ABC—APA
ABP—AAAA

President.....Robert D. Holbrook
Vice-Pres. & Secy.....Leonard T. Bush
Executive Vice-Pres...Thurman L. Barnard
Vice-Presidents.....Frank Griffin, Barton Cummings, Allen Flouton, Willard J. Heggen, Alfred J. Seaman, Jr., Loren B. Stone, Seaward M. Woodard
V.P. & Dir. of Radio & TV Prod. .....L. H. Titterton
Mgr. of TV Programming..Brewster Morgan
Mgr. of TV Comm. Prod.....Lloyd Durant
Dir. of Publicity.....Joseph Field
V.P. & Dir. of Media.....Guy Richards
Mgr. of Media Dept.....Frank B. Kemp
Head Time Buyer.....Henry Clochessy
Time Buyers.....Julia Brown, Martin Hansen, Richard Hurley, Oliver Blackwell, Sherwood Heath, Alfred Ritter, Frederick Benedix, Robert Tatum

Branch Offices
Socony-Vacuum Bldg., Chicago, Ill.
Manager.....L. O. Holmberg
Gwynne Bldg., Cincinnati, O.
Manager.....Robert P. Marsh
744 N. 4th St., Milwaukee, Wis.
Manager .....Richard Davis
6253 Hollywood Blvd., Hollywood, Calif.
Manager .....Floyd Holm

Radio and TV Accounts: Procter & Gamble Co. (Ivory Soap, Ivory Flakes, Crisco, Duz, Fluffo, Bonus, Drene), Socony-Vacuum Oil Co., Standard Brands, Inc. (Chase & Sanborn Coffee, Instant Chase & Sanborn, Tender Leaf Tea, Instant Tender Leaf Tea), Allis-Chalmers Co., Goodyear Tire & Rubber Co., N. Y. Life Insurance Co., Kelly Springfield Tires, Simmons Knife, YES Tissues, M. K. Goetz Brewing Co. (Country Club Beer), Quick Elastic Starch, Personal Products Co.; The Hubinger Co.

CONNER, JACKSON, WALKER, McCLURE

461 Market St., San Francisco 5, Calif.
Phone: YUkon 6-0196
ABP—ANPA—APA—NOAB—PPA—FAAG

President.....E. W. Conner
Vice-Presidents.....Shirley Walker, J. H. Jackson
Sec.-Treas.....B. H. McClure
Copy Chief.....Audrey Janisen
Art Director.....Fernando Penalosa
Production Managers.....Virginia George, Barney McClure, Audrey Janisen

Radio Accounts: Golden Nugget Sweets, Ltd. (Big Hunk Candy Bar), San Francisco, Calif.; Dinah's Shack (Restaurant), Palo Alto, Calif.; The Fox Shoppe (Restaurant), Redwood City, Calif.; Shaw Candies (Confections), San Francisco, Calif.

TV Accounts: D. E. Sanford Company (Waring Blendor), Goorin Bros. (Raindri Repellent), San Francisco, Calif.; Dinah's Shack (Restaurant), Palo Alto, Calif.

COWAN & DENGLER, INC.

527 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-4940
ANPA—PPA—NOAB—APA

President.....Stuart D. Cowan
Vice-Pres. & Treas.....H. W. Dengler
Vice-Presidents.....Porter F. Leach, J. Clement Boyd
Secretary.....Stuart D. Cowan, Jr.
Space-Time Buyer.....A. Marie Maus
Radio-TV Director.....T. H. Moore, Jr.

Radio Accounts: Schieffelin & Co. (Pears Soap), Bordens, Frank G. Shattuck Co. (Schraffts Stores & Restaurants), New York.

TV Account: Pears Soap.

JOHN GILBERT CRAIG ADV., INC.

913 Washington St., Wilmington, Del.
Phone: 5-6185
ABP—ANPA—APA—NAAN—PPA

President.....John Gilbert Craig
Sec.-Treas.....Kathleen A. Walsh

Radio Accounts: Joseph Bancroft & Sons Co. (Textile Finishing), Brosius & Smedley (Lumber-Millwork-Coal), Wilmington, Del.; H. P. Cannon & Son, Inc. (Canned Foods), Bridgeville; Delaware Coach Co., Delaware Power & Light Co., Wilmington, Del.; Diamond Ice & Coal Co. (Fuels, Home Products), Equitable Trust Co., Greenhill Dairies, Inc., Wilmington, Del.; Steinman Stations, Lancaster, Pa.; Riverview Beach Park, Pennsville, N. J.; Wilson Line, Inc. (River Transportation), Wilmington, Del.

TV Accounts: Diamond Ice & Coal Co. (Fuels, Home Products), Equitable Trust Co., Wilmington, Del.; Delaware Power & Light Co. (Gas & Electric Service), Wilmington, Del., Riverview Beach Park (Amusement Park), Pennsville, N. J.

THE CRAMER-KRASSELT CO.

733 North Van Buren St., Milwaukee 2, Wis.
Phone: DAly 8-3500
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA—BMB

President.....A. W. Seiler
Exec. Vice-President.....H. N. Pasteur
Vice-Pres.-Treas.....C. W. Faude
Secretary .....F. Aumueller
Vice-Presidents.....H. Dyson, C. H. Brehm,

R. F. Timm, N. L. Telander
Vice-Pres.-Dir. of Media.....L. H. Ness
Radio-TV Time Buyer.....Loretta Mahar
Radio-TV Acct. Supers.....R. LeGrand, K. Hegard, J. Pritchard
Chief Continuity Writer.....Patricia Noble
Continuity Writers.....Gloria Brooks, Barbara Altfeld
Radio-TV Scheduling.....Doris Klemme

Radio Accounts: Plankinton Packing Co. (Meat Products), Ed. Schuster & Co., Inc. (Department Store), First Federal Savings & Loan Association of Wisconsin (Savings & Loan Assoc.), Milwaukee, Wis.; Hoberg Paper Mills (Charmin Paper Products), Green Bay, Wis.; Fox Wisconsin Amusement Corp. (Theater Change), Milwaukee, Wis.; St. Charles Mfg. Co. (Custom Kitchens), St. Charles, Ill.; Kinkert Candy Co. (Candy), Milwaukee, Wis.; The Golden Rule (Department Store), St. Paul, Minn.; Morehouse-Martens (Department Store), Columbus, O.; Henri's Food Products (Salad Dressings), Upper 3rd Street Advancement Association, American Linen Supply (Linen Suppliers), Chevrolet Dealers of Milwaukee (Car Dealers), A. O. Smith Corp. (Heating Division) (Heating Equipment), Milwaukee, Wis.

TV Accounts: Ed. Schuster & Co., Inc. (Department Store), Broadway House of Music (Musical Department Store), Plankinton Packing Co. (Meat Products), First Federal Savings & Loan Association of Wisconsin (Savings & Loan Assoc.), Marine Natl. Exchange Bank (Bank), The Milwaukee Company (Investments & Securities), Milwaukee Gas Light Company (Gas Utility), Milwaukee, Wis.; The Golden Rule (Department Store), St. Paul, Minn.; Donaldson's (Department Store), Minneapolis, Minn.; Morehouse-Martens (Department Store), Columbus, O.; Henri's Food Products (Salad Dressings), Upper 3rd Street Advancement Association, Chevrolet Dealers of Milwaukee (Car Dealers), Pflugradt Co. (Heating Equipment), Wis. Plumbing & Heating Supply Co., Milwaukee, Wis.; Moeller Mfg. Co. (Snap-Tite Bottle Stoppers), Racine, Wis.; A. O. Smith Corp.—Heating Division (Heating Equipment), A. H. Weinbrenner Co. (Shoe Manufacturer), Milwaukee, Wis.; Rolfs (Personal Leather Goods), West Bend, Wis.

CRITCHFIELD & COMPANY, INC.

720 North Michigan Ave., Chicago 11, Ill.
Phone: SUperior 7-3061
ANPA—APA—PPA—NOAB

President.....E. P. Nesbitt
Media Director.....E. Groenboom
Production Manager.....R. M. Cowing

CRUTTENDEN & EGER

69 W. Washington St., Chicago 2, Ill.
Phone: FInancial 6-3630
ABP—ANPA—PPA—NOAB—APA

Partners.....Edmond I. Eger, Harley B. Hobbs
Associates..Leon H. Lewis, George M. Stern
Media Director.....Harry C. Pick
Art Director.....Harry J. Beier
Production Manager.....R. H. Wilson

CUNNINGHAM & WALSH, INC.

(formerly Newell-Emmett Co.)
40 E. 34th St., New York 16, N. Y.
Phone: MUrray Hill 3-4900
AAAA—ANPA—PPA—ABP—NOAB
ABC—APA

President .....F. H. Walsh
Exec. Vice-President.....J. P. Cunningham
Secretary .....R. L. Strobridge
Radio-TV Dept.
Vice-Pres. in Charge.....William Reydel
Radio-TV Director.....John Sheehan
V-P in Chg. of Media.....N. F. McEvoy

Branch Office
8420 Sunset Blvd., Hollywood 46, Calif.
Phone: GR 6131

Radio Accounts: Chesterfield Cigarettes, Fatima Cigarettes, Kirkman Soap, Northwest Airlines, E. R. Squibb & Son.

TV Accounts: Chesterfield Cigarettes, Fatima Cigarettes, Sunshine Biscuits, Permutit (Water Softener), Northwest Airlines, Soilax Cleanser, Airex, Holmes & Edwards Silver, Walter Kidde & Co. (Fire Extinguishers), E. R. Squibb & Son (Pharmaceuticals).

DANCER-FITZGERALD-SAMPLE, INC.

247 Park Ave., New York 17, N. Y.
Phone: OR 9-0600
AAAA—ANPA—APA—PPA

President.....H. M. Dancer
Vice-President.....C. L. Fitzgerald
Vice-Pres.-Treas. .....Paul Keenan
Vice-Pres.-Secy.....F. T. Leighty
V.P. & Radio-TV Dir.....Adrian Samish
V.P.s. & Acct. Execs.....Lyndon O. Brown, Joseph H. Holmes, Jr., Charles Hotchkiss, Gordon Johnson, Donald Manchester, J. James Neale, Richard Porter, Frank Riggio, Adrian Samish, A. W. Spence, Jr., Samuel Sutter, George Tormey, Basil Mathews, Al Kabaker

Branch Offices
221 N. La Salle St., Chicago 1, Ill.
Exec. Vice-Pres.....F. Sewall Gardner
V-Ps. & Acct. Execs.....E. R. Detchon, J. Fitzmorris
1680 N. Vine St., Hollywood 28, Calif.
Manager .....Alvin Kabaker
6 King St., E., Toronto, Ontario, Can.
Manager .....Gilbert Nunns

Radio Accounts: Campbell Soup Co., Falstaff Brewing Corp., General Mills, Inc., Lewis-Howe Co., Procter & Gamble Co., Sterling Drug, Inc.
TV Accounts: Carter Products, Inc., Falstaff Brewing Corp., General Mills, Inc., Sterling Drug, Inc., Procter & Gamble.

D'ARCY ADVERTISING CO.

Missouri Pacific Bldg., St. Louis 3, Mo.
Phone: CEntral 6700
AAAA—ABC—ABP—ANPA—APA
BMB—NOAB—PPA

Chairman of the Board.....A. L. Lee
President.....J. F. Oberwinder
Secretary-Treasurer.....E. D. Cronk
Exec. Vice-President.....P. J. Orthwein
Radio-TV Director.....P. A. Louis
(New York Office)

Branch Offices
515 Madison Ave., New York 22, N. Y.
Phone: PLaza 8-2600
Vice-President .....John Toigo
Terminal Tower Bldg., Cleveland 13, O.
Phone: CH 1-0158
Vice-President.....Stanley P. Seward
90 Broadview Ave., Toronto, Ontario, Can.
Phone: GL 7591
Vice-President.....G. P. Altenbernd
800 Peachtree St., N.E., Atlanta 5, Ga.
Phone: VE 8815
Vice-President.....J. Hixon Kinsella
6532 Sunset Blvd., Hollywood 28, Calif.
Phone: HOllywood 9-6327
Manager .....Edmund Anderson
Radio Accounts: The Coca-Cola Co., Atlanta, Ga.; Anheuser-Busch, Inc., Laclede Gas Light Co., St. Louis, Mo.; General Tire & Rubber Co., Akron; Cleveland Electric Illuminating Co., Cleveland, O.
TV Accounts: Anheuser-Busch, Inc., St. Louis, Mo., Coca-Cola Co., Atlanta, Ga.

JIMM DAUGHERTY, INC.

706 Chestnut St., St. Louis 1, Mo.
Phone: MAin 0790-1
PPA—NOAB—APA

Pres., Space Buyer.....James M. Daugherty
Secretary-Treasurer..Pauline Otto Daugherty
Radio Accounts: Pepsi-Cola, St. Louis Dairy Co., Blanke-Bar.
TV Account: Pepsi-Cola.

DAVIS & COMPANY

912 Pacific Mutual Bldg., Los Angeles, Calif.
Phone: Michigan 3908
ANPA—PPA

Owner-TV Time Buyer.....Robert J. Davis
Radio Time Buyer.....Susan P. Tours
Account Executive.....Frank F. B. Houston
Radio Accounts: Blue Bird Potato Chips, Inc., Scudder Food Products, Popcorn Processors, Inc.
TV Accounts: Scudder Food Products, Wilson & Co. (Pacific Coast); Popcorn Processors, Andersen's Split Pea Soup.

IRVING DAVIS COMPANY

151 West 51st St., (Hotel Abbey)
Phone: PLaza 7-3790-1
ABP

BEN DEAN ADVERTISING AGENCY

207 Houseman Bldg., Grand Rapids 2, Mich.
Phone: 8-0666
APA—ABP

Owner .....Ben Dean
Production Manager.....Mildred Juneau
Account Executive.....Ben Dean, Jr.

DICKLOW ADV. AGENCY

1324 National City Bldg., Dallas 1, Tex.
Phone: RAndolph 8295
APA—SNPA

Owner-Radio Buyer....Irene Scott Dicklow
Radio Accounts: Magnolia Seed Co., Chigger Chaser, Destruxel.
TV Accounts Marrs-Mundy-Quill.

DINION & DuBROWIN, INC.

624 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-5128
ABP

Pres.-Treas. .....Erwin Dinion
Secretary .....Blanche Dinion
Radio-TV Directors.....Henry Burbig, Lou Auerbach

DOE-ANDERSON ADV. AGENCY

Martin Brown Bldg., Louisville 2, Ky.
Phone: WAbash 3193
ANPA—APA—PPA—SNPA

Partners..Elmer H. Doe, Warwick Anderson
Acct. Execs.....Elmer H. Doe, Warwick Anderson, George W. Emerson, Robert G. O'Brein.
Media Buyer.....Miss G. P. Wagner
Production Manager.....J. B. Peterkin

DOHERTY, CLIFFORD & SHENFIELD, INC.

350 Fifth Ave., New York 1, N. Y.
Phone: BRyant 9-0445
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA

President.....Lawrence L. Shenfield
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V.P. & Secretary.....William E. Steers
Asst. Treasurer.....Nelson O. Argueso
Asst. Secretary.....Marie L. Brennan
V.P. & Copy Chief.....James F. Egan
V.P. & Research Dir.....E. W. Raynolds
V.P. Radio & Tel. Dir..Chester MacCracken

V.P. & Art Director.....Robert E. Shaw
V.P. & Dir. of Media.....S. L. Frey
V.P. & Dir. Professional Div.
Dr. Philip Reichert

Radio Accounts: Bristol-Myers Company (Trushay, Sal Hepatica, Ipana, Bufferin and Resistab, Ammen Vitalis, Mum, Vitalis Hair Cream, Benex), New York, N. Y.

TV Accounts: Bristol-Myers Company (Ipana, Vitalis, Resistab, Sal Hepatica, Trushay, Bufferin, Mum), Welch Grape Juice (Grape Juice, Preserves), New York, N. Y.; Borden Co. (Borden's Inst. Coffee).

THE RALPH L. DOMBROWER CO., INC.

11 E. Franklin St., Richmond 21, Va.
Phone: RIchmond 3-111-3
ABP—APA—SNPA

Pres.-Treas.-Space Buyer (News)
Ralph L. Dombrower, Sr.
Vice-Pres.....Ralph L. Dombrower, Jr.
V.P., Sec. & Radio Time Buyer
Malcolm B. Dombrower
V.P.-Counsel.....Morton L. Wallerstein
Art Director.....Hobart Britton
Production Manager.....LeBaron Coakley
Radio Director.....T. Michaux Moody
Assistant .....Wilson Angel
Media & Space Buyer (Mag.)..Phyllis King

Branch Office
Woodward Bldg., Washington, D. C.
Phone: REpublic 1420
Manager .....Philip Rosenfeld

Radio Accounts: Pamplin Smoking Pipe & Mfg. Co., Pamplin; Richmond Hotels, Inc. (Richmond, Va. Hotels & Old Point Comfort); Fork Union Military Academy (Military School), Fork Union; Etchison Hat Co., Inc., Chesterfield Hat Corp., Richmond, Va.

DONAHUE & CO., INC.

1270 Sixth Ave., New York 20, N. Y.
Phone: COlumbus 5-4252
ABP—ANPA—APA—NOAB—PPA
SNPA

Dir. Motion Picture, Radio
& TV Div.....A. Carl Rigrod
Time Buyer.....Evelyn Jones
Production Assistant.....Walter Collins
Writer-Acct. Exec.....Latham Ovens

Radio Accounts: New York Herald Tribune, New York World-Telegram & The Sun, Aborn's Coffee, Carolina Rice (River Brand Rice Mills, Inc.), M-G-M, New York, N. Y.; Atlantic Ale & Beer, Atlanta, Ga.

TV Accounts: Gold Medal Candy Corp. (Bonomo's Turkish Taffy), New York, N. Y.; Scripto, Inc. (Pens and Pencils), Atlanta, Ga.; M-G-M, New York, N. Y.

W. B. DONER & COMPANY

505 Washington Blvd. Bldg., Detroit 26, Mich.
Phone: WOodward 5-7400
ANPA—PPA

President.....W. B. Doner
Exec. Vice-Pres.....Charles F. Rosen
Treasurer.....Julian A. Grace
Vice-President .....Felix Hower
Secretary & Art Dir.....Ben Goldstein
Asst. Dir. Radio-TV.....Cherie Lee
Staff.....Howard Fisher, Robert King, Nan Braman

Branch Office
203 N. Wabash Ave., Chicago 1, Ill.
Phone: DEa 2-4676
Exec. Vice-Pres Marvin H. Frank

Radio Accounts: Big Bear Markets (Supermarkets), Detroit, Mich.; DeRoy Jewelers (Jewelers), Dearborn, Mich.; Dixie Shops (Men & Women's Shops), Ypsilanti, Ann Arbor, Adrian, Mich.; Famous Furniture & Upholstering Co., Faygo Beverage Co. (Soft Drinks and Mixers), Grand River Chevrolet Co. (Chevrolet Dealer), Hub Appliance Stores (Appliances), Greater Detroit Movie Prize Contest (Theatres), Richard's Drive-Ins (Drive-Ins), Speedway Petroleum Corp. (Gasoline), Detroit, Mich.; Steinberg's Clothing, Inc. (Men & Women's Wear), Cincinnati, O.; United Shirt Distributors (Men's Wear), Weil & Co. (Dept. Store), Detroit, Mich.

TV Accounts: Annis Furs (Furs), Big Bear Markets (Supermarkets), Famous Cleaners (Cleaners), Famous Furniture Stores (Furniture), Faygo Beverage Company (Soft Drinks and Mixers), Federal Department Stores (Dept. Stores), Glendale Provision Co. (Meat Packers), Kay Bee Sales (Appliances), Greater Detroit Movie Prize Contest (Theatres), Detroit, Mich. and Suburban; R. R. Pressel Sausage Co. (Meat Packers), Richard's Drive-In (Drive-Ins), Rose Jewelry Company (Jewelry Chain), Speedway Petroleum Corp. (Gasoline), Video Sales Corp. (Mail Order Items), Packard Dealers of Greater Detroit, Studebaker Dealers of Greater Detroit, Everkrisp Food Products Co. (Potato Chips), Detroit, Mich.

DORLAND, INC.

247 Park Ave., New York 17, N. Y.
Phone: ELdorado 5-2680
ABP—ANPA—APA—NOAB—PPA

President .....Atherton Pettingell
Treas., Exec. V.P.....Walter S. Maas
Secy., Adm. Asst. to Pres..Mary L. Shaunty
V.P.-Dir. of Package Goods
Div. .....Herschel Deutsch
V.P.-Assoc. Dir. of Package
Goods Div.....Abner J. Rubien
Vice-Pres.-Art Dir.....Goldie Heller
Dir. of Merchandising.....Shirley Polykoff

V.P.-Consultant for Art & Industrial Design.....Herbert Bayer
V.P.-Radio & TV Dir.....Howard G. Barnes
Radio-TV Time Buyer..Katherine Kirkbride

Radio Accounts: A. S. Beck Shoe Corp., Lanvin Perfumes, Ameritex Div.-Cohn-Hall-Marx, Breitenbach (Gude's Pepto-Mangan), New York, N. Y.

TV Accounts: A. S. Beck Shoe Corp., Ameritex Div.-Cohn-Hall-Marx (Ameritex Fabrics), New York, N. Y.; Sanson Hosiery Co.

DORRANCE-WADDELL, INC.

160 East 56th St., New York 22, N. Y.
Phone: PLaza 9-5120
ABP

President .....Dick Dorrance
Exec. Vice-Pres.....Eugene Waddell
Vice-Pres.-Treas.....John A. Cashman
Media Director.....William L. Morison
Art Director.....Jack Wolfgang Beck
Production Manager.....Lincoln Allan
Director of Marketing.....William Bonyun

Radio Accounts: Glamour Products Co. (Vitrex), Los Angeles, Calif.; Austin-Greene, Inc. (Remayne Lipstick), Joan Nyola, Inc. (NailFilm), New York City; Reed Products, Inc. (Corbex), St. Louis, Mo.; Nyo-lene Labs, Inc. (Filmasque), New York City, Crossland Mfg. Co. (Moth Preventives), Toledo, O.

TV Accounts: (Same as above.)

JOHN C. DOWD, INC.

212 Park Square Bldg., Boston 16, Mass.
Phone: HUbbard 2-8050
ANPA—NOAB—PPA

Radio & TV Dir...Theodore B. Pitman, Jr.
Asst. Radio & TV Dir.....Helen Garabedian

Branch Offices

*Dowd, Redfield & Johnstone, Inc.
501 Madison Ave., New York 22, N. Y.
Phone: MU 8-1275
Exec. in Charge.....John C. Dowd

Dowd, Redfield & Johnstone, Inc.
832 Washington Bldg., Washington, D. C.
Phone: NAtional 7397
Exec. in Charge.....A. D. O'Connor

* Affiliated office.

Radio Accounts: Albany Carpet Cleaning Co. (Rugs & Carpets), Allston, Mass.; Boston Edison Co. (Electricity), Boston Mass.; Buckley & Scott Utilities, Inc. (Equipment for Heating), Watertown, Mass.; City Fuel Co. (Coal), Boston, Mass.; Cott Beverage Corp. (Soft Drinks), New Haven, Conn.; First National Stores (Food), Somerville, Mass.; Groveton Paper Co. (Paper), Boston, Mass.; Martin L. Hall Co. (Coffee & Tea), South Boston, Mass.; Harvard Brewing Co. (Ale & Beer), Lowell, Mass.; National Company (Radio Receivers & TV Sets), Malden, Mass.; Staples Coal Co. (Coal), Town & Country (Real Estate), Boston, Mass.

TV Accounts: Albany Carpet Cleaning Co. (Rugs & Carpets), Allston, Mass.; Carpenter-Morton Co. (Paints), Everett, Mass.; Columbian Purchasing Group, Inc. (Hosiery), Celect Baking Co. (Bread), Boston, Mass.; Cott Beverage Corp. (Soft Drinks), New Haven, Conn.; First National Stores (Food), Somerville, Mass.; Giusti Bread (Bread), New Bedford, Mass.; Groveton Papers Co. (Paper), Boston, Mass.; Martin L. Hall Co. (Coffee & Tea), South Boston, Mass.; Harvard Brewing Co. (Ale & Beer), Megowen-Educator Food Co. (Crackers & Biscuits), Lowell, Mass.; Eugene Rothmund, Inc. (Sausages & Frankforts), Soverville, Mass.; Snider Fuel (Coal), Charlestown, Mass.

DOWD, REDFIELD & JOHNSTONE, INC.

501 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-1275
ABP—ANPA—NOAB—PPA

Chairman.....L. L. Redfield
President.....John C. Dowd
Exec. Vice-Pres.....Edmund F. Johnstone
Treasurer.....Edward D. Parent
Secretary .....Harold Tuers
Radio-TV Director.....William H. Eynon
Time Buyers.....Mary Ripple, Jean Zipser

Branch Office

832 Washington Bldg., Washington, D. C.
Phone: National 7397
Exec. in Chg.....A. D. O'Connor

Radio Accounts: Stern Bros. (Department Store), New York, N. Y.; Bell & Co. (Bell-Ans, Proprietary Medicine), Orangesburg, N. Y.; Block Drug Co. (Various Drug Products), Jersey City, N. J.; Stahl-Meyer, Inc. (Meats), Ryan Candy (Candy Bar), New York, N. Y.

TV Accounts: Block Drug Co. (Omega Oil), Jersey City, N. J.; So-Lo Mark Co. ("Tots" Rubber Footwear), Cincinnati, O.; Janes Art Studios, Inc. (Greeting Cards), Islip, N. Y.; Stahl Meyer, Inc. (Meats), New York, N. Y.; The Rapidol Distributing Corp. (Blensol), New Hyde Park, N. Y.; Ryan Candy (Candy Bar), New York, N. Y.

L. J. DuMAHAUT ADV. AGENCY

Book Tower, Detroit 26, Mich.
Phone: WO 2-8246
APA

Owner.....L. Jerome DuMahaut
Production Manager.....Georgiana E. Park
Radio Time Buyer.....Hazel R. Belman
Copy Chief.....David G. Parkes

ROY S. DURSTINE, INC.

730 Fifth Ave., New York 19, N. Y.
Phone: Circle 6-1400
NOAB—PPA—APA

President.....Roy S. Durstine
Vice-Pres., Secy.....Arch T. Gardiner
Vice-Presidents.....Wm. E. Dempster, John Malone, Jr., Ralph D. Allum
Treasurer.....T. Arnold Rau
Prod. & Traffic Mgr.....Fred Otto
Space Buyers.....F. L. Chipperfield, E. Karpowich
Head Art Dir.....Harvey A. Spooner
Art Director.....J. Burton Stevens
Executives.....Clem W. Kohlman, Robert L. Whitehead
Mgr. Radio-TV Depts.....Bergi Boe
Acting Manager.....Hubert Wilke

Branch Offices

3259 Wilshire Blvd., Los Angeles, Calif.
Phone: DUnkirk 8-3411
Exec.-in-Charge.....William D. Sloan

703 Market St., San Francisco, Calif.
Phone: YUkon 6-6239, 6240
Exec.-in-Charge.....Robert B. England

Radio Accounts: The Serutan Co. (Serutan, Sedagel, Nutrex, RDX, Lemel, Geritol, Journal of Living), C. J. Van Houten & Zoon Inc. (Cocoa & Chocolate), New York, N. Y.

TV Accounts: American Cyanamid Co. (Superset Div.), The Serutan Co. (Serutan, R. D. & Sedagel), New York, N. Y.

ADAM F. EBY & ASSOC.

336 Andrews Bldg., Buffalo 2, N. Y.
Phone: MAdison 2921

Owner.....Adam F. Eby
Account Execs.....Joan Leslie, Samuel E. Eby, Lillian Kirk

Radio Accounts: Annual Sports Show, Home Family Laundry, David J. Scott Co., Brace McGuire Co., Inc., Chip Steaks of N. Y., Quick'n' Tasty Foods, Inc., Wilsolve Corp., Spraint Co.

EDELSTEIN-NELSON ADV. AGENCY, INC.

203 North Wabash St., Chicago 1, Ill.
Phones: ANdover 3-3867. DEarborn 2-5976
ABP—PPA

President.....Edward Edelstein
Vice-President.....John J. Freeman
Art Director.....Leo Rotelli
Copy Chief.....Rita Loman
Auditing..Frances Sopata, Martin Greenman

TV Accounts: Conway Camera Co. (Photographs), Chicago, Ill.

ELLINGTON & CO., INC., ADV.

535 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-4300
ANPA—APA—NOAB—PPA

President.....Jesse T. Ellington
Vice-Presidents.....Theodore S. Strong, Hyland L. Hodgson, Charles R. Marshall, Chauncey L. Landon, Van Davis, Frances Raftery, William A. Bartel
Treasurer.....Gordon M. Kingman
Dir. Radio & TV.....Hal James
Business Manager.....John Schuyler House
Radio & TV Time Buyer.....Dan Kane
Asst. to Hal James.....Kay Woelfle
Writers.....M. E. Darmstadter, Patricia Read, Barbara Smith
Production.....Jim Haugpt

Radio Accounts: Cities Service Company (Gasoline and Oil), Celanese Corporation of America (Yarns, Fabrics, Plastics), New York, N. Y.

TV Accounts: Cadbury-Fry America, Inc. (Candy), Cities Service Company (Gasoline and Oil), Celanese Corporation of America (Yarns, Fabrics, Plastics), New York, N. Y.

ELLIOTT, DALY & SHERMAN, INC.

256 Sutter St., San Francisco 8, Calif.

President.....John C. W. Daly
Vice-President.....Robert Sherman
Secretary & Treasurer...Wallace F. Elliott
Production Manager.....Richard F. Lucy
Account Executive...Katherine Doyle Spann

Radio and TV Accounts: KPIX-TV, San Francisco; KSFO-AM, San Francisco.

ELLIS ADVERTISING CO.

Erlanger Theatre Bldg., Buffalo 1, N. Y.
Phone: Cl. 6780
ABP—ANPA—APA—NOAB—PPA—CDNA

Partners.....Michael F. Ellis, Jerome R. Ellis
TV Director.....Josephine Williams
Radio Director.....Arlene Walters

Branch Offices

1139 Granite Bldg., Rochester, N. Y.
Phone: HA 1453
Manager.....Jack Perry

145 E. 53rd St., New York 22, N. Y.
Phone: PL 9-1310
Manager.....Kurt Mann

96 King St. W., Toronto, Ont.
Phone: Wa 9902
Manager.....Al May

1255 Phillips Square, Montreal, Que.
Phone: Pl 4466
Manager.....Ben Cossman

448 Seymour St., Vancouver, B. C.
Phone: Ma 2631
Manager.....Val Warren

Radio Accounts: Nemmer Furniture Company (Furniture Manufacturer), Rosinski Furniture Co. (Furniture Stores), DiBello Motor Sales (Pontiac Dealers), Buffalo, N. Y.; Old Barn (Restaurant), East Aurora, N. Y.; Farmers and Mechanics Bank (Savings Bank), Lockport, N. Y.; Hyan Dry Beverages (Ginger Ale), Quality Laundry (Laundry and Dry Cleaning), William C. Maunz (Insulation and Heating), Buffalo,

N. Y.; Niagara County Savings Bank (Savings Bank), Niagara Falls, N. Y.; Kensington Savings & Loan Assn. (Savings and Loan Assn.), Madison Cab (Taxi Cabs), Mel's (Men's Clothing), A & B of Buffalo, Inc., (Ballantine Beer Distributors), Albert's Curtain Shop (Curtains and Drapery Fabrics), Phoenix Brewery Corp. (Beer and Ale), Western Savings Bank (Savings Bank), Mursten's (Furrier), Mutual Savings Banks (Savings Banks), Buffalo, N. Y.

TV Accounts: Western Savings Bank (Bank—Savings), First National Bank (Bank—Commercial), Italian & French Wine Co. (Old Friar Brand Wines), George R. Bennett Co., Inc. (Food Broker—Neptune Sardines, Borden's Condensed Milk, Star-Kist Tuna), Buffalo General Laundries (Laundry and Dry Cleaning), Nemmer Furniture Company (Furniture Manufacturers), Phoenix Brewery Corp. (Beer and Ale), Rosinski Furniture Co. (Furniture Stores), Grenells Men's Store (Men's Clothing), Mutual Savings Banks of Buffalo (Savings Banks), Bredenberg Distributing Co. (Imported Labatt's Beer), William Hengerer Company (Department Store), Central Dry Cleaners (Rug Cleaners), Lamont-Wray Motors (Chrysler-Plymouth Dealer), William C. Maunz (Insulation and Heating), Buffalo, N. Y.

ROBERT J. ENDERS ADVERTISING, INC.

1415 K St., N.W., Washington 5, D. C.
Phone: Sterling 2222

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Exec. Vice-President.....Howard A. Enders
Vice-President.....Bert M. Sarazan
Secretary-Treasurer.....Melvin Alan Bank
Account Executives .....Sylvia Devey, Robert I. Black, Robert Fischer, Robert Keefe, Al Fingerman, Robert L. Friend
Planning Director.....Leonard C. Rennie
Research Director.....Dan Haseltine
Office Manager.....Lucille Williams
Radio-TV Director.....Margot Phillips
Radio-TV Production Mgr..Mary Griffin, Jr.
Traffic Manager.....Dorothy Wasserman
TV Art Director.....Fred Waller

Branch Offices

Statler Building, Boston, Mass.
Phone: Hancock 65796
Manager .....Roberta Barrett

1420 Walnut St., Philadelphia, Pa.
Phone: Kingsley 6-1858
Manager .....Herb Davis

2601 North Charles St., Baltimore, Md.
Phone Hopkins 6972
Manager.....William F. Fitzgerald

Nashville, Tenn.
Manager .....Donald Blass

Oliver Building, Pittsburgh, Pa.
Manager .....Nelson Schrader

Radio Accounts: Amvets (American Veterans of World War Two), Veterans of Foreign Wars, Koolvent Metal Awnings, Washington, D. C.; All-Aluminum Corp. (Chairs, Tables), Georges Radio & Television Co., Government Services Inc., Washington, D. C.; Brigg's Filtration Corp., Occidental Restaurant, Travel Inc., Washington, D. C.; Simon Distributing Corp. (Motorola, Hotpoint, General Electric), Washington, D. C., Maryland, and Virginia; Al's Motors (Chrysler), Virginia; McCoy's (Radio, Television & Appliances), Washington, D. C.; Mid-Atlantic Appliances (Admiral and Bendix), Washington, Maryland, Virginia; Air Rome, Inc. (Trips to Holy Land), National; Home Appliance Co. (Radio, Television & Appliances), United States Government Agencies, Abbott Refrigeration Corp., Thor Corp. (Washers & Ironers), Cardwells Inc. (Rugs), National Institute of Technology, Sil-i-Kleen Auto Polish, Washington, D. C.; Peirce-Phelps Distributors (Admiral, Youngstown, Proctor, Hamilton), Academy Motors (Hudson), Philadelphia, Pa.

TV Accounts: Koolvent Metal Awnings, George's Radio & Television Co., The Hecht Company (Dept. Store), Occidental Restaurant, Washington, D. C.; Simon Distributing Corp. (Motorola, Hotpoint, General Electric), Washington, Maryland, Virginia; Al's Motors (Chrysler) Virginia; McCoy's (Radio, Television & Appliances), Mid-Atlantic Appliances (Admiral & Bendix), Washington, D. C., Maryland, Virginia; Home Appliance Company (Radio, Television & Appliances), Washington, D. C.; Hotpoint Corporation, National; Abbott Refrigeration Corp., Thor Corp. (Washers & Ironers), Sil-i-Kleen Auto Polish, Rumpus Rye (New Philadelphia Bakery), Washington, D. C.; N. Snellenburg & Company (Dept. Store), Peirce-Phelps Distributors (Admiral, Youngstown, Proctor, Hamilton), Philadelphia, Pa.; Hecht Bros. (Dept. Store), Washington, D. C.; The Hub (Dept. Store), Baltimore, Md.; Motorola, Gimbel's (Dept. Store), Frigidaire, Philadelphia, Pa.; Simon Distributing Corp. (Motorola, Hotpoint, General Electric), Washington, D. C., Maryland, Virginia; R. H. White Co. (Dept. Store), TV Engineers of New England, Boston, Mass.; Gimbel Brothers (Dept. Store), Pittsburgh, Pa.

ENGEL ADVERTISING, INC.

185 N. Wabash Ave., Chicago 1, Ill.
Phone: State 1366-7
ANPA—PPA—APA—NOAB

President & Treasurer.....Frank L. Engel
Vice-Pres. & Sec.....M. L. Engel
Art Dir. & Copy Dir.....A. A. Lausmann

Radio Accounts: Superior Match Pants Co.

ENNIS-ANDERSON ADV. AGENCY

218 Anglo Bank Bldg., Fresno, Calif.
Phone: 3-2613
CNPA

President.....E. E. Anderson
Vice-President.....Frank Ennis
Art Director.....Milton M. Young
Radio Director.....Lon McAdams

Radio Accounts: National Dollar Stores, Roth Furniture Co., Fresno Macaroni Co., Perfection Macaroni Sauce, Airport Speedway.

ERWIN, WASEY & CO., INC.

420 Lexington Ave., New York 17, N. Y.
Phone: LExington 2-8700
AAAA—ANPA—APA—NOAB—PPA

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President.....Howard D. Williams
Vice-Presidents.....George E. Wasey, David B. Williams
Sec.-Treas.....James F. O'Connor
Vice-Pres. Radio.....C. H. Cottington
Radio Director.....Keith B. Shaffer
TV Director.....Richard L. Eastland
Time Buyer.....Ray Simms
Radio Dir. (L. A.).....Robert L. Redd
TV Dir. (L. A.).....Charles F. Lowe
Time Buyer (L. A.).....Jack Schluter
Time Buyer (Chicago).....John Gwynn

Branch Offices

230 N. Michigan Ave., Chicago 1, Ill.
Vice-President.....L. R. Northrup

5045 Wilshire Blvd., Los Angeles 36, Calif.
Exec. Vice-Pres.....Fred M. Jordan

523 Marquette Ave., Minneapolis 2, Minn.
Manager.....Mac Martin

1st National Bank Bldg., Oklahoma City, Ok.
Manager.....Warren Humphrey

1170 Bay St., Toronto, Ont., Can.
Manager.....Ralph L. Lawson

1121 St. Katherine St. W., Montreal, Que., Canada
Manager.....Brian Devlin

Radio Accounts: Barbasol Co. (Barbasol), Indianapolis, Ind.; Musterole Co. (Musterole), Cleveland, O.; Lydia E. Pinkham Medicine Co. (Vegetable Compound), Lynn, Mass.; Carnation Co. (Evaporated Milk, Ice Cream, Malted Milk), Los Angeles, Calif.; Albers Milling Co. (Cereals, Flapjack Mix, Friskies Dog Food), Seattle, Wash.; Consolidated Cigar Corp. (Harvester Cigars, Dutch Masters Cigars), Zonite Products Corp. (Larvex), New York, N. Y.; Nash Coffee Co. (Coffee), Minneapolis, Minn.; S. C. Johnson & Sons, Inc. (Wax Products), Racine, Wis.; R. B. Semler, Inc. (Kreml Hair Tonic, Kreml Shampoo), New Canaan, Conn.; Seeck and Kade, Inc. (Pertussin Cough Syrup), New York, N. Y.; Peter Fox Brewing Co. (Beer and Ale), Oklahoma City, Okla.; KBO Company (Rodenticides), Springfield, O.; Jacob Riesse Bottling Works (Soft Drinks), Minneapolis, Minn.; McColl-Frontenac Oil Co., Ltd. (Petroleum Products), Montreal, Que., Canada; Acme Flour Mills (Flour), Oklahoma City, Okla.; E. F. Hutton and Co. (Securities), Los Angeles, Calif.; McCoy Products (Vitamins), New York, N. Y.; Olive Tablet Co. (Laxative), Columbus, O.; Springs Cotton Mills Co. (Spring Maid Sheets), Lancaster, S. C.

TV Accounts: Carnation Co. (Evaporated Milk), Los Angeles, Calif.; Albers Milling Co. (Friskies Dog Food), Seattle, Wash.; Consolidated Cigar Corp. (Harvester Cigars), New York, N. Y.; Springs Cotton Mills (Spring Maid Sheets), Lancaster, S. C.; Seeck and Kade, Inc. (Pertussin), New York, N. Y.; Musterole Co. (Musterole), Cleveland, O.; North American Philips Co. (Norelco Duo-Vue), New York, N. Y.; Admiral Corp. (Refrigerators, TV and Radio Receivers), Chicago, Ill.

BENJAMIN ESHELMAN CO.

1522 Locust St., Philadelphia 2, Pa.
Phone: KI 5-2590
ANPA—APA—PPA

President.....Benjamin Eshelman
Exec. Vice-Pres.....J. J. D. Spillan
V.P. & Radio Dir.....L. H. Greenhouse
Secy.-Treas. & Prod. Mgr.....W. J. Collopy

Radio Accounts: Commonwealth of Pa., Dept. of Commerce; Commonwealth of Pa., Dept. of Revenue; Lee Rubber & Tire Corp.

WILLIAM ESTY COMPANY, INC.

100 E. 42nd St., New York, N. Y.
Phone: MUrray Hill 5-1000
ABC—ABP—ANPA—APA—PPA

V.P. Chg. Radio.....Thomas D. Luckenbill
V.P. Chg. TV.....Kendall Foster
Bus. Mgr. Radio.....Charles White
Chief Executives.....Wendell Adams, Stan Lomas, San Northcross, Helen Phillips, Donald Severn, William Stuart, Max Wylie

Radio Accounts: Colgate (Super Suds, Fab, Vel), National Carbon (Prestone Anti-Freeze), R. J. Reynolds Tob. Co. (Camel Cigarettes, Cavalier Cigarettes, Prince Albert Smoking Tobacco).

TV Accounts: Colgate (Fab, Super Suds, Vel), M & M Ltd. (M & M's Candy), National Carbon (Eveready Batteries, Prestone Anti-Freeze), R. J. Reynolds Tob. Co. (Camel Cigarettes, Cavalier Cigarettes).

EVANS-WORK ADV. AGENCY

Dan Waggoner Bldg., Fort Worth, Tex.
Phone: EDison 9521
ABC—PPA—ABP—ANPA—APA
NAAN—NOAB

Partners.....Albert Evans, Jr., Gordon N. Teague

Acct. Exec., Radio-TV Dir. Gene M. Lightfoot
Acct. Executives.....Stan Schlenther, Josh Billings
Art Director.....Jud Acker
Production Manager.....Mary Lou Slay
Asst. & Time Buyer.....Jane A. Beaty

EVANS-WORK ADV. AGENCY

318½ South Sixth St., Springfield, Ill.
Phone: 28868

President.....Clarence R. Evans
Art Director.....John Robert Work
Continuity Director.....Imogene Kundig
Radio Accounts: Axtell Kramer, Bootery, Bridge Jewelry, Inc., Camera Shop, Cities Service Dealers, Citizens Markets, Community Bakery, Constantino Packing Co., Finks Cleaners, John S. Harms, Leland Hotel, Lloyd Cleaners, Henry Nelch & Son, Senate Theatre, Arch Wilson, Inc., Faultless Milling Co., Harold Prehn, Inc., Kennedy Laundry & Dry Cleaners, Quality Dairy, Rolands, St. Nicholas Hotel, Springfield Refinoil Co.

THE EVERLING ASSOCIATES, INC.

42 South 15th St., Philadelphia2, Pa.
Phone: LOcust 4-3654
ABP—ANPA—APA—AAAA
NOAB—ABC

Pres., Radio-TV Dir.....Frank J. Crockery
V.P. & Dir. of Art.....Reynold Abbruzi
Radio Accounts: Petroleum Heat & Power Co., Mrs. Smith Pie Co.

FEDERAL ADV. AGENCY, INC.

385 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 8-4200
AAAA—ABP—ANPA—APA—NOAB—PPA

Vice-Pres.-Dir. of Radio & TV
Francis C. Barton, Jr.
Asst. to Mr. Barton.....Eleanor L. Larsen
Time Buyer.....Penelope A. Simmons
Copywriter-Radio & TV....."Pat" Bartels, Douglas Stapleton
Estimator .....Frank Howlett
Asst. to Mrs. Simmons.....Jacqueline Ruta
Radio Accounts: American Safety Razor Corp. (Gem Blades), Brooklyn, N. Y.; Harriet Hubbard Ayer, Inc. (Cosmetics, Home Permanents), Pan American Coffee Bureau (Coffee), New York, N. Y.; Gerber Products (Baby Foods), Fremont, Mich.; Doeskin Products, Inc. (Facial Tissues, Paper Napkins), General Cigar Co. (Van Dyck Cigars), Lever Bros. (Breeze), New York, N. Y.; Stromberg-Carlson (TV Sets), New York, N. Y.
TV Accounts: General Cigar Co. (Van Dyck Cigars), New York, N. Y.; Gerber Baby Products (Baby Foods), Fremont, Mich.; Doeskin Products, Inc. (Facial Tissues and Paper Napkins), New York, N. Y.

HARRY FEIGENBAUM ADVERTISING AGENCY

2011 Walnut St., Philadelphia 3, Pa.
Phone: LOcust 4-1536
ANPA—NOAB—PPA

Partners.....Harry Feigenbaum, David Werman
Radio & TV Director.....Franklin Roberts
Radio Accounts: Grabosky Brothers (Royalist Cigars), Federal Savings & Loan Associations of Phila., Hardwick & Magee Co. (Rugs & Furniture), Philadelphia, Pa.; Cumberland Brewing Co. (Old Export Beer), Cumberland, Md.; Liberty Bell Card Co. (Greeting Cards), Golden Brand Food Co. (Salad Dressings), The Arrow Store, (Men's Furnishings), The Laundry Board of Trade (Phila. Laundry Associations), Fox Weis (Furriers), Philadelphia, Pa.
TV Accounts: B. S. Pincus & Co. (Yankee Maid Meat Products), Booth's Bottling Co. (Carbonated Beverages), The Arrow Store (Men's Furnishings), Crescent Nut & Chocolate Co. (Nuts & Mints), Hygrade Baking Co. (Pretzels, Potato Chips, etc.), Philadelphia, Pa.; Sportswear Hosiery Co. (Hopalong Cassidy Socks), New York, N. Y.

ROBERT FELDMAN, INC.

878 Seventh Ave., New York 19, N. Y.
Phone: CO 5-3642

Pres. & Radio Time Buyer, Account Executive.....Robert Feldman
Sec. & Treas. .....B. Michaels
Radio Director.....C. Rhodes
Copy Chief.....L. Barton
TV Director.....R. Feldman
Radio Accounts: Nevelea Country Club, Elliott Murphy's Aquashow, Maurella Products (Perfumes), Wivel Restaurant, Village Barn, Jack Dempsey's Restaurant, Palisades Amusement Park, Chen's Singapore, Young's Gap Hotel.
TV Accounts: Chateau Martin Wines, Wivel Restaurant, China Doll Night Club.

FELLOWS ADVERTISING AGENCY

410 Harned Blvd., Syracuse, N. Y.
Phone: 2-2197, 2-2198
ABP—APA

Pres., Space & Radio Time Buyer
Byron F. Fellows, Jr.
Vice-President.....Donald G. Nowak
Secretary-Treasurer .....Marjorie Hughes
Copy Writer.....Jane Logan
Radio Accounts: B W B Foods Inc. (Brown's Baked Beans & Bean Soup), Mexico, N. Y.; Cortland Baking Company (Cobakco Bread), Cortland, N. Y.; The Virden Company (Sea Queen Tuna Fish), Syracuse, N. Y.; Norwich Knitting Company (Character Sweatshirts), Norwich, N. Y.
TV Accounts: B W B Foods, Inc. (Brown's

Baked Beans & Bean Soup), Mexico, N. Y.; Cortland Baking Co. (Cobakco Bread), Cortland, N. Y.; Norwich Knitting Co. (Character Sweatshirts), Norwich, N. Y.

COURTLAND D. FERGUSON, INC.

Rm. 315, National Press Bldg.,
Washington, D. C.
Phone: NAtional 7713

President.....Courtland D. Ferguson
Secty.-Treas.....Lucille Pierce Ferguson
Exec. Asst.....Dudley H. Wade
Auditor.....Bertram J. Cleaves
Radio Director.....Wm. R. Groome
TV Director.....Walter J. Kerwin
Chief Copy Writer.....Patricia M. Rita
Acct. Executives.....George D. McGuinness, Philip N. Jackson
Art Director.....Lee Perri
Production Manager.....Eugene M. Kresan
Time Buyer.....Beatrice T. Rice

Branch Offices
525 N. Charles St., Baltimore, Md.
Manager.....John Waddell
Life Ins. Co. of Va. Bldg., Richmond, Va.
Manager.....Frank G. Christian

Radio Accounts: L. S. Briggs, Inc. (Meat Products), Washington, D. C.; Schindler Peanut Products (Peanut Butter & Peanuts), Wash. & Balt.; Mann's Potato Chips, Wash. & Richmond; Smith-Douglass Co. (Fertilizer), James G. Gill Co. (Coffee), Richmond; Smith's Storage Co., Washington; Lincoln Warehouse Corp., New York; Manbeck Bread Co. (Bread Products), Hagerstown, Md.; High's Ice Cream Co. (Dairy Products), Washington, D. C.; Little Tavern Shops (Restaurants), Wash. & Baltimore; Lindsey-Robinson, Inc., Roanoke, Va.

TV Accounts: Bergmann Laundry, Briggs (Meat Products), Emerson & Ore (Buick Dealers), Smith's Storage Co., Washington, D. C.; James G. Gill Co., Norfolk, Va.; P. D. Gwaltney Co., Smithfield, Va.

LAWRENCE FERTIG & CO., INC.

149 Madison Ave., New York 16, N. Y.
Phone: MUrray Hill 9-7100
ABP—ANPA—APA—NOAB—PPA

President-Treasurer.....Lawrence Fertig
Exec. Vice-Pres. & Sec....Alexander Slavin
Vice-President.....Philip Lukin
Account Executives.....J. B. Morse, Joseph Mintzer, Henry Bretzfield
Space Buyer.....Miss Selina Grosswirth
Art Director.....Stanley Dusek
Production Manager.....Kenneth Miller
Radio-TV Time Buyer, Dir. Henry Bretzfield

ROBERT G. FIELDS & CO.

Warner Bldg., Nashville 3, Tenn.
Phone: 6-1977
ABP—APA—PPA—SNPA

President.....Robert G. Fields
Account Executive.....W. R. Culbertson
Secretary.....A. Ferguson

Radio Accounts: Robt. Orr & Co. (Coffee), Cherokee Mills (Flour), St. Bernard Coal Co. (Coal), Nashville Pure Milk Co. (Milk), Nashville Ice Co. (Ice), Coal Heating Service (Coal), Milk for Health, Inc. (Milk), Nashville, Tenn.

JOHN A. FINNERAN, INC.

1475 Broadway, New York 18, N. Y.
Phone: BRyant 9-1290

Pres. & Secy.....John A. Finneran
V.P. & Treas.....Honoria Finneran
Asst. Treas.-Gen. Mgr.....H. B. Pettengill
Art Director.....K. Elmore
Chief Copywriter.....D. Anscombe
Space & Time Buyer.....E. Pryde
Account Executives.....Curtis I. Brown, G. White, B. Silon, F. Quinn, Dayton M. Jones

Radio Accounts: DeSoto Beach Hotel & Cabana Club, Heaton Hall, Hollywood Academy, Red Lion Inn, St. Moritz Hotel (Lake Placid), United Air Lines.

FIRESTONE-GOODMAN ADV. AGENCY, INC.

445 Loeb Arcade, Minneapolis 2, Minn.
Phone: Main 4393
ANPA—APA

Pres., Radio Dir. & Copy Chief
Allan L. Firestone
Treas. & Art Director.....Archie Goodman
Secretary.....R. S. Firestone
Space Buyer.....L. Koehller

M. M. FISHER ASSOCIATES

134 N. LaSalle St., Chicago 2, Ill.
Phone: CEntral 6-1610-1611

Owner.....Jack L. Fisher
Time Buyer.....Helene Heinz
Radio & TV Dir.....Bud Fisher

Radio Accounts: Bell Savings & Loan Assn. (Local Radio), Cook Co. Central Democratic Committee —Political (Radio-selected Localities), Jensen Movers—Moving (Spots), Loraine Products (Plastics), Chicog; National Foundation for Infantile Paralysis (Midwest Rep.), New York & Chicago; Tam O'Shanter Country Club (Golf Tournaments Only), Chicago; United Artists Corp. (Motion Picture), Chicago (Radio Selected Localities); Universal-International Pictures (Motion Pictures), Chicago (Radio Selected Localities); Triangle Laboratories (Rid-X), Chicago.

TV Accounts: Cook Co. Central Democratic Committee (Political), Chicago (Selected Localities); Parker-Allen Industries, Chicago (TV spots); Jensen Movers (Movers), Tam O'Shanter Country Club (Golf Tournaments), Chicago.

FITZGERALD ADVERTISING AGENCY

Southern Bldg., New Orleans, La.
Phone: TU 3131
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA

Director, Radio Dept.....Aubrey Williams
TV Director.....Tom Newman
TV Production.....A. David Cloud
Asst., Radio Dept.....J. L. Killeen, Jr.

Radio Accounts: Alabama-Georgia Syrup Co. (Alaga Syrup), Montgomery, Ala.; Pan-Am. Southern Corporation (Petroleum Products), Jackson Brewing Company (Jax Beer), Wesson Oil & Snowdrift Sales Co. (Snowdrift Shortening, Wesson Oil), Southern Cotton Oil Co. (Crustene and Scoco Shortening), New Orleans, La.; La. State Rice Milling Co. (Watermaid and Mahatma Rice), Abbeville, La.; Blue Plate Foods, Inc. (Coffee, Mayonnaise, Salad Dressing, Margarine, Jellies and Preserves, Peanut Butter), H. G. Hill Stores (Grocery Store Chain), New Orleans, La.

TV Accounts: Jackson Brewing Company (Jax Beer), Godchaux Sugars, Inc. (Godchaux Sugar), Pan-Am. Southern Corporation (Petroleum Products), Maison Blanche Company (Department Store), H. G. Hill Store (Grocery Store Chain), Standard Fruit & Steamship Co. (Caribbean Cruises), New Orleans, La.

FLACK ADV. AGENCY, INC.

1110 Hills Bldg., Syracuse 2, N. Y.
Phone: 2-3129
AAAA—ABP—ANPA—APA—NAAN—PPA

President.....John B. Flack
Secretary.....Florence O. Miller
Treasurer.....J. K. Bowman
Account Executives.....Claire Evans, Arnold T. Bowden, William P. Conklin, Grover H. Hubbell

FOLEY ADVERTISING AGENCY

N. B. C. Bldg., Cleveland 14, O.
Phone: CHerry 1-1490

Pres., Art & Radio Dir.....Robert B. Foley
Sec.-Treas., Space Buyer....Helen M. Little

Radio Accounts: I. J. Fox, Inc. (Retail Furrier), Morton S. Pine Co. (Day's Pine Cleanser), Cleveland, O.

THE RICHARD A. FOLEY ADV. AGENCY, INC.

1528 Walnut St., Philadelphia 2, Pa.
Phone: KIngsley 5-1560
AAAA—ABC—NOAB

President.....Charles H. Eyles
1st V.P.-Sec.-Treas.....Lee E. Hood
V.P.-Gen. Mgr.....A. Edward Morgan
V.P.-Dir. of Mchg.....Jerome B. Taft
Vice-President.....Russell Gray, Jr.
V.P.-Media Director.....Wesley Winning
Research Director.....David F. Johnstone
Copy Director.....Raymond Barr
Art Director.....Earle Steiert
Mech. Prod. Mgr.....Ed. G. Griffiths
Office Manager.....Catherine E. Gibbons
Radio-TV Director.....James L. Tabor

Radio Accounts: Abbotts Dairies, Inc., (Milk, Cheese & Ice Cream), Beneficial Saving Fund (Banking), Brock and Company, Inc. (Frozen French Fried Potatoes), Philadelphia, Pa.

TV Accounts: Abbotts Dairies, Inc. (Milk, Cheese, & Ice Cream), Beneficial Saving Fund (Banking), Philadelphia, Pa.; Atlantis Sales Corporation (Silver Polish), Rochester, N. Y.; Brock and Company (Frozen French Fried Potatoes), Freihofer Baking Company (Baked Goods), Philadelphia, Pa.

FOOTE, CONE & BELDING

247 Park Ave., New York 17, N. Y.
Phone: MUrray Hill 8-5000
ANPA—AAAA—PPA—APA—ABP—
NOAB—OAAA

President .....Don Belding
Exec. V.P.....William E. Berchtold
V.P. & Gen. Mgr.....M. P. Franceschi
Vice-President.....A. E. Rood
Exec. V.P.....Elwood Whitney
Exec. Asst. to the Pres.....Frank Delano
V.P. in Chg. Media & Research
Sherwood Dodge
Vice-President .....Kenath T. Sponsel
V.P. & Mgr., Eastern Motion
Picture Div.....Harold Holt
Vice-President.....Cyrus H. Nathan
Radio Director.....Thomas McDonnell
TV Director.....Roger Pryor
Research Director.....Barrett F. Welch
Media Director.....Joseph S. Spiegel
Prod. Dept. Mgr.....J. A. Koehler
Radio Bus. Mgr.....Lillian Selb
Publicity Director.....George Wolf

Branches Offices

155 E. Superior St., Chicago 11, Ill.
Phone: SUperior 7-4800

Chairman of Board.....Fairfax M. Cone
Executive V.P.....J. H. E. Davis
Vice-Pres. & Treas.....Wm. R. Sachse
Radio, TV Bus. Mgr.....Harry Dieter
Radio, TV Prod. Mgr.....Richard L. Davis
Radio, TV Time Buyer..Genevieve Lemper

601 W. Fifth St., Los Angeles 17, Calif.
Phone: MIchigan 7651

President .....Don Belding
Exec. V.P. & Mgr.....William J. Pringle
Asst. Treasurer.....Eugene Duckwall
Radio Time Buyer.....Claire Koren

235 Montgomery St., San Francisco 4, Calif.
Phone: SUtter 1-2355

Vice-Pres. & Mgr.....Ford Sibley
Media Director.....Llew A. Jones

6233 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllyood 9-6265

Vice-Presidents .....Robert Ballin, Elliston Vinson
Esperson Bldg., Houston 2, Texas
Phone: ATwood 8561
Co-Managers.....C. Burt Oliver, Stephen R. Wilhelm
Radio Time Buyer.....Grace Spanihel
Pacific Bldg., Portland 4, Oregon
Phone: ATwater 8181
Leith F. Abbott

Radio and TV Accounts: Acme Breweries Bohemia Dist. Co., San Francisco and Los Angeles; Armour and Co., Beatrice Foods Co., Emerson Radio and Phonograph Corp., New York, N. Y.; First Natl. Bank, Chicago; Frigidaire Div., General Motors Corp., Dayton, O.; General Foods Corp., New York, N. Y.; Post Toasties, Krinkles, Instant Postum, Postum Cereal, Calumet Baking Powder, La France Bluing, Satina; Gulf Brewing Company, Houston, Tex.; Hall Brothers, Incorporated, Kansas City, Mo.; International Latex Corporation, Dover, Del.; Marshall Field & Company, Chicago, Ill.; Nepera Chemical Co.; New Home Sewing Machine Company, Beverly Hills, Calif.; New York Central System; Pepsodent Div., Lever Brothers Co., New York, N. Y.; Purex Corp., Ltd., Roma Wine Company, S & W Fine Foods, Inc., San Francisco, Calif.; Security First Natl. Bank, Los Angeles; The Toni Company, Div. of Gillette Safety Razor Co., Chicago; Union Oil Co. of Calif., Los Angeles; RKO Theatres (RKO Service Corporation), New York, N. Y.

MARSHALL FORD ADV. AGENCY

918 11th St., Sacramento 14, Calif.
Phone: GIlbert 2-3645
APA

President.....M. J. Ford
Publicity Director.....William Queale

Radio Accounts: Bercut-Richards Packing Co. (Sacramento Brand Foods), Pureta Sausage Co. (Sausage Products), Capital Federal Savings & Loan Assn., Taylors Dairy (Ice Cream), Brolli-Parks Co. (Zenith Radios), Sacramento, Calif.

FORT & COMPANY

1101 S. Tryon St., Charlotte 1, N. C.
Phone: 4-7122
SNPA

President.....John L. Fort
Secretary.....Mrs. Ruby Black
Art Director.....William Bain

ALBERT FRANK-GUENTHER LAW, INC.

131 Cedar St., New York 6, N. Y.
Phone: COrtlandt 7-5060
ABP—ANPA—APA—NOAB—PPA
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President.....J. M. Hickerson
Sr. Vice-Pres. & Treas.....Victor J. Cevasco
Exec. Vice-Pres.....Richard A. Cullinan
Vice-Pres. & Controller.....S. A. Speake
Vice-Pres. & Sec.....E. G. McAdie
Vice-Pres., Pub. Dir.....Howard W. Calkins
Vice-Presidents.....Frank D. Cruikshank, Howard C. Allen
Dir. of Radio & TV.....Robert W. Day

Branch Offices

110 E. 42nd St., New York 17, N. Y.
Phone: MUrray Hill 6-3513
President.....J. M. Hickerson
One La Salle St., Chicago 2, Ill.
Phone: DEarborn 2-6424
Vice-President.....R. W. Dawson
333 No. Michigan Ave., Chicago, Ill.
Phone: ANdover 3-6611
Vice-President.....Robert E. Potter, Sr.
10 Post Office Square, Boston 9, Mass.
Phone: HAncock 6-5900
Vice-President.....Joseph R. Hamlen
Packard Bldg., Philadelphia 2, Pa.
Phone: RIttenhouse 6-3915
Vice-President.....Milton T. Kyle
235 Montgomery St., San Francisco, Calif.
Phone: YUkon 6-4641
Manager.....Lucrezia H. Kemper
Fisher Bldg., Detroit 2, Mich.
Manager.....F. W. Marschner
1510 19th St., Washington 6, D. C.
Phone: Columbia 8449
Manager .....Day Thorpe

JONES FRANKEL CO.

180 N. Wabash Ave., Chicago 1, Ill.
Phone: DEarborn 2-5745
NOAB—ABP—ANPA—APA—PPA

President.....Jones B. Frankel
Account Executives.....Jones B. Frankel, A. G. Gaines, Lew Sanders
Space Buyer.....Helen Eich
Radio-TV Director.....Lew Sanders

Radio Accounts: Lion Chemical Co., Rolin Sales, Valmor Prod.

TV Account: Rosin-Starr.

THE FREDERICK-CLINTON CO., INC.

545 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-7433
ABP—ANPA—APA—NOAB

President.....F. C. Berger
Exec. V.P. & Treas.....H. S. Rieff
Secretary.....R. S. Buckbinder
Art Director.....E. Gambale
Production Manager.....Phil Berman
V.P.-Radio & TV Dir.....Sydney Rubin

Radio Accounts: Adler Shoes, New York; Coward Shoes, N. Y., Phila., Boston.

TV Accounts: Adler Shoes for Men, Milrose Products (RAD Cleaner), Happy Toy Co. (Toys) New York, N. Y.

CURT FREIBERGER & CO.

314 Cooper Bldg., Denver 2, Colo.
Phone: ALpine 2048
ANPA—AAAA—PPA—NAAN

President.....C. J. Freiberger
Vice-President.....Kent Thomas
Secretary.....Charles A. Haskall
Treasurer .....Esther Piper

Radio Accounts: Central Bank & Trust Co., Tivoli Brewing Co., Toner's Peanut Butter, Colorado Potato Flake Mfg. Co., Associated Grocers of Colo., Sheridan Brewing Co.

FREITAG ADV. AGENCY

988 Spring St., N.W., Atlanta 5, Ga.
Phone: HEmlock 1345-6
ANPA—APA—NOAB—PPA—AAAN

Owner.....J. V. Freitag
Prod. Mgr. & Art Dir.....H. J. Torgesen
Space Buyer.....M. K. McGowan
Secretary.....R. W. Wallace
Copy Chief, Radio Dir.....Frances Pledger

Radio Accounts: Columbia Baking Co., Walton Rice Mill, Inc.

OAKLEIGH R. FRENCH & ASSOCIATES

4235 Lindell Blvd., St. Louis 8, Mo.
Phone: NEwstead 0037
AAAA—ABC—ABP—NOAB—ANPA
PPA—APA—NAAN

Partners.....Oakleigh R. French, Mazie G. French
Dir. Consumer Mdse....G. Gordon Hertslet
Art Director.....F. H. Turpin
Dir. Client Service.....Richard C. Lynch
Media Director.....C. Sewell Pangman
Radio Time Buyer, Acct. Exec. Al Maescher, Jr.

Radio Accounts: Mercantile Commerce Bank & Trust Co., Dixie Mills, H. P. Coffee Company, Meletio Sea Food Company, Whistle & Vess Beverages, Inc., St. Louis; Federal Savings Bank, R. E. Funsten Co., Gen. Electric Appl. Co., Inc., St. Louis, Mo..

TV Accounts: Whistle & Vess Beverages, Inc., St. Louis Federal Savings & Loan Assn., R. E. Funsten Co., Christian Peper Tobacco Co., Gen. Elec. Appl., Inc., St. Louis, Mo.

AD FRIED ADVERTISING AGENCY

318 15th St., Oakland 12, Calif.
Phone: HIgate 4-6580
(See Complete Listing Under "A")

HARRY M. FROST CO., INC.

260 Tremont St., Boston 16, Mass.
Phone: LIberty 2-6140
ANPA—APA—PPA

President.....Karl M. Frost
Vice-President.....Harold E. Bessom
Treasurer.....Harry M. Frost
Asst. Treasure.....Florence A. Dondero
Secretary.....Harvey P. Newcomb
Newspaper Space Buyer....Anna V. Turner
Magazine Space Buyer & Prod. Mgr. Harold E. Bessom
Radio & TV Dir., Time Buyer Harvey P. Newcomb
Assistant .....Norman Huey

Radio Accounts: Durkee-Mower, Inc. (Marshmallow Fluff), Lynn, Mass.; Winslow Chip Company (Potato Chips, Products), Marblehead, Mass.; LePage's Inc. (Glue Products), Gloucester, Mass.; General Electric Supply Corp. (Electrical Products), Boston, Mass.; Gentles Baking Co. (Gentles Bread), Mattapan, Mass.; Campbell-Fairbanks, Inc. (Sportsmen's Shows), Boston, Mass.; Frank Bownes Paint Co. (Modene Paints), Chelsea, Mass.; Jasper Wyman & Sons Co. (Wyman's Blueberries), Millbridge, Me.; Natl. Cranberry Assoc. (Ocean Spray Products), Hanson, Mass.; Kane Chevrolet Company (Automobiles Service), Dorchester, Mass.; Eastern Racing Assoc. (Suffolk Downs), East Boston, Mass.; Barbo's, Inc. (Furniture), Stoneham, Mass.; Boston Nash Co. (Automobile Service), Boston, Mass.; Mass. Wharf Coal Co. (Fuel), Cambridge, Mass.

TV Accounts: Durkee-Mower, Inc. (Marshmallow Fluff), Lynn, Mass.; Gentles Baking Company (Gentles Bread), Mattapan, Mass.; General Electric Supply Corp. (Electrical Appliances), American Crabmeat Co. (3 Little Kittens Cat Food), Met. Boston Nash Dealers (Automobile Service), Boston Mass.; Winslow Chip Co. (Potato Chips, Products), Marblehead, Mass.; LePages, Inc. (Glue Products), Gloucester, Mass.

FULLER & SMITH & ROSS, INC.

1501 Euclid Ave., Cleveland 15, O.
Phone: CHerry 1-6700
AAAA—ABP—ANPA—APA—NOAB—PPA

President.....Allen L. Billingsley
Exec. Vice-Pres.....E. L. Andrew
V.P. & Mgr. (Cleveland Office).W. A. Wright
Secretary-Treasurer.....C. C. Reidenbaugh
Asst. to Pres. (Cleveland).....J. C. Maddox
Media Dept. Mgr. (Cleveland)...W. J. Staab
Media Dept. Mgr. (New York)..G. R. Lyon
Media Dept. Mgr. (Chicago)....L. J. Boyce
Radio, Film, TV Dept. Mgr. (Cleveland Office)...Richard F. Reynolds

Branch Offices

71 Vanderbilt Ave., New York 17, N. Y.
Phone: MUrray Hill 6-5600
Vice-Pres. & Mgr .....R. E. Allen

105 W. Adams St., Chicago 3, Ill.
Phone: ANdover 3-5041
Vice-Pres. & Mgr.....E. J. Lauesen

Radio Accounts: Olney & Carpenter (Food Products), Westinghouse Elec. Corp. (Various), Plymouth Cordage Co. (Rope), Her-

Giles Powder Co. (Toxaphene) Aluminum Cooking Utensil Co. (Wear-Ever), Bryant Heater Corp. (Gas Heaters), Burkardt Brewing Co. (Beer), Penzoil (Gasoline & Oil), Commonwealth Shoe & Leather Co. (Shoes), Commercial Solvents Corp. (Anti-Freeze), Owens-Corning Fiberglas (Curtains), Aluminum Co. of America (Various).

TV Accounts: Central Nat'l Bank of Cleveland, American Greeting Card Publishers, Burkhardt Brewing Co., Aluminum Cooking Utensils Co., Orange Screen Co., Linder Davis Co., Domestic Sewing Machine Co., Westinghouse Elec. Corp.

FURMAN, FEINER & CO., INC.

117 W. 46th St., New York 19, N. Y.
Phone: PLaza 7-7393
ABP

Pres., Radio Time Buyer....Norman Furman
Vice-President.....Irving J. Gottlieb
Secretary.....Nathan Rothenberg
Art Director.....Edwin R. Swaback
Acct. Executives.....H. Edward Simon
Lon Shaw
Space Buyer.....Alice Wiener

Radio Accounts: American Federation of Labor, Washington, D. C.; International Ladies Gar. Workers Union, Liberal Party, Reimann & Bresse (Furniture), Colomby Watch (Jewelry), New York, N. Y.

GARDNER ADVERTISING CO.

915 Olive St., St. Louis 1, Mo.
Phone: Garfield 2915
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA

Ch. of Board.....H. S. Gardner
President.....E. G. Marshutz
Exec. Vice-Presidents.....Beatrice Adams, S. M. Ballard
Sec. & Treas.....J. V. Kirchhoff
V.P., Dir. Radio-TV.....Roland Martini

Branch Office
9 Rockefeller Plaza, New York 20, N. Y.
Phone: COlumbus 5-2000
Exec. Vice-Pres.....S. M. Ballard

Radio Accounts: Barton Mfg. Co. (Shoe Polish), St. Louis; Cook Chemical Co. (Insecticides), Kansas City, Mo.; Grove Laboratories, Inc. (Bromo-Quinine, Fitch Shampoo, 4-Way Cold Tablets), St. Louis; H. D. Lee Company, Kansas City, Mo.; Lion Oil Company, Eldorado, Ark.; Nebraska Consolidated Mills Company, Omaha, Neb.; Old Judge Coffee Co., Pet Milk Co., Purina Mills, Ralston Purina Company, St. Louis; The Reardon Company, St. Louis; Southwestern Bell Telephone Co., St. Louis; Stokely-Van Camp, Inc., Indianapolis, Ind.; Union Electric Company of Missouri, St. Louis.

TV Accounts: Cook Chemical Co., Kansas City, Mo.; Banquet Canning Co., Grove Laboratories, Inc., Heiss Hotels, Knapp-Monarch Company, Old Judge Coffee Co., Pet Milk Co. Ralston Purina Co., St. Louis Independent Packing Co., St. Louis; Southwestern Bell Telephone Co., St. Louis; Stokely-Van Camp, Inc., St. Louis; Union Electric Company of Missouri, St. Louis; Monsanto Chemical Co., St. Louis.

GARFIELD & GUILD ADV. AGENCY

45 2 Street, San Francisco, Calif.
PPA—ANPA—NOAB—ABP—NAAN
AAAA—APA—SNPA—BMB

President.....Sidney Garfield
Creative Director.....Harold Walker
V.P., Radio-TV Dir....William A. Morrison
Account Executives.....Sidney Garfield, W. A. Morrison, Harold Waller, C. J. Schuepbach

Radio Accounts: Chemicals, Inc., Kay Jewelry Co., No Doz Awakeners.

W. W. GARRISON & COMPANY

400 N. Michigan Ave., Chicago 11, Ill.
Phone: SUperior 7-8388
APA—ANPA—PPA—NOAB

Pres., Treas., Acct. Exec....W. W. Garrison
Sec., Space & Radio Time Buyer..G. P. Schill
V.P. & Acct. Exec.....Earl Lines
Art Director.....O'Cal Hanson
Account Executive.....J. C. McDonough

Radio Accounts: Florida Citrus Exchange, Gibson Refrigerator Co.

GEARE-MARSTON, INC.

21 S. 12th St., Philadelphia 7, Pa.
Phone: LOcust 4-0530
AAAA—ABC—ABP—ANPA—APA—BMB
NOAB—PPA

President.....Norman W. Geare
V.P.-Media Director.....Frank C. Murphy
Secretary.....William G. Huckel
Treasurer.....Elizabeth A. Heath
Account Executives.....Bates Compton, John F. Rooney John W. Claghorn, J. Ross Pilling, Jr., Wm. E. Surgner, John F. Coverly-Smith, Joseph F. Feeney, Edward B. Scull
Public Relatons Director.....Wm. C. Faust
Radio-TV Dir.....Edward B. Harvey

Branch Office
420 Lexington Ave., New York 17, N. Y.
Phone: LExington 2-0880
Vice-President.....Charles S. O'Donnell

Radio Accounts: Penn Mutual Life Insr. Co. (Insurance), Strawbridge & Clothier (Dept. Store), Western Saving Fund Society, Philadelphia, Pa.; Skinner & Eddy (Icy Point Salmon), Seattle, Wash.; Henry Disston & Son (Chain Saws), Pennsylvania Salt

Mfg. Co. (Chemicals), Philadelphia, Pa.; Dorset Food, Ltd. (Canned Foods), National Selected Products Inc. (Food), New York, N. Y.; Patricia Stevens Model School Agency (Charm School), A. H. Genting Co. (Shoes, Retail), Philadelphia, Pa.

TV Accounts: Western Saving Fund) Society (Savings Bank), Strawbridge & Clothier (Dept. Store), A. H. Genting Co. (Retail Shoes), Philadelphia, Pa.; Natl. Selected Products, Inc. (Foods), New York, N. Y.

JOSEPH R. GERBER CO.

1305 S. W. 12th Ave., Portland 1, Ore.
Phone: Broadway 0515

AAAA—ABP—NOAB—ANPA
PPA—APA

President.....Joseph R. Gerber
V.P. & Radio Dir.....Chas. H. Devlin
Media Director.....Geo. E. Clinton
Production .....Jack Lockie
Art Director.....John Blew
Copy Chief.....Dean Pollock
Account Executives.....Chas. H. Devlin, Vernor M. Schenck, II, William MacGibbon

GERTH-PACIFIC ADV. AGENCY

604 Mission St., San Francisco 4, Calif.
Phone: GArfield 1-1081

AAAA—APA—ABP—ANPA—NOAB

Owner.....E. P. Gerth
Account Executives.....J. W. Clark
J. McCracken
Media Director.....Pat Crowell
Production Manager.....M. F. Musil

Branch Office

5319 Hollywood Blvd., Hollywood 27, Calif.
Manager .....Orson Hauter

Radio Accounts: David D. Bohannon Orgn., Stringer Driver Moving & Storage Co., Calif. Fruit Products, Ltd.

TV Account: Calif. Fruit Products, Ltd.

GETSCHAL & RICHARD, INC.

49 E. 51st St., New York 22, N. Y.
Phone: PLaza 9-1332

ABC—ABP—ANPA—APA—PPA

President .....Budd Getschal
Vice-Presidents .....Richard Ash, Budd Getschal, Arthur Schwartz, Enid Palmer

Radio Accounts: Frost Refrigeration, Inc. (Appliances), Sales Affiliates (Zotos, Marinello Cosmetics), Frederick Fell (Publishers), New York, N. Y.

TV Accounts: Frost Refrigeration Inc. (Appliances), Frederick Fell (Publishers), New York, N. Y.

GEYER, NEWELL & GANGER, INC.

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Radio Accounts: Nash-Kelvinator Corp. (Nash, Kelvinator, Leonard), Detroit, Mich.; Continental Oil Co. (Conoco), Ponca City, Okla.; P. Lorillard Co. (Embassy).

TV Accounts: Nash-Kelvinator Corp. (Nash, Kelvinator, Leonard), Detroit, Mich.; Continental Oil Co. (Conoco), Ponca City, Okla.; P. Lorillard. Kelvinator.

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Treasurer.....Clarence Schmidt
Secretary.....Lynn Taggart
Radio & TV Dir.....Frances Scott
Radio & TV Time Buyer.....Lynn Taggart
Publicity Director.....Buddy Basch

TV Account: Bonafide Mills, Inc. (Bonny Maid Linoleums, Tilemasters, & Versa-Tile), New York, N. Y.

GILLHAM ADVERTISING AGENCY

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Secretary.....Marjorie Farrell
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Radio Director.....Eric A. Ajello
Time Buyer.....Enid N. Ogaard

Radio Accounts: J. I. Case Co. (Farm Machinery & Equipment), Salt Lake City; Cloverleaf Dairy (Milk, Cream, Other Products), Salt Lake City, Provo, Price; Fisher Brewing Co. (Beer), Salt Lake City; Ford Dealers, Intermountain Area; Freed Motor (DeSoto-Plymouth Cars), General Electric Supply Corp. (Appliances, etc.), Industrial Relations Council of Utah, Mountain Fuel Supply Co., Salt Lake City; Ogden 1st Federal Savings, Ogden; Petty Motor—Ford (New and used cars and trucks), Salt Lake City, Utah; Porter Macaroni Company (Frillets, Spaghetti, etc.), Portland, Ore.; Purity Biscuit Company (Saltine Crackers, Town House Crackers, Cookies), Salt Lake City, Phoenix; Royal Baking Company (Table Queen Bread), Salt Lake City Chamber of Commerce, Salt Lake Hardware Co. (Wholesale Distributors), Sego Milk Products Co. (Sego Evaporated Milk), Streator Chevrolet Co., Sweet Candy Company (Chocolate Orange Sticks, Renown Chocolates; others), Union Pacific Railroad, Salt Lake City, Utah; Utah Automobile Dealers Association (Nat'l Automobile Dealer Week), Intermountain Area, Utah; Utah Finance Company, Salt Lake City-Provo, Utah; Utah Oil Refining Co. (Motor Oil; Gasoline; Atlas Products), Utah Power & Light Co. (Electric Service), Intermountain Area; Walker Bank & Trust Co., Salt Lake City, Utah.

TV Accounts: Beers-Bigelow (Appliances, etc.), Cloverleaf Dairy (Milk, Cream, Other Products), Colville Ice Cream Co. (Ice Cream Bars, etc.), Fisher Brewing Company (Beer), Freed Motor Company (DeSoto-Plymouth Cars), General Electric Supply Corp. (TV Sets, Radios, Appliances), Purity Biscuit Co. (Town House Cookies, Town House Crackers), Royal Baking Co. (Table Queen Bread), Sego Milk Products Co. (Sego Evaporated Milk), Union Pacific Railroad, Utah Power & Light Co. (Electric Service), Salt Lake City, Utah.

GLASSER-GAILEY, INC.

301 S. Harvard Blvd., Los Angeles 5, Calif.
Phone: DUnkirk 4-2141
AAAA—ANPA—PPA

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Vice-President.....P. E. Gailey
Secretary-Treasurer....Howard W. Gambrill
Art Director.....Eric S. Heizer

Branch Office
79 Post St., San Francisco, Calif.
Phone: EXbrook 2-6468

Radio Accounts: Ralph Grocery Co., Tropical Preserving Co., Bu-Tay Products, Ltd., Los Angeles; Santa Clara Packing Co. (Quality Canned Fruits, Juices, Nectars), San Jose; L. B. Laboratories, Inc. (Hair Preparations), Los Angeles.

GLEW ADVERTISING AGENCY

517 Murray Bldg., Grand Rapids, Mich.
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ABP—ANPA

Owner-Operator.....Francis K. Glew

Radio Account: Valley City Milling Co., Portland, Mich.

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36 State St., Albany 7, N. Y.
Phone: 5-8864-5
ABP—APA

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Vice-President.....Ralph D. Kanna
Treasurer.....Harry L. Goldman
Secretary.....Hyman Rosenblum
Radio & TV Dir., Space Time Buyer,
Account Executive.....Ralph D. Kanna
Account Exec., Sales Mgr.,
Space Time Buyer.....Jack Goldman
Account Executive.....Norman D. Tillman
Copy Chief.....Betty Tierney

Radio Accounts: Albany Garage, Inc. (Dodge Cars & Trucks, Electric Appliances), Albany; Greens Stationers, Albany; Seven Up Bottling Co. (Soft Beverage), Troy; Standard Furniture Co. (Furniture Stores in Albany, Kingston, Troy & Schenectady), Wultex Clothes Factory (Men's Suits, Coats, Slacks), Troy and Schenectady; Electra Protection Co. (Lightning Rod), Spector Men & Boys Furnishings, Swartz & Levison (Shoes for entire family), Lou Weiss Dress Shop (Ladies' Wear), Albany; Ben Katz, Inc. (Furniture Store), Troy, N. Y.

TV Accounts: Albany TV Headquarters, Electra Protection Co., Albany; Chas. Freihofer Baking Co. (Bakeries), Albany, Troy, Schenectady; Seven Up Bottling Co. (Soft Drinks), Troy, N. Y.; Wultex Clothing Factory, Troy and Schenectady, N. Y.

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Research & Mdse.....George B. Frank
Asst. Media Director.....J. Alden Joice
Production Manager.....Doris Monnette
Account Executive.....Henry Nathan

Radio Accounts: Service Stores, Inc., Planters Nut & Chocolate Co., Goldenrod Ice Cream Co., Planters Edible Oil Co., Hooker Glass & Paint Co., Jewel Tea Co., Inc., The Illinois Canning Co., Potosi Brewing Co. (Potosi Beer), Potosi, Wis.

TV Accounts: Goldenrod Ice Cream Co. (Ice Cream), Chicago, Ill.; Burlington Brewing Co. (Van Merritt Beer), Burlington, Wis.

GOTHAM ADVERTISING CO.

2 W. 46th St., New York 19, N. Y.
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APA—ABP—ANPA—PPA—ABC

Radio & TV Dir., Exec. V.P..Arthur A. Kron
Time Buyer.....Kathleen K. Barton

Radio Accounts: Lutheran Layman's League, LaRegione Siciliana.

TV Account: Lutheran Layman's League.

GRAY & ROGERS

12 South 12th St., Philadelphia 7, Pa.
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Production Manager.....Ralph Hays
Media Director.....Frank K. Esherick
Research Director.....John Wolcott
Publicity Director.....Franklin P. Jones
Public Relations Dir.....Thelma Beresin

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Space & Time Buyer.....Norma Neuhaus
Art Director.....Cecil Baumgarten
Production Director.....Melford Brodie
Copy Chief.....George H. Wright

Radio Accounts: Pieter de Witt, Inc., The Viking Press, The New School, Krasdale Foods, Inc. (Canned Foods), New York, N. Y.

TV Accounts: Krasdale Foods, Inc. (Canned Foods), New York, N. Y.

GREY ADVERTISING AGENCY, INC.

166 W. 32nd St., New York 1, N. Y.
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Media & Research Dir....Herbert A. Vitriol
Radio-TV Director.....John Wyatt
Program Manager.....Herbert Horton
TV Supervisor.....Barbara Jones
Time-Video Buyer.....Philip Leshem

Radio Accounts: Frank H. Lee Co. (Hats), New York; Ronson Art Metal Works, Inc. (Lighters & Accessories), Newark, N. J.; Kirsch Beverages, Inc. (Soft Drinks), Brooklyn, N. Y.

TV Accounts: Ronson Art Metal Works, Inc. (Lighters), Newark, N. J.; Eliz. Arden Sales Corp. (Cosmetics), R. H. Macy & Co., Bond Stores, Inc., Hollanderizing Corp. of America, New York, N. Y.; Bernard Ulmann & Co., Inc., Long Island City, N. Y.

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Radio Accounts: Fleetwing Corp., B. F. Goodrich Farm Service Tires.

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Radio Accounts: (21 Local and Regional.)

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Secretary .....E. M. Gruber

Art Director.....Donald Layman
Radio TV Dirs. & Producers..A. R. Gruber, Sam L. Levitan

Radio Accounts: Republic Motor Sales (Hudson Automobiles), St. Paul, Minn.; Twin City Motors (DeSoto-Plymouth Autos), Minneapolis, Minn.; Kline Oldsmobile (Oldsmobile Autos), St. Paul, Minn.; Plymouth Dealers Assn. (Plymouth Autos), Cook's Apparel (Men's & Women's Clothing), Minneapolis, St. Paul; Midwest Wine Co. (Wines), St. Paul, Minn.; Geo. E. Thompson Co. (Lighting Protection Equip.), Olsen Fish Co. (Sea Foods), LaMaur Products (Shampoo—Modart), Minneapolis, Minn.; Butwinick Bros. (Home Furnishings), St. Paul, Minn.

TV Accounts: Newman's (Women's Apparel), Republic Motor Sales (Hudson Automobiles), St. Paul, Minn.; Twin City Motors (De Soto-Plymouth Autos), Minneapolis, Minn.; Kline Oldsmobile (Oldsmobile Cars), St. Paul, Minn.; Plymouth Dealers Assn. (Plymouth Autos), Cook's Apparel (Men's & Women's Clothing), Minneapolis, St. Paul; Midwest Wine Co. (Wines), St. Paul, Minn.; George E. Thompson Co. (Lightning Rods), Minneapolis, Minn.

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ANPA

Account Executive.....Frances G. Guilford

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Phone: 2-0492

Partners.....John L. Halpin, Marion G. Halpin
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Production Chief.....E. L. Mincher
Art.....A. J. Hitchins

Radio Accounts: Jonathan Levi Co., Wallace Co., Mynderse Beverage Co., Cobleskill Agricultural Society.

HANLY, HICKS & MONTGOMERY, INC.

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NOAB—ABC

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Branch Office
Wallace-Ferry-Hanly Co.
400 W. Madison St., Chicago, Ill.
Phone: FRanklin 2-6440

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ABP

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Prod. Mgr. & Acct. Exec...Alvin Schultzberg
Publicity Director.....Vivian Sandler
Radio & TV Dir., Acct. Exec., Media Director.....Ralph A. Hart
Radio & TV Director.....Murray Firestone

Radio Accounts: Adams Clothes, Inc. (Men's Clothing Chain), Mar-Clay, Inc. (Nylon Hosiery), Robinson-McKean, Chevrolet, Inc. (Chevrolet Dealers), Philadelphia, Pa.

TV Accounts: Same as above.

HART-CONWAY CO., INC.

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Radio Accounts: Blue Bus Lines, Batavia, N. Y.; F. Cappellino & Sons, Crescent-Puritan Laundry, Genesee Valley Trust Co., Haxton Canning Co., Levis Music Stores, Powers Hotel, J. H. Rae Oil Co., Inc., Security Trust Co., Blue Boy Dairy, Rochester, N. Y.

TV Accounts: Rochester Gas & Electric Corp., Schoen Bros.-Feol Nash, Security Trust Co., Whiting Buick, Inc., Rochester, N. Y.

GEORGE H. HARTMAN CO.

307 N. Michigan Ave., Chicago 1, Ill.
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Secretary-Treasurer.....Frank R. Hartman
Radio Director.....Thomas Kivlan

Radio Accounts: Nelson Bros. (Furniture), P. A. Starck Piano Co. (Pianos), Goldberg's Fashion Forum (Clothing), M. J. Lanahan Co. (Automobiles), Chicago Tribune (Newspaper), Robert L. Berner Co. (Hopcorn), Chicago; Berghoff Brewing Corp. (Beer), Fort Wayne, Ind.; Hartz Mountain Products (Bird Food), New York, N. Y.; Neumode Hosiery Co. (Hosiery), Sawyer Biscuit Co. (Crackers & Cookies), Chicago; Manchester Biscuit Co. (Crackers & Cookies), Fargo, No. Dak.; Omaha, Neb.; Sioux Falls, So. Dak.; Hekman Biscuit Co. (Crackers &

Cookies), Grand Rapids, Mich.; Boyer International Labs. (Cosmetics), Chicago.

TV Accounts: Edward Hines Lumber Co. (Lumber), Robert L. Berner Co. (Hopcorn), Nelson Bros. (Furniture), Mystic Tape (Adhesive Tapes), Chicago; Berghoff Brewing Corp. (Beer), Fort Wayne, Ind.; Mall Tool Co. (Tools), Chicago.

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Radio-TV Director.....John Scott Keck
Radio-TV Time Buyer.....Mary Poloson

Radio Accounts: Fred W. Amend Co. (Chuckles Jelly Candies), Chicago, Ill.; Ballard & Ballard Co., Inc. (Oven Ready Biscuits, Flour, Mixes and Feeds), Louisville, Ky.; Belmont Radio Corporation (Raytheon Television Sets), Chicago, Ill.; Coopers, Inc. (Jockey Underwear, Coopers Sportswear and Sox), Kenosha, Wis.; The Grapette Company (Grapette Beverage), Camden, Ark.; International Shoe Co. (Friedman-Shelby Branch; Peters Branch; Roberts, Johnson & Rand Branch; Vitality Shoe Co.), St. Louis, Mo.; Kroehler Mfg. Co. (Living Room, Bedroom and Dining Room Furniture; Theatre Chairs), Naperville, Ill.; The Lennox Furnace Co. (Warm Air Heating Systems), Marshalltown, Ia.; Perfect Circle Corporation (Piston Rings & Expanders), Hagerstown, Ind.; Skelly Oil Company (Petroleum Products, Gasoline Motor Oils, Skellysolve, etc.), Kansas City, Mo.; A. O. Smith Corporation (Permaglas, Duraclad and Milwaukee Water Heaters), Milwaukee, Wis.; Thor Corporation (Thor Spinner and Wringer Washing Machines & Gladirons; Dishwashers and Sinks; Clothes Dryers), Chicago, Ill.

Television Accounts: Fred W. Amend Co. (Chuckles Jelly Candies), Chicago, Ill.; Ballard & Ballard Co., Inc. (Oven Ready Biscuits, Flour, Mixes and Feeds), Louisville, Ky.; Belmont Radio Corporation (Raytheon Television Sets), Chicago, Ill.; Coopers, Inc. (Jockey Underwear, Coopers Sportswear and Sox), Kenosha, Wis.; The Grapette Company (Grapette Beverage) Camden, Ark.; International Shoe Co. (Friedman-Shelby Branch; Peters Branch; Roberts, Johnson & Rand Branch; Vitality Shoe Co.), St. Louis, Mo.; Kroehler Mfg. Co. (Living Room, Bedroom and Dining Room Furniture; Theatre Chairs), Naperville, Ill.; The Lennox Furnace Co. (Warm Air Heating Systems), Marshalltown, Ia.; Perfect Circle Corporation (Piston Rings and Expanders), Hagerstown, Ind.; Thor Corporation (Thor Spinner and Wringer Washing Machines & Gladirons; Dishwashers and Sinks; Clothes Dryers), Chicago, Ill.

HICKS & GREIST, INC.

420 Lexington Ave., New York 17, N. Y.
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V.P. & Treasurer.....E. H. Greist
Account Executives.....J. A. Drake, S. R. Huntley, K. A. Hamilton, H. L. Hicks, Jr., E. H. Greist
Space Buyer.....Mrs. E. M. Sheldon
Radio & TV Director.....Peter A. Krug

Radio Accounts: Lewyt Corp. (Lewyt Vacuum Cleaner), Brooklyn; Home Decorators, Inc. (State House Sterling), Newark, N. Y.

TV Accounts: Lewyt Corp., Brooklyn; L. Sonneborn Sons, Inc. (Amalie Motor Oil), New York; Dixie Cup Co., Easton, Pa.

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745 Fifth Ave., New York 22, N. Y.
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Treasurer .....Arthur Hirshon
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Vice-President .....Erwin Spitzer
Asst. Treasurer.....Julian Braun
Radio & TV Director.....Robert F. Lewine
Radio & TV Asst. Dir....William Sheppard

Branch Offices
Park Square Bldg., Boston, Mass.
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Executive-in-Charge .....Gabriel Stern
12 Orange St., Haymarket, W.C. 2, London, England

Radio Accounts: Burlington Mills (Ribbons), New York, N. Y.; Utica Knitting Co. (Children's Sleepers), Utica, N. Y.; Miles Shoes (Shoes), Prentis Clothes (Men's & Women's Clothing), McKettrick-Williams (Ladies' Dresses), New York, N. Y.

TV Account: Prentis Clothes (Men's & Women's Clothing), New York, N. Y.

W. F. HOLLAND AGENCY

2530 Auburn Ave., Cincinnati 19, Ohio
Phone: CApital 1252-3-4

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Office Manager.....D. E. Holland
Radio-TV Director.....Earl Holland
Production .....Robert Temmen
Publicity .....Frank Hilgemeyer
Copy Chief.....Rosen Bader
Art Director.....Robert Schmitt
Statistician .....Mack Fevrier

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Copy Chief.....Otto Whittaker, Jr.
Production Manager.....Paul H. Long
Asst. Production Mgr.....W. Leon Mitchell
Radio-TV Dir. & Time Buyer...Ray Bentley

Branch Office
Houck & Co. of Florida, Inc.
(Separate Corporation)
Alfred I. duPont Bldg., Miami, Fla.
Phone: 82-1391

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Time Buyer.....Nona Sonsteby
Radio-TV Director.....Wm. B. Houck
Art Director.....Richard V. Sutton

Radio Accounts: Research DES-TEX, Inc. (Fabric Cleaner), Chicago, Ill. & Miami, Fla.; Crowgey Sausage Company (Meat Products), Kellysville, W. Va.; Chase Federal Savings & Loan (Financial Institution), Miami Beach, Fla.; State-Planters Bank & Trust Co. (Financial Institution), Richmond, Va.; Bishop's Men's Wear (Retail Clothing), Miami & Coral Gables, Fla.; Trija Golf Club Co. (Sporting Goods), Resort Airlines (Package Air Tours), Miami, Fla.; Aerovias "Q." S. A. (Air Transportation), Havana, Cuba; Orange Blossom Classic (All-Star Football), Miami, Fla.; Florida National Bank (Financial Services), Miami, Fla.; Miami-Battle Creek (Sanitorium), Miami Springs, Fla.; Valleydale-Packers, Inc. (Meat Products), Salem, Va.

TV Accounts: Research DES-TEX, Inc. (Fabric Cleaner), Chicago, Ill. & Miami, Fla.; Chase Federal Savings & Loan (Financial Institution), Miami Beach, Fla.; Bishop's Men's Wear (Retail Clothing), Miami and Coral Gables, Fla.; Trija Golf Club Co. (Sporting Goods), Miami, Fla; Natural Health Products (Liquefier), Sarasota, Fla.; Cole's Flowerland (Flowers and Plants), Orange Blossom Classic (All-Star Football), Miami, Fla.

ROBERT HOLLEY & CO., INC.

511 Fifth Ave., New York, N. Y.
Phone: MUrray Hill 2-8408
ABP—APA

Pres. & Treas.....Robert Holley
Vice-Pres. & Art Dir.....Milton Rogin
Secy. & Media Dir.....Leo Litwin

CHARLES W. HOYT CO., INC.

551 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-2000
Radio-TV Director.....Wm. Philip Smith
Assistant.....Marcia Dickey

Branch Office
15 Lewis St., Hartford 3, Conn.
Vice-Pres. & Mgr., Hartford Office
Frank A. Whipple

Radio Accounts: B. C. Remedy Co. (Headache Tablets), Durham, N. C.; Blueberry Cooperative Assn. (Tru-Blu-Berries), New Lisbon, N. J.; Charles Gulden, Inc. (Gulden's Mustard), New York, N. Y.; Mail Pouch Tobacco Co. (Kentucky Club Tobacco), Wheeling, W. Va.; Monticello Drug Co. (666 Cold Tablets), Jacksonville, Fla.; F. Ad. Richter & Co., Inc. (Pain Expeller), Brooklyn, N. Y.; Stanley Home Products (Household Products), Westfield, Mass.

TV Accounts: Mail Pouch Tobacco Co. (Kentucky Club Pipe Tobacco), Wheeling, W. Va.; B. C. Remedy Co. (Headache Tablets), Durham, N. C.; The A. C. Gilbert Co. (American Flyer Trains), New Haven, Conn.; The Kalart Company (Speed Flash Cameras), Plainville, Conn.; Chas. B. Knox Gelatine Co. (Knox Gelatine), Johnstown, N. Y.; Monticello Drug Co. (666 Cold Preparations), Jacksonville, Fla.; F. Ad. Richter (Pain Expeller), Brooklyn, N. Y.; Strohmeyer & Arpe Co. (Re Umberto Olive Oil), The Tupman Thurlow Co., Inc. (Anglo Corned Beef), New York, N. Y.

H. B. HUMPHREY, ALLEY & RICHARDS

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Phone: LIberty 2-4714
370 Lexington Ave., New York, N. Y.
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Vice-Presidents.....H. Pierson Mapes, Maitland Jones
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Resident Manager.....Walter Engwer
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TV Accounts: Philco Corp., Schulers Potato Chip Co., Beaucaire, Inc., Lincoln Rochester Trust Co.

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Radio Accounts: Brunger & John Hardware, Harold Brink, Folger's Bottling Co., Colonial Custom Upholstering Co., Alpine Auto Parts, Leonard Auto Parts, Adjustable Table Co., John K. Burch Co., Continental Decal Co., Forsythe Products Co., Goller Upholstery Fabrics & Supply, Grand Rapids Bottling Co., Grand Rapids Chicks, Grand Rapids Industrial Electric, Nehi Beverage Co., Radio Station WFUR, Wolverine Network, Muzak, Inc.

ROCKLIN IRVING & ASSOCIATES

32 W. Randolph St., Chicago 1, Ill.
Phone: RAndolph 6-2324-25
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Continuity Director.....M. Lovinger
Production .....D. Engel
Copywriter .....Werner Haas
Radio Accounts: Libby Furniture Co. (Furniture & Appliances), Sandra Motors, Inc. (DeSoto-Plymouth Dealer), Walton Motors, Inc. (Chrysler-Plymouth Dealer), Union Life Ins. Co. (Insurance), Linoleum City (Floor Coverings), Balaban Floor Covering (Floor Coverings), Chicago Furniture Mart (Furniture), Illinois Sewing Machine Dist. (Sewing Machines), Muntz TV (Television Sets); Doin' the Town (Pass Books), National Clothing Co. (Wearing Apparel), Richard's Drive-Ins (Restaurants), Martin Jewelry (Jewelry), Atlas Piano Co. (Pianos), Town House-Town Pump (Restaurants), Intermission Restaurant (Restaurants), 3-Star Laundry (Laundry & Cleaners), Chicago Downs, Sportsman's Park (Horse Racing-Harness Races), M. B. Auto Sales, Inc. (Hudson Dealer), Radio TV Publicity Corp. (Advertising Clocks), Roxy Rug & Linoleum Co. (Floor Coverings), Nortown Currency Exchange (Currency Exchange), Television Appliance Mart (Television Sets), Chicago, Ill.
TV Accounts: Libby Furniture Co. (Furniture & Appliances), Balaban Floor Covering (Rugs & Linoleum), Illinois Sewing Machine Distributors (Sewing Machines), Richard's Drive-Ins (Restaurants), National Clothing Co. (Wearing Apparel), Cole-Finder, Inc. (Mercury Auto. Dealer), Econ Products Co. (Novelties), Modern Merchandisers (Cleansers), Wolack & Bauer (Women's Shoes), United Slip Cover (Slip Covers, Draperies), Chicago, Ill.

JACKSON & COMPANY

49 Worth St., New York 13, N. Y.
Phone: WOrth 4-7005
PPA
Managing Partner.....Paul E. Jackson
General Manager.....John Yeargain
Acct. Execs.....Paul E. Jackson, John Yeargain, M. P. Moses
Production Manager.....Gerald Duggan
Radio & TV Director....Wallace H. Lancton
Branch Offices
30 N. LaSalle St., Chicago, Ill.
Phone: FInancial 6-1870
Manager.....Dorothy E. Blaylock
1709 W. 8th St., Los Angeles 14, Calif.
Phone: FAirfax 5572
Manager .....Jesse Campbell
Radio Accounts: Pequot Mills (Sheets & Pillowcases), Richard E. Thibaut, Inc. (Wallpaper), J. W. Valentine Co., Inc. (Institutional), New York, N. Y.; New England Airlines, Inc. (Domestic & Foreign), New York & Boston.
TV Accounts: Pequot Mills, Berkshire Fine Spinning Associates (Curtains), Richard E. Thibaut, Inc., New York, N. Y.; Warner Wallpaper Co., Chicago, Ill.

JESSOP ADVERTISING CO., INC.

1st National Tower Bldg., Akron 8, Ohio
Phone: FRanklin 2169
President & Treas.....M. K. Jessop
Vice-President.....Charles A. Jessop
Radio Director.....R. Gilbert
Secretary.....R. D. Moss
Radio Time Buyer.....R. J. Cobak

DUANE JONES COMPANY, INC.

570 Lexington Ave., New York 22, N. Y.
Phone: PLaza 3-4848
ABC—ABP—ANPA—APA—NOAB—PPA
Chairman of Board.....Duane Jones
President .....Robert Hayes
Exec. V.P. & Gen. Mgr.....Ralph Smith
Secretary .....Eugene Hulshizer
Treasurer .....Lawrence Leaman
Vice-Presidents.....C. Frederic Bell, Paul Werner, Joseph Scheideler
Copy Chief.....Robert Hughes
Space Buyer.....David Hogmer

Director of Service.....Albert Loomis
Production Manager.....Gerald DaCosta
Art Directors.....Lester Rondell, Thomas McManus
Business Manager.....Richard A. Stevens
Research & Mdsg. Dir..Lawrence J. Hubbard
Premium Manager.....Margaret Harrison
TV Director.....Gerry Martin
TV Production Supervisor....Walter Ware
Radio Director.....Reggie Schuebel
Radio Production.....Chester Gierlach
Head Time Buyer.....Vera Brennan
Time Buyers.....Jeanne Sullivan, Sally Reynolds, Anne Small, Thelda Cordani

Radio Accounts: Curtice Brothers Co. (Blue Label Ketchup), Rochester, N. Y.; Haskins Bros. & Co. (Blue Barrel Soap), Omaha, Neb.; G. F. Heublein & Bro., Inc. (A. 1 Sauce—A. 1 Mustard), Hartford, Conn.; Hudson Pulp & Paper Corp. (Paper Napkins), New York, N. Y.; International Salt Co., Inc. (Sterling Salt), Scranton, Pa.; Manhattan Soap Company (SweetHeart Soap—Blu-White Flakes), The Marlin Firearms Co. (Razor Blades), New York, N. Y.; The Mennen Company, (Men's Line), Newark, N. J.; C. F. Mueller Co. (Macaroni & Spaghetti), Jersey City, N. J.; Pharmaco, Inc. (Chooz—Feen-a-mint), Newark, N. J.; Pierce's Proprietaries, Inc. (Dr. Pierce's Golden Medical Discovery), Buffalo, N. Y.; Wesson Oil & Snowdrift Sales Co. (Tavol), Whitehall Pharmacal Company (Hill's Cold Tablets), New York, N. Y.

TV Accounts: Haskins Bros. & Co. (Blue Barrel Soap), Omaha, Neb.; G. F. Heublein & Bro., Inc. (A. 1 Sauce—A. 1 Mustard), Hartford, Conn.; Manhattan Soap Company (SweetHeart Soap—Blu-White Flakes), The Marlin Firearms Co. (Marlin Guns), New York, N. Y.; C. F. Mueller Co. (Macaroni & Spaghetti), Jersey City, N. J.

THE RALPH H. JONES COMPANY

3100 Carew Tower, Cincinnati 2, O.
Phone: GArfield 2300
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA—BMB

Pres. & Treas.....C. M. Robertson, Jr.
V.P. & Gen. Mgr.....Stanley A. Willer
Vice-President.....James M. Nelson
Secretary.....Elmer A. Vehr
Space Buyer.....Richard K. Jones
TV Director.....Kathryn M. Hardig
Radio Director.....C. M. Robertson, Jr.
TV Director.....Kathryn M. Hardig
Radio & TV Time Buyer.....Ann Smith

Branch Office
580 Fifth Ave., New York 19, N. Y.
Phone: PLaza 7-4600

Manager.....W. A. Powers

Radio Accounts: Bavarian Brewing Co., Cincinnati Street Railway, The Kroger Company, Miami Margarine Company, Martin Rosenberger Wallpaper Co., Cincinnati, O.; Ten-B-Low Company, Columbus, O.; Heekin Incorporated, The M. Werk Company, The Drackett Company (Charge Division), Cincinnati, O.

TV Accounts: Bavarian Brewing Co., Cincinnati Street Railway, The Kroger Company, Miami Margarine Company, Martin Rosenberger Wallpaper Co., Cincinnati, O.; Ten-B-Low Company, Columbus, O.; The M. Werk Company, The Drackett Company (Charge Division), Cincinnati, O.

KAL, EHRLICH & MERRICK, INC.

314 Evening Star Bldg., Washington 4, D. C.
Phone: EXecutive 3700
ABP—ANPA—PPA

President.....Norman C. Kal
1st Vice-Pres.....Harry L. Merrick
2nd Vice-Pres.....Alvin Q. Ehrlich
Secretary.....Bernard R. Linkins
V.P. in Charge of Radio and TV Alvin Q. Ehrlich
Copy Chief.....Sol Panitz
Time Buyer.....Nella Manes
Account Executives.....Joseph Weinstein, Alexander Charles, Wm. B. Mullett, Forest Entwisle, Philip Berne, Wm. Roberts, Huly Bray

H. W. KASTOR & SONS ADV. CO.

75 E. Wacker Dr., Chicago 1, Ill.
Phone: CEntral 6-5331
ABC—NOAB—ANPA—PPA—APA

President.....A. G. Kastor
V.P. & Gen. Mgr.....Marvin Harms
Vice-President.....Herman Kastor
V.P. & Copy Chief.....Ashley Belbin
Radio Director.....James H. West

Radio Accounts: Procter & Gamble Co. (American Family Flakes), International Milling Co. (Robin Hood Flour), Union Starch & Refining Co. (Pennant Syrup).

KASTOR, FARRELL, CHESLEY & CLIFFORD, INC.

274 Madison Ave., New York 16, N. Y.
Phone: ORegon 9-4440
ABP—ANPA—APA—NOAB—PPA

President.....H. Kastor Kahn
Exec. Vice-Pres.....W. S. Chesley, Jr.
V.P. & Copy Director.....C. E. J. Clifford
V.P. & Media Director.....J. B. Peters
Radio & TV Dir.....Jules Bundgus

Branch Office
333 N. Michigan Ave., Chicago 1, Ill.
Phone: RAndolph 6-3060

Vice-President.....David D. Brown

Radio Accounts: Blatz Brewing Co., New York; Hickok Mfg. Co., Rochester, N. Y.; Marlboro Shirt Co., Laco Products, Inc., Baltimore, Md.; Schnefel Bros., Newark N. J.

TV Account: Blatz Brewing Co., New York. N. Y.; Hockok Mfg. Co., Rochester, N. Y.

THE JOSEPH KATZ COMPANY

488 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-1223
AAAA—ANPA—PPA—ABP—APA—NOAB

President .....Joseph Katz
V.P. & Mgr.....Nat C. Wildman
Time & Space Buyer.....Alice Ross

Branch Office
10 W. Chase St., Baltimore 2, Md.
Phone: Lexington 1500

Radio Director.....Robert G. Swan
Media Director.....J. T. McHugh

Radio Accounts: American Oil Co., Globe Brewing Co., Baltimore Transit Co., Chunk-E-Nut Co., Ex-Lax, Inc., Gibbs & Co., Inc., Madera Bonded Wine & Liquor Co., Maryland Pharmaceutical Co., Pompeian Co., Inc., Voneiff-Drayer Co., Humphreys Medicine Co.

TV Accounts: American Oil Co., Globe Brewing Co., Maryland Pharmaceutical Co.

HENRY J. KAUFMAN & ASSOCIATES

1419 H St., N.W., Washington 5, D. C.
Phone: District 7400
ABC—ABP—ANPA—APA—NOAB—PPA
NAAN—PUAA

Senior Partner.....Henry J. Kaufman
Partners.....Jeffrey A. Abel, Wm. F. Sigmund
Account Executives.....H. J. Kaufman, J. A. Abel, G. C. Brant, A. H. Edelson, A. A. Sarra, R. C. O'Donnell, B. K. Silverman, K. White Sonner
Production Manager...Betty Darling Gwyer
Space Buyer.....Mary M. McDougall
Media & Research Director.....Faith Feltus
Radio-TV Dir. & Time Buyer
Jeffrey A. Abel
Radio-TV Program & Continuity Director.....Robert S. Maurer
Continuity Writer.....Louise Packard
Continuity Writer.....Eunice Rein

Radio Accounts: The S.S.S. Company (S.S.S. Tonic), Atlanta, Ga.; Potomac Elec. Power Co. (Power Company), Trew Motor Company (Automotive), Tom's Auto Service, Inc. (Automotive), Chestnut Farms-Chevy Chase Dairy (Sealtest Dairy Products), Columbia Federal Savings & Loan Assn. (Savings & Loan Assn.), Lacy's Inc. (Electric Appliances), Saks Furs (Furs), First Federal Savings & Loan Assn. (Savings & Loan Assn), Gude's Bros. (Florists), Chr. Heurich Brewing Co. (Brewery), Liberal Clothing Co. (Credit Clothing), Manhattan Auto & Radio Co. (Auto Radios & Accessories), Md. & Va. Milk Producers Association (Milk Producers Assn.), Nu Nap Process Co. (Nu Nap Process—Cleaning), Northeast Motor Washington, D. C. (Pepsi-Cola), Mason's Root Beer Bottling Co. of Washington, D. C., Regal Clothing Co. (Credit Clothing), Shannon & Luchs Co. (Real Estate), Washington, D. C.

TV Accounts: Giant Food Stores (Grocery), Arthur Murray Dance Studios (Dancing Lessons), Washington, D. C. & Baltimore, Md.; Chestnut Farms-Chevy Chase Dairy (Sealtest Dairy Products), Southern Dairies, Inc. (Sealtest Ice Cream), Lacy's Inc. (Electrical Appliances), Trew Motor Company (Automotive), Wash. Metr. Hudson Dealers (Automotive), Chr. Heurich Brewing Co. (Brewery), S. Kann Sons Co. (Dept. Store), Peake Motor Co. (Automotive), Pepsi-Cola Bottling Co. of Washington, D. C. (Pepsi-Cola), Ritz Camera Center (Photographs), Rice's Fashion Corner (Dept. Store), Seven-Up (Seven-Up), Simon Dist. Corp. (Wholesaler—Hotpoint, Motorola), Trew Motor Co. (Automotive), Electric Institute, Kassan Stein (Custom Tailors), D. J. Kaufman (Men's Clothing), Frank Small, Jr., Inc. (Automotive), Washington, D. C.

RAYMOND KEANE ADVERTISING AGENCY, INC.

707 S. Broadway, Los Angeles 14, Calif.
Phone: TR 2915

Pres. & Space Buyer.....Raymond Keane
Vice-President.....H. B. Kortz
Sec.-Treas., Radio Time Buyer
Ethel N. Keane
Radio Director.....Wes Battersea

Branch Office
1441 Welton St., Denver 2, Colo.

Manager Harold Neumann

Radio Accounts: American Natl. Bank, Kay's Better Jewelers, K & B Packing Co., Kortz Jewelry Co., Republic Drug Co., Seven-Up, Colorado Co.

KEELING & CO., INC.

1028 Chamber of Commerce Bldg.,
Indianapolis 4, Ind.
Phone: Ri 1476
AAAA—ABP—ANPA—NOAB—PPA

Pres. & Treas.....Hal R. Keeling
Exec. Vice-Pres. & Secy..Wm. M. Hutchison
Vice-Presidents.....Ralph B. Roberts, Lowell H. Stormont, Lawrence T. Sogard, Victor G. Varmo
Asst. Secretary.....Lenore R. Martin
Radio-TV Dept.
Media Dept. Mgr.....Mary C. Dill
Vice-President.....Lowell H. Stormont

Radio Accounts: Casite Corporation (Casite), Hastings, Mich.; Wilson Milk Co. (Evaporated Milk), Union Federal Sav. & Loan Co., Indianapolis, Ind.

TV Accounts: Casite Corporation (Casite), Hastings, Mich.; Wilson Milk Co. (Evaporated Milk), Union Federal Sav. & Loan Assn., Indianapolis, Ind.

THE KEILSON CO.

117 W. 46th St., New York 19, N. Y.
Phone: PLaza 7-3560

Executive Director.....M. Keilson
Radio Director.....Sholom Rubinstein
Producer.....Jacob F. Keilson
Scripts & Commercials.....Morris Rivlin
Program Planning.....David M. Hausdorff

KELLY, ZAHRNDT & KELLY, INC.

3529 Franklin Ave., St. Louis 6, Mo.
Phone: JEfferson 8337
PPA APA—SNPA—ANPA—ABP

President.....Virgil A. Kelly
Vice-Pres. & Space Buyer...W. W. Zahrndt
Secretary.....E. M. Kelly
Radio Director.....David C. Chopin
Radio Account: Visit St. Louis Committee.

KENYON & ECKHARDT, INC.

247 Park Ave., New York 17, N. Y.
Phone: MU 8-5700
AAAA

Chairman of Board....Thomas D'A Brophy
President .....Dwight Mills
Sr. Vice-President.....Edwin Cox
Treasurer.....Charles H. Vasoll
Sec. & Gen. Mgr.....David C. Stewart
V.P. in Chg. Media.....Joseph Braun
V.P. in Chg. Research.....G. Maxwell Ule
V.P. and Copy Dir.....Gerald H. Carson
Vice-Presidents .....Malcolm Smith, John Brew, William B. Lewis, E. W. Newsom, Glenn Wiggins, Ralph Linder, George Humbert, George Beecher, William Green, George MacGregor
V.P. & Publicity Dir.....Hal Davis
V.P. & Radio-TV Dir..William A. Chalmers
TV Director.....Garth Montgomery
Radio Director.....Leonard Carlton
Bus. Mgr., Radio & TV...Edward E. Scovill
Dir. Radio-TV Research.....Richard Dunne
Radio-TV Publicity Dir.....Herb Landon
Talent Buyer.....Sylvan Taplinger
Commercial Continuity..Thomas K. Carpe
Comm. Continuity..Thomas K. Carpenter, Jr.
Time Buyer Director.....Philip C. Kenney
Time Buyers.....Mary Dwyer, Lucy Kerwin, William Hinman, Eugene Litt, Helen Hartwig

Branch Offices

Equitable Bldg., Hollywood, Calif.
Vice-Pres. in Charge.....Robert D. Wolfe
Penobscot Bldg., Detroit, Mich.
Vice-Pres. in Charge.....Don C. Miller
135 La Salle St., Chicago, Ill.
304 Bay St., Toronto, Canada
Vice-Pres. in Charge.....William J. Frost
805 Peachtree St., N.E., Atlanta, Ga.
Other Offices: San Francisco

Radio Accounts: The Borden Company (Instant Coffee), Ford Motor Company (Institutional—All Prods.), Wesson Oil and Snowdrift Sales Co. (All Products), American Maize Products (All Products), White Rock Corp. (All Products), John B. Stetson (All Products), The Gorham Company (All Products), Manhattan Shirt Co. (All Products), Pepperige Farms, Inc. (All Products), Richard Hudnut Sales Co., Inc. (All Products), Beechnut Packing Co. ("Gum" and Baby Food), Bristol Meyers Co. (Resistab), Piels Beer (Piels Beer), Allied Chemical Co. (Swerl), Kellogg Cobpany (Cereals), Lincoln-Mercury Dealers (All Products), Sylvania Electric Products (Television Receivers), Eastern Railroads Transportation Comm. General Electric Company, (Air Conditioning Units and Home Heating), Industrial Tape Corp.

TV Accounts: The Borden Co. (Instant Coffee), The Kellogg Co. (Cereal), Ford Motor Co. (All Products—Inst.), Lincoln-Mercury Div. (All Products), Magnavox Co. (TV Sets), Beechnut Packing Co. (All Products), Bristol Meyers Co. (Resistab), General Electric Co. (Air Conditioning), Richard Hudnut Sales Co. (All Products), White Rock Corp. (All Products), Piels Brewing Company, Piels Beer).

KIESEWETTER, WETTERAU & BAKER, INC.

9 E. 40th St., New York 16, N. Y.
Phone: LExington 2-0025
ABP—ANPA—APA—PPA

Chairman & Pres.....H. M. Kiesewetter
Vice-Pres. & Copy Chief.....Sam S. Baker
Account Executives.....Edward G. Chase, J. Fred Cross, Arthur J. Davidson
Space & Time Buyer.....E. Thompson

Radio Accounts: V. La Rosa & Sons (La Rosa Macaroni), Brooklyn, N. Y.; Bathasweet Corp. (Bath Product), New York, N. Y.; Abraham & Straus (Dept. Store), Brooklyn, N. Y.; Stern's Nurseries (Garden Products), Geneva, N. Y.; Courtley, Ltd. (Men's Toiletries), Royal Lace Paper Works (Royledge Shelving), Brooklyn, N. Y.; Flexnit (Girdles), Elizabeth, N. J.; Ludwig Bauman (Stores), New York, N. Y.

TV Accounts: D. P. Harris Co. (Rollfast Bicycles), New York, N. Y.; V. La Rosa & Sons, Abraham & Straus, Royal Lace Paper Works (Roylie Doylies), Brooklyn, N. Y..

ABBOTT KIMBALL CO., INC.

250 Park Ave., New York 17, N. Y.
Phone: PLaza 3-9600
AAAA—ABC—ABP—APA—ANPA
NOAB—PPA

President .....Abbott Kimball
Vice-President .....Harry Miller
Comptroller .....Monica Riley
Time Buyer.....Miriam Traeger

Branch Offices

333 N. Michigan Ave., Chicago, Ill.
Van Ness at Wilshire, Los Angeles, Calif.
Phone: DUnkirk 7-7305

Manager .....Abbott Kimball
155 Sansome St., San Francisco, Calif.
Phone: EXbrook 2445
President .....Alfred Ducato
Radio Accounts: Union Pharmaceutical Co. (Saraka), Bloomfield, N. J.; Intermedico Corp. (Barulin); C & A Brenninkmeyer (Women's Apparel Store), New York, N. Y.; Northam Warren (Cutex), Stanford, Conn.; Norcross, Inc. (Greeting Cards), New York, N. Y.
TV Account: Hathaway Mfg. Co. (Hathaway Fabrics), New Bedford, Mass.

KIRCHER, HELTON & COLLETT, INC.

19th Floor, Hulman Bldg., Dayton 2, O.
Phone: FUlton 5161
AAAA

President .....Ralf Kircher
Vice-President.....James M. Hadley
General Manager.....Carter B. Helton
Treasurer.....Robert M. Collett
Art Director.....Floyd Johnson
Production Manager.....Hap Moon
Business Manager.....R. C. Mills
Account Executives.....James M. Hadley, R. C. Mills, R. M. Collett, Watson B. Metcalfe, Norman Van Zant, C. B. Helton
Radio & TV Dir.....Chuck Gay
Aissistants .....Gary Malcolm, Ralph Kaufman
Radio Accounts: Gem City Building & Loan, Assn. (Savings, Home Loans), Gem City Ice Cream Co. (Ice Cream Products), Frederics-Helton Travel Service (Travel Service), Fan Tan Gum—Inactive (Chewing Gum), Happy Dry Cleaners (Dry Cleaning), Crystal Laundry (Laundry Service), Dayton 2, O.

KIRKLAND-WHITE & SCHELL

324 Western Union Bldg., Atlanta 3, Ga.
Phone: LAmar 3682-3
APA—SNPA

Partners.....J. A. Kirkland, Frank A. White, James B. Schell
Acct. Executive.....Fred A. George, Jr.
TV Accounts: Gem City Building & Loan Assn. (Savings & Home Loans), Crystal Laundry (Laundry), Happy Day Cleaners (Dry Cleaning), Zephyr Awning Co. (Metal Awnings), Liberal Markets (9 Supermarkets), Jack Werst Co. (Diamond & Jewelry), Metropolitan Clothing Co. (Men's Clothing), Dayton, O.

KNOLLIN ADV. AGENCY

105 Montgomery St., San Francisco 4, Calif.
Phone: SUtter 1-6110
AAAA—APA—ABP—NOAB

President.....James C. Knollin
Asst. Gen. Mgr.....Robert H. Knollin
Art Director.....Sigurd Mortenson
Space Buyer.....Marian Dunn
Account Executive.....Richard L. Tevis

KOEHL, LANDIS & LANDAN, INC.

22 E. 47th St., New York 17, N. Y.
Phone: MUrray Hill 8-2627
ABP—ANPA—APA—NOAB—PPA

Pres. & Treas.....Albert E. Koehl
Vice-Pres. & Sec.....A. A. Landis
Space Buyer.....A. Lasity
Branch Office
National City Bank Bld., Cleveland 14, O.
Vice-Pres.-in-Chg .....Russell Rowan

MERRILL KREBER, INC.

1711 Exchange Bldg., Memphis 3, Tenn.
Phone: 5-4343
ABP—ANPA—APA—NAAN—NOAB
SNPA

President .....Ernest Lee
Vice-President.....Marshall J. Smith
Secretary .....Homer Gentry
Account Executives.....Ernest Lee, Marshall Smith, Homer Gentry, Edmunda McGehee, J. P. Tucker, Andrew Kozik

KUDNER AGENCY, INC.

575 Madison Ave., New York, N. Y.
Phone: MU 8-6700

President.....J. H. S. Ellis
Vice-Presidents.....Sam D. Fuson, Myron P. Kirk, Schuyler Kudner, E. J. Owens, Robert D. Stewart, Norman Nash, Shafto Dene
Exec. Dir. TV & Radio.....Myron P. Kirk
Asst. Dir. TV & Radio.....Frank Harting
Prod. Supervision TV & Radio
Edmund Cashman
Business Manager.....Al Reibling
Time Buyer.....John Marsich
Production Manager.....Wm. Templeton
Casting .....Mickey Alpert
Directors .....Eddie Sutherland, A. A. Coughlin, Frank Burns, Hugh Brown, J. P. Ellis
Copy Chief (Radio & TV)....Norman Nash
Branch Offices
New Center Bldg., Detroit, Mich.
Phone: Madison 5315
Executive in Charge.....J. Ed Schipper
315 W. 9th St., Los Angeles 15, Calif.
Phone: Van Duke 0196
Executive in Charge.....E. R. Harrison
681 Market St., San Francisco 5, Calif.
Phone: GArfield 1-5433
Executive in Charge.....J. H. Hornell
Representative
Albee Bldg., Washington, D. C.
Phone: National 5506
Representatixe .....Frank Getty
Radio Accounts: General Motors, Goodyear Tire & Rubber Co., United States Tobacco Co., Benson & Hedges
TV Accounts: The Texas Co., Buick Motor Division, United States Tobacco Co., Benson & Hedges

KUFF & FELDSTEIN

5 West Preston, Baltimore 1, Md.
Phone: VErnon 3654-5-6

President.....I. Harold Kuff
Vice-President.....Harry Feldstein
Art Director.....Albert Klevan
Production Manager.....Hilda Sakolsky
Media Director.....Patricia Coan

J. R. KUPSICK ADV. AGENCY

122 East 42nd St., New York 17, N. Y.
Phone: MUrray Hill 5-9143
ANPA—PPA—APA

President & Radio Dir.....J. R. Kupsick
Vice-President.....Saul Kampf
Radio & Space Buyer.....Jule Bouton
Space & TV Buyer.....Beth Bandy

KUTTNER & KUTTNER, INC.

646 N. Michigan Ave., Chicago 11, Ill.
Phone: SUperior 7-7940
AAAA—ANPA

President.....H. E. Kuttner
Vice-President.....F. S. Kuttner
Sec. & Treas.....C. D. Kuttner
Account Executives.....Mary Brown, Mac McCain
Res. & Prom. Dir.....S. S. Korshak
Copy Chief.....Martin Maller

New York, N. Y.
130 W. 57th St., New York, N. Y.
Phone: JUdson 6-2358

Executive in Charge.....F. S. Kuttner

Radio Accounts: Town Club of Chicago (Club), Chicago; Community Builders (Builders), Skokie; Royal Metal Mfg. Co. (Furniture), Capitol Dairy (Dairy), Finders Mrg. Co. (Holliwood Broilers), Chicago, Ill.; Shainberg Dry Goods Co. (Dept. Store), Memphis, Tenn.; Holleb and Co. (Wholesale Grocers), Pacific Wine Co., Frank's Dept. Store (Dept. Store), Delaney Heald (Cleaners), Ruttenberg Galleries, Fabric Center, Jo Bell Products (Kurl Klasp), Essaness Theaters (Chain of Theaters), Chas. Doppelt and Co. (Leather Goods), Washington Shirt Co. (Men's Clothing), Chicago, Ill.

TV Accounts: Bercraft Corp. (Appliance Distr.), Finders Mfg. Co. (Holliwood Broiler), Chicago, Ill.; Community Builders (Builders), Skokie, Ill.

LAKE-SPIRO-SHURMAN, INC.

Radio Center Bldg., Memphis 3, Tenn.
Phone: 5-1571
ABP—ANPA—APA—PPA—SNPA

President.....Avron Spiro
Secy-Treas.....M. M. Shurman
Asst. Radio Time Buyer....Mrs. L. Simmons
Production Manager.....Mrs. M. Parker
Publicity Director.....Al R. Capley
Acct. Executives.....David Davidson, Jane Erdman, Mrs. L. Cunningham

Radio Accounts: Plough Sales Corp., U. S. Bedding Co., Abraham Bros. Packing Co., Memphis, Tenn.; Childs' Distributing Co., Jonesboro, Ark.; Wm. A. Webster Co., Memphis, Tenn.

LAMB & KEEN, INC.

1616 Walnut St., Philadelphia, Pa.

Pres. & Treas.....James G. Lamb, Sr.
Exec. Vice-Pres.....Kennard G. Keen, Jr.
Vice-President.....E. D. G. Garth
V.P. & Copy Chief...John O. Ellington, Jr.
TV Director.....Thomas G. Brennen, Jr.
TV Program Director.....James Blair
Media Director.....Roy T. Lochten
Production Manager.....Walter Mazurek
Art Director.....Harold Kehl
Acct. Executives.....James G. Lamb, Sr., K. G. Keen, Jr., E. D. G. Garth, John O. Ellington, Jr., Thomas G. Brennan, Jr., Norman S. S. MacAfee

TV Accounts: John Wanamaker, Ranger Joe Cereal, Linton's Friendly Restaurants, P. J. Ritter Company, Keystone Macaroni Mfg. Co. (San Giorgio).

LAMBERT & FEASLEY, INC.

60 E. 42nd St., New York 17, N. Y.
Phone: MUrray Hill 7-8980
ANPA—APA—PPA

President.....E. T. T. Williams
Executive V.P.....Gordon K. Seagrove
V.P., Gen. Mgr.....Frank W. Mace
Radio Director.....Ray H. Kremer

Radio Accounts: Phillips Petroleum Co. (Gasoline, Motor Oil), Bartlesville, Okla.

LANDSHEFT, INC.

810 Liberty Bank Bldg., Buffalo 2, N. Y.
Phone: MO 9500
ABP—NOAB—APA—PPA—ANPA

President.....A. Wm. Landsheft
Vice-President.....Henry L. Barber
Secretary-Treasurer.....Vera H. Landsheft
Production Manager.....E. T. Drullard
Art Director.....Harold F. Feltz
Account Executives..A. William Landsheft, Henry L. Barber, William H. Sells

Radio Accounts: Kendall Refining Co., Liberty Bank of Buffalo, P. J. Garvey.

LANE ADV. AGENCY, INC.

299 Madison Avenue, N. Y.

President.....Philip J. Lane
Secretary.....N. E. Lane
Account Executive.....Michael G. Perlman

Radio Accounts: Diane Beauty Salon, Nu-Kurl Home Permanent.

Television Accounts: Ansonia DeLuxe Shops Inc. Retail Shoe Chain; International Dresses; Sheer Bros. (Fabrics); Lawson Shoe Corp.

LANG, FISHER & STASHOWER, INC.

1010 Euclid Ave., Cleveland 15, O.
Phone: MA 6579
AAAA—ABP—ANPA—APA—NOAB—PPA

Radio Dir. & Time Buyer...Alvin B. Fisher
Radio Copy Writer.....Robert F. Gibbons
Asst. Radio Copywriter.....Mary Haring

Radio Accounts: The Burrows Bros. Co., Inc. (Office Supplies & Equipment), Brewing Corp. of America (Beer & Ale), Dowd-Feder, Inc. (Automobile, Parts & Service), Cleveland, O.; Lane Drug Co. (Drugs), Toledo, O.; The Miller-Becker Co. (Beverages), Mt. Sinai Hospital, Sears, Roebuck & Co., The World Publishing Co. (Books), Yellow Cab Co., General Electric Supply Corp. (Electrical Appliances), Cleveland, O.

TV Accounts: Brewing Corp. of America, Lane Drug Co., Toledo, O.; Sears, Roebuck & Co., Shelby Gum Co., Shelby, O.; The Blossom Peanut Co., The Ohio Mattress Co., G. E. Supply Corp. (Electrical Appliances), The Miller-Becker Co. (Beverages), Cleveland, O.

LAUESEN & SALOMON

520 No. Michigan Ave., Chicago 11, Ill.
Phone: SUperior 7-0738
APA—ANPA—PPA

President.....A. M. Salomon
Account Executives.....Wendell Walker, M. H. Sellhorn
Production Manager.....D. L. Cuttie

Radio Account: Foley & Co., Imperial Credit Co.

AL PAUL LEFTON CO., INC.

1617 Pennsylvania Blvd., Phila. 3, Pa.
Phone: RIttenhouse 6-1500
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Vice-Presidents .....P. Brown, A. Parker, J. Jensen, H. Genske
Space Buyer.....E. V. Righter
TV & Radio Director.....A. R. Griffin

Branch Offices
521 Fifth Ave., New York 17, N. Y.
Phone: VAnderbilt 6-4340
President.....Al Paul Lefton
Vice-Pres. & Mgr.....R. J. Herts
435 N. Michigan Ave., Chicago, Ill.
Phone: SUperior 7-9511
Vice-Pres. & Mgr.....E. G. Foreman, Jr.

Radio Accounts: Phila. Electric Co. (Light & Power), Yellow Cab Co. (Taxi Service), Borden's Ice Cream, Crawford Clothes, Inc., Claridge Food Products (Canned Meats), Metropolitan Jockey Club (Jamaica Race Track), Empire Racing Assn. (Racing), A. Goodman & Sons (Goodman's Noodles), Hotel Bar Butter, Triangle Publications (Seventeen Magazine), New York, N. Y.

TV Accounts: Pal Blade Company, Inc. (Razor Blades), New York, N. Y.; Sylvan Seal Milk Co. (Milk), Yellow Cab Co. (Taxi Service), Philadelphia, Pa.; Metropolitan Jockey Club (Jamaica Race Track), A. Goodman & Son (Goodman's Noodles), Hotel Bar Butter, New York, N. Y.; Ekco Products (Kitchen Utensils), Brunswick-Balk-Collender (Bowling Alleys and Equipment), Chicago, Ill.; Schmidt's Beer & Ale, Philadelphia, Pa.

LENNEN & MITCHELL, INC.

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V.P. Radio & TV Copy Chief
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Mgr. Service Dept.....Myles E. Baker
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Time Buyer.....Frank A. Daniel
Librarian .....Ann Elder

Branch Office
308 N. Rodeo Drive, Beverly Hills, Calif.
Phone: CRestview 1-7221
Radio Director.....Benjamin R. Potts

Radio Accounts: Calvert Distillers Corp., Carstairs Bros. Distilling Co., Inc., New York, N. Y.; Cock 'N Bull (Beverage Concentrates), Los Angeles, Calif.; Colgate-Palmolive-Peet Co. (Lustre-Creme Prods.), Jersey City, N. J.; Esquire, Inc. (Coronet, Esquire Apparel Arts Magazines), Dorothy Gray, Ltd. (Cosmetics), Lehn & Fink Products Corp. (Lysol Disinfectant, Pebeco Toothpaste & Powder), P. Lorillard Co. (Old Gold Cigarettes, Muriel Cigars, Union Leader Tobacco, Briggs Pipe Tobacco, Friends Pipe Tobacco, Bounty Cigarette Tobacco, Beech-Nut Chewing Tobacco), Scripps-Howard Newspapers, Swedish American Line, Tide Water Oil Co. (Tydol Gasoline, Veedol Motor Oil, New York, N. Y.,

and Tulsa, Okla.; John F. Trommer, Inc. (Beer), New York, N. Y.; Weekly Publications, Newsweek Magazine.

AUSTIN C. LESCARBOURA & STAFF

The Adshop, Croton-on-Hudson, N. Y.
Phone: CRoton 1-3444

Senior Partner.....Austin C. Lescarboura
Junior Partner.....Stanley A. Lescarboura
Production .....Winifred Phillips
Secretary .....Miriam Lescarboura

Radio Accounts: Aerovox Corporation (Capacitors), New Bedford, Mass.; Clarostat Mfg. Co., Inc. (Controls and Resistors), Dover, N. H.; Allen B. Du Mont Labs. (Cathode-ray Tubes), Allen B. Du Mont Labs. (Television Transmitters), Allen B. Du Mont Labs. (Cathode-ray Instruments), Clifton, N. J.; Allen B. Du Mont Labs. (TV components), East Paterson, N. J.; Henry L. Crowley & Co. (Powdered Iron Cores and Steatite Parts), West Orange, N. J.; Industrial Instruments (Electrical Test Instruments), Jersey City, N. J.; Industrial Devices, Inc. (Electrical Test Instruments), Edgewater, N. J.; Hudson Wire Company (Magnet and Bare Wires), Ossining, N. Y.

TED LEVY ADVERTISING AGENCY

515 Insurance Bldg., Denver 2, Colo.
Phone: Main 7133
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Radio Dept. Dir.....Barbara Aiton
Account Executives.....Ted Levy, G. B. Levy, William Archenhold

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40 E. 49th St., New York 17, N. Y.
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Copy Chief.....Harold Longman
Account Executives.....James Ellers, Wray Kennedy, Maurice Marks, Ben Weiss

Branch Office

Lewin, A. W. Co. (New Jersey Corporation)
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Copy Chief.....Philip Moreton
Account Executives.....Sheldon F. Berlow, David Straus III

Radio Accounts: Harris, Upham & Co. (Brokerage Company), Cook and Dunn Paint Corp. (Paint), The Doughten Seed Co. (Seeds), Colonial House Candy Stores (Candy), Sophie Mae Candy Corp. (Candy), The G. N. Coughlan Co., The Costa Ice Cream Co. (Ice Cream), New York, N. Y.

TV Accounts: Chambers Distributing Co. (Chambers Kitchen Range), Costa Ice Cream Company (Ice Cream), Sophie Mae Candy Corp. (Candy), Jacoby-Bender, Inc. (Watch Bands), I. Smallman & Sons (Men's & Ladies Wallets).

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Comptroller .....M. Saunderson
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Radio Accounts: Minnesota Amusement Co. (Theaters), Lavoris Co. (Mouthwash), Minneapolis, Minn.

LILLER, NEAL & BATTLE

810 Walton Bldg., Atlanta 3, Ga.
Phone: Cypress 6521
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SNPA—PPA

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Partner, Acct. Exec.....C. K. Liller
Partner, Acct. Exec.....William W. Neal
Media Director.....Sarah Williams

Branch Office

301 Palmetto Bldg., Columbia, S. C.
Manager .....Caldwell Withers

Radio Accounts: Brock Candy Company, Colonial Stores, Inc., Blackman Stock Company, Bank of George (Bank), National Nu-Grape Company.

TV Accounts: Brock Candy Co., H. W. Lay Co.

LLOYD, CHESTER & DILLINGHAM, INC.

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Branch Offices

369 Pine St., San Francisco 4, Calif.
Phone: YUkon 6-5030

Manager.....A. S. Giesecke

57 East Jackson Blvd., Chicago 4, Ill.
Phone: HArrison 7-0654

Manager .....Scott Robertson

420 Madison Ave., New York 17, N. Y.

Manager.....R. T. O'Connell

Radio Accounts: Los Angeles Brewing Co. (Eastside Beer), Los Angeles; California Medical Assoc. (Health Insurance), San Francisco; Santa Fe Vintage (Santa Fe Wine), Los Angles; The Muralo Company (Paint), New York; Horsetrader Ed (Automobile Dealer), San Francisco; State Sewing Center (Sewing Machines), Seattle.

TV Accounts: Los Angeles Brewing Co. (Eastside Beer), Los Angeles; Girard's Inc. (Salad Dressing), San Rafael; Kern Food Products (Foods), Good Humor Co. of Calif. (Ice Cream), Los Angeles.

DUDLEY L. LOGAN ADV.

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Radio Accounts: Asheville Baking Co., Asheville, N. C.; Butter Krust Baking Co., Sunbury, Pa.; Carpenter Baking Co., Milwaukee, Wis.; Cotton Bros. Baking Co., Alexandria, La.; Dietzen's Bakeries, Anderson, Ind.; Dixie Maid Baking Co., Kingsport, Tenn.; Fluhrer, Bakeries, Inc., Medford, Ore.; Haller's Eagle Bakery, Inc., Altoona, Pa.; Holsum Bakers, Tampa, Fla.; Holsum Bakery, Ft. Wayne, Ind.; Lee Baking Co., Victoria, Tex.; New Process Baking Co., Chicago, Ill.; Chas. Newman Baking Co., Amarillo, Tex.; Oak Cliff Baking Co., Dallas, Tex.; Spengler's Bakery, Lewiston, Ida., (Holsum Bread); Cape Girardeau Baking Co., Cape Girardeau, Mo.; Cross Baking Co., Montpelier, Vt.; Holsum Bread Co., Salt Lake City, Utah; (Betsy Ross Old Fashioned Bread); Alfred Nickles Bakery, Inc., Navarre, O., (Toastmaster & Nickles Bread); Ungles Baking Co., Des Moines, Ia., Harvest Bread; P. F. Peterson Baking Co., Omaha, Neb.; Peter Pan Bread; Williams Bakery, Eugene, Ore.; Roman Meal Bread.

TV Accounts: New Process Baking Co. (Holsum Bread), Chicago; Oak Cliff Baking Co. (Holsum Bread), Dallas; McGough Bakeries Corp. (Betsy Ross Bread), Birmingham; Atlanta Baking Co. (Betsy Ross Bread), Atlanta; Carpenter Baking Co. (Holsum Bread), Milwaukee.

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Time Buyer.....Ruth Babick

Radio Accounts: Rit Products Corp., The Best Foods, Inc., W. F. McLaughlin & Co., Chicago Title & Trust Co., Thor Corp., Linco Products Distributing Co., Kitchen Art Foods.

TV Accounts: Jules Montenier, Inc., The Best Foods, Inc., Kitchen Art Foods, Inc., W. F. McLaughlin & Co.

LYNN-FIELDHOUSE

15 S. Franklin St., Wilkes-Barre, Pa.
Phone: 2-7182
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Radio & Media Director....W. B. Pritchard
Art Director.....C. L. Steyer
Account Executive.....R. F. Bachman

Branch Office

51 E. 42nd St., New York 17, N. Y.
Phone: MUrray Hill 2-4048

Radio Accounts: Wise Potato Chip Co. (Potato Chips), Berwick; Planters Edible Oil Co. (Peanut Oil), Wilkes-Barre; Quinlan Pretzel Co. (Pretzels), Reading; Purvin Dairy Co. (Milk), Wilkes-Barre, Pa.

TV Accounts: Wise Potato Chip Co. (Potato Chips), Berwick; Quinlan Pretzel Co. (Pretzels), Reading, Pa.

MACE ADVERTISING AGENCY, INC.

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Vice-President.....R. W. Steele
Sec.-Treas. & Gen. Mgr.....Jay J. Keith
Copy Dept.....J. R. Shullaw

Branch Office
W C U Building, Quincy, Ill.
Phone: 232

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333 N. Michigan Ave., Chicago 1, Ill.
Phone: RAndolph 6-9360
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Media Director.....Conrad Jones
Space Buyer.....Patricia Kral
Vice-Pres. & Radio Dir...Walter C. Power

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Director.....W. G. Abel
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Radio-TV Prod. Supervisor.....H. Horler
Traffice Managers.....Kay Dale, V. D. L. Dyer, Dorothy Robb, Frank Peppiatt

Branch Offices
410 Dominion Square Bldg., Montreal, P. Q.
Manager.....F. P. Gill
Radio.....Mary Moran
911 Electric Rlwy. Chambers, Winnipeg, Manitoba
Manager.....E. P. Thomson
305 Province Bldg., Vancouver, B. C.
Manager.....W. D. M. Patterson
Radio.....John Hoyland
111 Sparks St., Ottawa, Ontario
Manager.....W. F. Harrison

Radio Accounts: H. J. Heinz Co. of Canada (Food), Imperial Varnish & Color Co., Ltd., Imperial Oil Ltd. (Hockey and Baseball), I. H. Lavery & Co., O'Cedar Company of Canada, Peoples Credit Jewelers, Peoples Credit Clothiers, Provincial Tire Co., Tuckett Tobacco Limited, Henry K. Wampole & Co., Ltd., Canadian General Electric, Standard Chemical (Javex), Christie Brown, Ltd. (Food), Blue Cross Plan for Hospital Care, Leather Footwear & Allied Industries Export Corporation, Ltd., Standard Brands, Ltd., Shefford-Inger-oll Cheese, Royal Puddings, Dow Brewery, Dominion Fur Auction Sales, Intercontinental Packers, Ltd., Lake of Woods Milling Co., Stephen's Paints, Capilano Baseball (Sicks' Capilano Brewery, Ltd.), Home Oil Distributors, W. H. Malkin & Co., Ltd., Nalley's Limited, Palmers' Limited.

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V.P., Media & Research Dir. Elmer W. Forehlich
Radio Time Buyer.....Martha Ude

Radio Accounts: Champion Spark Plug, Ferry-Morse Seed Co., Pontiac Motor Div., Dow Chemical Co.

TV Accounts: Pontiac Motor Div.

MALCOLM-HOWARD

203 N. Wabash, Chicago 1, Ill.
Phone: Ran 6-7942
ABP—ANPA—APA—PPA

TV Writers-Producers.....George Janda, William Bent, Norine Freeman, Michael Brown, Stanford Kaatz
Executive-Producers.....Arthur Holland, Hal Barkun, Max Holland

Radio Accounts: Dad's Root Beer, Hollands Jewelers, Chicago Coliseum, Folerman Motors, Chicago Sun-Times, Cook County Corp. Jory Candies, Ambrosia Brewing (Nectar Beer), Legion Ice Cream Co. (Ice Cream).

TV Accounts: National TV & Electrical Living Show, Courtesy Motors (Autos), Fohrman Motors (Autos), Hudson Dealers Asso. (Autos), Hollands Jewelers, Dad's Root Beer Co. (Dad's Root Beer), Belmont Typewriter Co. (Typewriters), Ambrosia Brewing Co. (Nectar Beer), Demonstration Service Co. (Mail Order Products), Cupco Corp. (All Weather Windows), Teletronics-Sentinel (TV Sets), Chicago, Ill.; Roller Derby (Sports Event), New York, N. Y.; Rubin's (Women's Apparel), Stiffel Bradley Co. (Stiffel-Switch Lamps), Chicago, Ill.; Clinton Watch Co. (Clinton Watches).

DAVID MALKIEL ADV. AGENCY

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Phone: LI 2-1421
ABP—ANPA—APA—PPA—AAAN

Production Manager.....Julian Malkiel
Secretary.....Martha Brest

Radio Accounts: Royal Crown of New England (Soft Drinks), Canadian Ace Ale (Beer & Ale), Ace Vacuum Stores (Vacuum Cleaners), Boston, Mass.

MANSON-GOLD-MILLER, INC.

1004 Marquette Ave., Minneapolis 2, Minn.
Phone: GEneva 9619
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Vice-Pres. & Sec.....Eleanor L. Miller
Art Dir. & Prod. Mgr.....Neil Robertson
Acct. Execs.....Meyer Gold, R. P. Miller
Radio Account: Snyder Drug Stores.

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Vice-Pres. & Radio Dir.....Alvin Eicoff
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Sec. & Treas.....Louis P. Randell
Branch Office
112 E. Walton, Chicago, Ill.
Phone: WHitehall 4-7679
Vice-President .....Alvin Eicoff
Radio Accounts: House of Goddard (Quilt Lady), Galgano Dist. (Records), Chicago, Ill.; Salvit (Arthritis Pills), Jersey City, N. J.; Rig-A-Jig (Toys), Chicago, Ill.; Mercury Life & Health Insurance (Insurance), San Antonio, Tex.; De-Con, Bankers Life Insurance.
TV Account: R & F Enterprises.

MARSCHALK & PRATT CO.

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TV-Radio Director.....Curt A. Peterson
Media Director.....H. Gesregan
Asst. TV Producer.....H. Corderey
Radio Account: Esso Standard Oil Co. (Petroleum), New York, N. Y.
TV Account: Esso Standard Oil Co. (Petroleum), New York, N. Y.

MASON-RELKIN CO.

20 E. 35th St., New York 16, N. Y.
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ABP—ANPA—APA—PPA
President, Radio-TV.....Roger B. Relkin

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Secretary.....Carle E. Rollins
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Vice-Presidents.....David C. Gibson, Dr. O. L. Tinklepaugh, Jan H. Meyer
Director of Radio & TV.....Read H. Wight
Radio Time Buyer.....Edna S. Cathcart
Radio Accounts: Air Frances, American Viscose Corp., Austin Motor Co., Ltd. (England), Canada Dry Ginger Ale, Inc., New York, N. Y.; Houbigant Sales Corp., Imperial Paper & Color Corp., Judson Dunaway Corp., New York, N. Y.; Luden's, Inc., Reading, Pa.; The Pure Food Co., Inc., Mamaroneck, N. Y.; Union Carbide & Carbon Corp., New York, N. Y.
TV Account: Canada Dry Ginger Ale, Inc., New York, N. Y.

MATHISSON & ASSOCIATES, INC.

411 E. Mason St., Milwaukee 2, Wis.
Phone: Daly 8-4090
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Vice-Pres. & Trea.....I. M. Henkel
Copy Chief, Sec., Media Dir., Space Buyer.....Edward G. Ball
Radio Account: Edwards Motor Co.

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87 Weybosset St., Providence 3, R. I.
Phone: GAspee 4456-4457
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Pres., Space-Radio Time Buyer
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Radio Director.....Dorothy M. Taipe

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Branch Offices
12 E. 53rd St., New York 22, N. Y.
Vice-Pres., Gen. Mgr.....M. F. Mahoney
Radio & TV Director.....S. James Andrews
664 N. Rush, Chicago 11, Ill.
Manager.....L. J. Sholty
Radio Account: Gillette Safety Razor Co.

THE MAYERS CO., INC.

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Vice-President .....Forrest Dolan
Secy.-Treas.....James P. Shelley
Art Director.....Geo. Labadie
Production .....Edith Hemphfling
Media Director.....Madelyn Miles
Radio Accounts: Gordon Bread Co., Hoffman Candy Co., National Schools (Correspondence Courses), Adolphs Food Products (Meat Tenderizer), Pennzoil Co. (Oil & Lubricants), Sears Roebuck & Co. (Retail Department Store), Los Angeles, Calif.

TV Accounts: Sears Roebuck & Co. (Retail Department Store), Adolphs Food Products (Meat Tenderizer).

JAMES McBRIDE ADV. AGENCY

514 Neil P. Anderson Bldg., Fort Worth, Tex.
Phone: 2-4447
SNPA—ABP—APA

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Senior Producer.....Neil Reagan
Dir. of Radio-TV Commercial Copy .....Charles H. Wolfe
TV Film Director.....Frank P. Bibas
Director of Radio-TV Publicity & Promotion..James Macdonald

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114 Sansome Sts., San Francisco 4, Calif.
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.Vice-Presodents. .....Roswell Cochran, Clarence Hestorff, F. H. McCrea, Robbins Milbank

Radio Accounts: Chesebrough Mfg. Co. Cons-d., Columbia Records, Inc., International Harvester Company, National Biscuit Company, Pacific Coast Borax Co., Swift & Company, California Packing Corporation, Ohio Bell Telephone Co., S.O.S. Company, The Standard Oil Co. (Ohio), Altes Brewing Company, The Barrett Division, Bell Brand Foods, Ltd., Beverwyck Breweries, Inc., Chrysler Sales Division, Clark Brothers Chewing Gum Co., Cowles Magazines, Inc., W. P. Fuller & Co., Griesedieck Western Brewery, Leisy Brewing Co., Lucky Lager Brewing Co., Milk Foundation, Inc., Pacific Power & Light Co., Perfection Stove Co., Portland Gas & Coke Co., Publix Shirt Corp., Richman Bros. Co., So. Calif. Gas Co. and Co. Counties Gas Co., Standard Oil Company (Indiana).

TV Accounts: Altes Brewing Co., American Safety Razor Corp., American Trust Co., Beverwyck Breweries, Inc., California Packing Corp., California Walnut Growers Association, Clark Brothers Chewing Gum Co., Chrysler Sales Division, Columbia Records, Inc., Congoleum-Nairn, Inc., Cowles Magazines, Inc., Esso Standard Oil Company (Regional), Griesedieck Western Brewery, Hood Rubber Co., "Junket" Brand Foods, Lehn & Fink Corp., Leisy Brewing Company, Manufacturers Trust Company, National Biscuit Company, Pharma-Craft Corp., S.O.S. Company, Standard Oil Company Indiana (Regional), So. Calif. Gas Co. and So. Counties Go Co., The Standard Oil Co. (Ohio), Swift & Company, Westinghouse Electric Corp., Vim Electric Company.

McCORMICK COMPANY

217 E. 7th Ave., Box 1931 Amarillo, Tex.
Phone: 5333
NOAB—ANPA—APA—SNPA

Owner-Manager.....James L. McCormick
Account Executives.....John R. Forkner, R. W. Siemplelkamp
Art Director.....Alfred M. Gibbons

Radio Accounts: Shamrock Oil & Gas Corp., Consolidated Appliances, Inc.

McCREERY, QUICK & McELROY, INC.

400 Madison Ave., New York 17 N. Y.
Phone: PLaza 3-1670
AAAA—ANPA—APA—NOAB—PPA

President .....Walter McCreery
Vice-Presidents.....L. C. McElroys, James Albert Wales, John F. Quick

Vice-Pres., Treas.....Charles B. Ganz
Secretary.....Agnes R. Volk
Time Space Buyer.....Catherine Wohlpart

Branch Offices

9344 Wilshire Blvd., Beverly Hills, Calif.
President .....Walter McCreery
522 Powell St., San Francisco, Calif.
Vice-Pres. & Mgr.....Robert Selby

TV Account: Hoffman TV Corp. (Sets).

L. E. McGIVENA & CO., INC.

44 Madison Ave., New York 22, N. Y.
Phone: PLaza 3-7422
ANPA—ABP—APA—PPA—ABC

President.....L. E. McGivena
Vice-President.....Howard W. Roper
Secretary.....John W. Brennan
Art Director.....Samuel Josephs
Production Manager..O. Paul Fuerstenberg
Space Buyer.....Mrs. Marguerite Andrews
Acct. Executives.....Frank J. Byrne, Mortimer Bryans

McKEE & ALBRIGHT, INC.

1400 South Penn Square, Philadelphia 2, Pa.
Phone: LOcust 7-4737
ANPA—PPA—APA

President.....Roy J. McKee
Vice-Pres. & Treas.....David R. Albright
Vice-President.....James A. McFadden
Time Buyer.....Evelyn Walmsley
Vice-Pres., Mdse.....Howard H. Yaw
Secretary.....T. E. Libby

Radio Accounts: Western Maryland Dairy, Phila. & Reading Coal & Iron Co., General Ice Cream Corp., Castles Ice Cream Co., Breyer Ice Cream Co.

TV Accounts: General Ice Cream Co., Breyer Ice Cream Co., Phila. & Reading Coal & Iron Co., Breakstone Bros., Inc., Renuzit Home Products Co.

McKIM ADVERTISING LIMITED

Dominion Square Bldg., Montreal, Que., Can.
Phone: Lancaster 5192
ANPA—ABC

President.....James M. Baxter
Vice-Pres., Sec.-Treas.....J. W. Thain

Branch Offices

47 Fraser Ave., Toronto, Ont. Canada
Manager.....E. W. Brodie
Paris Bldg., Winnipeg, Man., Canada
Manager.....A. A. Brown
Province Bldg., Vancoucer, B. C., Canada
Manager.....W. J. Sandstrom
376 Strand, London, W.C. 2, Eng.
Acting Manager.....H. Suffell

MELAMED-HOBBS, INC.

609 Second Ave. So., Minneapolis 2, Minn.
Phone: Bridgeport 1225
ANPA—PPA—NOAB—APA—SNPA

President-Treasurer .....Louis Melamed
Vice-President.....S. E. Melamed
Secretary.....M. O. Gooder
Account Executives.....Ralph W. Hobbs, E. T. Holmgrin, Newton Stein, Glenn Knoblau, Vern Soash, A. Pacini, Roser H. Matson, H. L. Danforth
Media Director.....J. Frank Johns

Branch Offices

E. 906 First National Bank Bldg., St. Paul 1, Minn.
Manager.....E. T. Holmgren
Melamed-Hobbs, Baskin & Livingston
333 . Michigan Ave., Chicago 1, Ill.
Manager.....E. R. Livingston

Radio Accounts: Chocolate Products Co., Griggs Cooper & Co., Lan-O-Sheen, Inc., Minnesota Farm Bureau Federaton, Milk Foundation of Minnesota, Sanitary Food Mfg. Co.

ARTHUR MEYERHOFF & CO.

410 N. Michigan Ave., Chicago 11, Ill.
Phone: DElaware 7-7860
ANPA—PPA—AAAA—NOAB—APA

President.....Arthur E. Meyerhoff
General Manager.....J. H. Black
Financial Manager.....J. A. Johnston
Director of Radio & TV..Benjamin J. Green
Assoc. Radio & TV Dir.....George Rich III
Radio Time Buyer.....Carol Perel
Space Buyer.....Mary Hauser
Copy Chief.....M. E. Chon
Account Executives.....John H. Lemmon, A. E. Meyerhoff, George Grabin, Marshall Kissel, Benj. Green, George Taylor, Henry Bartenstein, John H. Black

Branch Office

759 N. Milwaukee St., Milwaukee 2, Wis.
Manager .....George Grabin

Radio Accounts: Chicago National League Ball Club, Illinois Meat Company, Milwaukee Elec. & Transport Co., Wisconsin & Michigan SS Co., Wm. Wrigley Jr. Company, Patricia Stevens Models' Finishing School, Chicago Transit Authority, Clark's Super Gas.

C. L. MILLER COMPANY, INC.

521 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-1010
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA

President.....C. L. Miller
V.P.-Treas., Radio & TV Dept..G. V. Carhart
Sec., Radio & TV Dept.....L. L. Hoffman
Secretaries.....Miss R. Driscoll, H. Rentor, F. Delaney

Branch Office

333 No. Michigan Ave., Chicago 1, Ill.
Phone: CEntral 6-1640
Manager.....I. M. Tuteur

Radio Accounts: Corn Products Sales Co. (Karo, Mazola, Linit, Niagara Starch), Curtiss Candy Co. (Baby Ruth, Butterfingers, Old Sol Bar), Doughnut Corp. of America,

Blue Channel Corp. (Harris American Crabmeat, Harris American Deviled Crabmeat).

TV Accounts: Corn Products Sales Co. (Niagara Starch), Blue Channel Corp. (Harris American Crabmeat, Harris American Deveied Crabmeat).

DAN B. MINER CO.

304 S. Kingsley Drive, Los Angeles 5, Calif.
Phone: DUnkirk 8-3301
AAAA—ABC—ABP—ANPA—APA—CAN
NOAB—PPA

President.....Dan B. Miner
Exec. Vice-Pres.....J. C. Morse
Vice-Presidents.....I. M. Greer, Hildred Sanders, Richard Glover
Secretary-Treasurer.....M. R. Sweeney
Account Executives.....J. C. Morse, I. M. Greer, Hassel Smith, Andrew Carpenter
Production Manager.....Richard Glover
Art Director.....Fred Kaplan
Media Director.....Edith Grooms
Radio & TV Dir.....Hildred Sanders
Asst. Radio & TV Dir.....Robert Black
Time Buyer.....Terri Brady

Radio Accounts: American Beauty Macaroni (West Coast Div.) (Macaroni), Los Angeles; Forest Lawn Co. (Mortuary & Cemetery), Glendale; Lakewood Park, Inc. (Houses), Lakewood Park; Interstate Bakeries Corp. (Weber Bread), Kerr Glass Mfg. Corp. (Jars, Caps & Lids), Kendall Foods, Inc. (Dog Foods), Log Cabin Baking Co. (Variety Breads), Luer Packing Co. (Fresh Meats), Los Angeles; Prepared Products Co. (Dixie Fry), Pasadena.

TV Accounts: Log Cabin Bread Co., Luer Packing Co., American Beauty Macaroni Co., Forest Lawn Co., Lakewood Park, Inc., Kendall Foods, Inc., Interstate Bakeries Corp., Smart & Finol, Ltd.

EMIL MOGUL CO., INC.

250 W. 57th St., New York 19, N. Y.
Phone: CO 5-2482
ABP—ANPA—PPA

President.....Emil Mogul
Secretary-Treasurer.....Helene Mogul
Exec. Vice-Pres.....Charles L. Rothschild
Vice-Presidents.....Seth D. Tobias, Myron A. Mahler, Rino Negri
General Manager.....Milton Guttenplan
TV & Radio Dir.....Ely Landau
Radio & TV Time Buyer...Helen Munroe
TV Producer.....Lee Reynolds
Production Manager.....Al Mauro
Art Director.....Herman Davis
Media & Research Dir.....Joel Martin
Copy Chief.....Maxwell Sapan

Radio Accounts: Barney's Clothes (Men's & Boys' Clothing), Berio Import Co. (Berio & Francesconi Oil), New York, N. Y; Gem Oil, Brooklyn, N. Y.; Napa Valley Grape Prod. (Colombo Wine), New York, N. Y.; Canadian Fur Corp. (Women's Furs), New York and New Jersey; Ronzoni Macaroni Co. (Macaroni & Spaghetti Prod.), Long Island City, N. Y.; National Shoes (Children's, Women's & Men's Shoes), Santarpia Wine & Liquor Store, New York. N. Y.

TV Accounts: Gem Oil (Oils), Brooklyn, N. Y.; Canadian (Women's Furs), New York & New Jersey; Kromark (Esquire Boot Polish), Brooklyn, N. Y.; National Shoes (Children's, Women's & Men's Shoes), New York, N. Y.; Ronzoni Macaroni Co. (Macaroni & Spaghetti), Long Island City, N. Y.

THE CHESTER C. MORELAND CO.

1104 Times-Star Tower, Cincinnati 2, O.
Phone: PArkway 1178
PPA—ABP—ANPA

President.....Chester C. Moreland
Secretary.....Walter H. Strauss
V.P. & Time Buyer.....Carl H. Press

Radio Accounts: Rainbo Baking Co., Coney Island, Inc., Coca-Cola Bottling Co., Cincinnati Times-Star.

TV Accounts: Coney Island, Inc., Coca-Cola Bottling Co., Cincinnati Times-Star, Cincinnati.

MOREY, HUMM & JOHNSTONE, INC.

350 Fifth Ave., New York 1, N. Y.
Phone: BR 9-5950
ABP—ANPA—APA—NOAB—PPA

President.....Sylvester M. Morey
Exec. Vice-Pres.....Llewellyn B. Van Doren
V.P. & Mgr. Utility & Home Appliance Dept.....Albert W. Humm
V.P. & Copy Chief.....Stanley F. Ellsworth
V.P. & Art Dir.....William G. Sutton
Secy. & Treas.....William G. Carmody
Media Director.....Frank E. McElmoyl
TV Director.....W. L. Wernicke
Exec.Exec. V.P. & Radio Dir. Llewellyn B. Van Doren
Time Buyer.....Kathryn Shanahan

Branch Office
9 Rockerfeller Plaza, New York 20, N. Y.
Phone: PL 7-8060

V.P. Chg. Midtown Office..Muriel Johnstone
Mdse. Counsellor.....Rosamond Gilmartin

Radio Accounts: Sinclair Refining Co., Richfield Oil Corp. of N. Y.

TV Accounts: Sinclair Refining Co., New York, N. Y.

RAYMOND R. MORGAN CO.

6233 Hollywood Blvd., Hollywood 28, Calif.
Phone: HEmpstead 4194
ANPA—APA—NOAB

President.....Raymond R. Morgan
Exec. Vice-Pres.....Robert C. Temple
Account Executives.....Jack Kerr, L. W. Hobson
Radio Director.....James C. Morgan

Production .....John Burton
Time Buyer.....Mary Ellen Ryan
Copy Chief.....Audrey Sharpe

Branch Office
260 California St., San Francisco 11, Calif.
Phone: DOuglas 2-6073

Affiliate
Goodkind, Joice & Morgan, Inc.
Palmolive Bldg., Chicago 11, Ill.

President.....Clyde M. Joice
Chief Executive....Raymond R. Morgan, Jr.

Radio Accounts: Planters Nut Choc. Co., J. A. Folger & Co., Los Angeles Soap Co., (White King Granulated Soap; Scotch Triple Action Cleanser; Sierra Pine Toilet Soap; Institute of Religious Service.

TV Account: Los Angeles Soap Co. (White King Granulated Soap, White King Water Softener), Los Angeles 54, Calif.

MORSE INTERNATIONAL, INC.

122 E. 42nd St., New York 17, N. Y.
Phone: ORegon 9-4600
APA—PPA—NOAB

Chairman of the Board.....A. T. Preyer
President .....J. Patterson
Exec. Vice-Pres.....M. F. House
Treasurer.....O. L. Lancaster
Space Buyer.....F. D. Davies
Mgr. Radio & TV Dept.....C. C. Slaybaugh
Export Media Mgr.....Aurora Blando
Director of Prod.....M. K. Burkett
Group Prod. Mgrs.....W. W. Williams, D. R. Quist, W. J. Berey
Sr. Art Director.....L. Szalay
Group Art Directors.....E. Ellis, S. Nagle
Art Studio Mgr.....C. Scimecca
Account Executives.....Constance Boland, Emory Ward, E. R. Korth

Radio Accounts: Vick Chemical Co. (Vick Products), The Sofskin Co. (Sofskin Hand Cream), Prince Matchabelli, Inc. (Prince Matchabelli Perfumes & Cosmetics).

MOSELLE & EISEN ADV. AGENCY

522 Fifth Ave., New York 18, N. Y.
Phone: MUrray Hill 2-4939
PPA—ANPA

Partners .....Henry Eisen, Rose Moselle
Copy Chief, Publicity Dir...Mildred Barsky
Art Dir., TV Prod....Frederick H. Cassens
Production Manager.....M. Baumstein
Media Dir., Space & Time Buyer Ruth Macdonald
Publicity Dir.....Richard E. Richman

MOSER & COTINS, INC.

10 Hopper St., Utica 3, N. Y.
Phone: 4-6141
ABP—ANPA—APA—NOAB—PPA—SNPA

Pres. & Treas.....Arthur S. Cotins
Asst. to President.....Robert MacFarland
Vice-Presidents.....James N. Brown, L. B. Reigler
Secretary.....Mrs. Mildred S. Benson
V.P. & Art Dir...A. Montgomery Huntington
Asst. Sp. Buyer..Miss Christine H. Van Dyke
Sp. Buyer & Research Dir..Miss L. B. Mang
Asst. Research Dir.....Mrs. Pearl A. Curtis
Production Manager.....Fred Michel
Merchandising Director....R. Del Dunning
Field Merchandising Dir....T. Robert Garry
Account Executives.....Arthur S. Cotins, James N. Brown, L. B. Reigler, Geo. P. Hodges, Robert F. MacFarland, Harry T. Duffy, Kenneth S. Duffes

Radio Accounts: West End Brewing Co. (Utica Club Beer & Ale), Utica, N. Y.; Animal Foundation, Inc. (Hunt Club Dog Food), Sherburne, N. Y.; C. A. Durr Packing Co. (Meat Products), Utica, N. Y.

TV Accounts: West End Brewing Co. (Utica Club Beer & Ale), C. A. Durr Packing Co. (Meat Products), Utica, N. Y.; Schwartz Bros. Cigar Corp. (Peter Schuyler Cigars), Philadelphia, Pa.

MOSS ASSOCIATES

415 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 7-7377
ABC—ABP—ANPA—APA—NOAB—PPA

President.....Joseph H. Moss
Vice-President.....Martin W. Jacobson
Copy Chief.....Chas. D. Beckman
Time & Space Buyer.....Vera Norse
Media Director.....Hal Goldin
Radio & TV Director.....Arnold O. Leeds
TV Assistant.....Adele Stulman

Radio Account: Freemantel Voice Inst. (Voice Course—records), New York, N. Y.

TV Accounts: N. Y. Red Cross Shoe Dealers (Ladies' Shoes), Hats by LEEDS (Millinery), New York, N. Y.; Nat Paterson Motors, Inc. (Auto Dealer & Service), Ozone Park, N. Y.; Jackson Motor Co. (Auto Dealer & Service), Jackson Heights, N. Y.; Dean Ross Piano Course (Piano Course), New York, N. Y.; Kay Novelties (Notions), Ziploc Co. (Watch Bands), Jersey City, N. J.; Peerless Camera Stores (Cameras & Supplies), New York Tech. Institute (Technical School), New York, N. Y.

C. WENDEL MUENCH & COMPANY

75 E. Wacker Drive, Chicago 1, Ill.
Phone: FInancial 6-3481
ABP—ANPA—PPA

President.....C. W. Muench
Account Executives.....W. O. Yocum, L. M. Bell, P. M. Fiske, C. T. Kerrigan
Mgr. Client Service.....Robert Gingrich
Media Director.....Victor Fabian
Production Manager.....Wm. G. Fisher
Radio Director.....Glenn E. Martin
Time Buyer.....Victor Fabian

Radio Accounts: Adams Corp. (Snacks—Korn Kurls), Beloit, Wis.; Monarch Brewing Co. (Beer), Chicago, Ill.; Sugardale Provision Co. (Meat Products), Canton, O.; Maurer-Neuer Co. (Meat Products), Kansas City, Mo.; A. F. Schwahn & Sons Co. (Meat Products), Eau Claire, Wis.; L. C. Forman & Sons Co. (Condiments), Pittsford, N. Y.; Fannie May Candy Co. (Candy), Fox De Luxe Foods, Inc. (Poultry), Chicago, Ill.; Pavelka Brothers (Meat Products), Cleveland, O.; Triangle Restaurant Co. (Restaurant), Chicago, Ill.; Toffenetti Restaurant Co. (Restaurant), New York, N. Y.

TV Accounts: The Griffith Laboratories, Inc. (Spices); Monarch Brewing Co. (Meats), Chicago, Ill.

NATIONAL EXPORT ADVERTISING SERVICE, INC.

405 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 9-6835
AIAA

President.....Paul R. Kruming
Vice-President.....Thomas W. Hughes
Secretary.....Joseph W. Madden
Copy Chief.....John L. Albright
Art Director.....Walter Kelly
Account Executives.....Paul R. Kruming, Joseph W. Madden, John Sweeney, Philip Gurvich
Radio & TV Directors.....James G. Zea, Alex O. de Cardenas, Sena Starr
Time Buyer.....M. K. Loo

Branch Offices

Associates offices throughout the world.

Radio and TV Accounts: American Safety Razor, Borden Co., Electric Auto-Lite, Esterbrook Pen, H. J. Heinz, Lambert Pharmacal Co., Lever Brothers (U. S.), National Carbon Co., Quaker Oats Co., Ruppert Brewery, W. R. Warner, R. Hudnut, Westinghouse.

NEEDHAM, LOUIS & BRORBY, INC.

135 S. LaSalle St., Chicago 3, Ill.
Phone: STate 2-5151
AAAA—ANPA—PPA—NOAB—APA
ABC—ABP

President.....Maurice H. Needham
Vice-Presidents.....John J. Louis, Melvin Brorby, W. Raymond Fowler, Wm. D. Horne, Jr., Wm. P. Bager, Wm. H. Ohle, Wm. R. Kinnaird
Vice-Pres. & Media Dir...Otto R. Stadelman
Vice-Pres. & Radio-TV Dir...Allan Wallace
Public Relations Dir.....John Willoughby
Sec.-Treas.....Max D. Anwyl

Branch Office

1680 North Vine St., Hollywood 28, Calif.
Vice-Pres. & Mgr.....Frank Pittman

Radio Accounts: Kraft Food Co., S. C. Johnson & Son, Swift & Co., Wieboldt Stores, Inc., Derby Foods, Inc.

NEFF-ROGOW, INC.

30 Rockefeller Plaza, New York 20, N. Y.
Phone: CIrcle 7-4230

Pres., Radio Time Buyer...William Rogow
Account Executive...Stewart Pierce Brown, Robert Rogow
Personnel Director.....Harriet Barnett

Radio Accounts: Melville Shoe Corp. (Shoes), Joseph Martinson & Co. (Coffee), Bond Stores, Inc. (Clothing), New York, N. Y.

TV Accounts: Melville Shoe Corp. (Shoes), New York, N. Y.

RALPH NELMS, INC., ADV.

318 St. Louis St., Springfield 3, Mo.
Phone: 4-2555
APA

President.....Ralph A. Nelms
Secretary.....Irene A. Cutright
Art Director.....J. H. Richards
Account Executives.....Ralph A. Nelms, James A. Nelms, Jr., J. H. Richards

Radio Accounts: Wilson Bros. Mfg. Co. (Hooked Rug Materials), Springfield; Wilke Laboratories (Poultry & Livestock Remedies), West Plains; Old Nick Seed Co. (Seed Corn & Treatment), St. Joseph; Meek Lumber Cos. (Lumber Yard Chain), Lockwood; Pioneer Products, Inc. (Cough Medicine), Hoffman-Taff, Inc. (Chemicals), Springfield; Independent Stave Co. (Wood Products), Lebanon; Reynolds Mfg. Co. (Reyco Tandem), Springfield, Mo.

GEORGE R. NELSON, INC.

208 State St., Schenectady 5, N. Y.
Phone: 4-4135

Pres. & Treas.....George R. Nelson
Vice-President.....Helen C. Nelson
Secretary.....Alice Pach
Art Director.....Arnold Hitchins
Radio, Copy, Pub. Dir.....Robert S. Cragin
TV Director.....Edward F. Flynn
Radio Time Buyer.....Anne F. Pratt
TV Time Buyer.....Sybil Van Patten
Space Buyer.....Eleanor P. Alex
Library & Research.....Alice Pach
Copy Assistant.....Pearl Veeder
Assoc. TV Prod.....Jack Landt

Branch Office

150 W. 49th St., New York 18, N. Y.
Phone: CIrcle 5-5431

Assoc. TV Producer.....Jack Landt

Radio Transcription Production Accounts: General Electric Company, Electronics Divi-

sion (G. E. Radios and TV Sets), Syracuse, N. Y.; Saratoga Association (Racing Association), Saratoga & New York, N. Y.; General Electric Company, Appliance Division (Refrigerators, Stoves, etc.), Bridgeport, Conn.; National Dairy Company (Sealtest Dairy Prods.), Benrus Watch Company (Watch Manufacturer), New York, N. Y.; Marcus Breiers' Sons (Sports Clothing), Mohawk Carpet Mills, Inc. (Rug & Carpet Mfrs.), Amsterdam, N. Y.; Stein Clothes, Inc. (Sir Little Garments), Pepsi-Cola Company, Soft Drink Mfrs.), New York, N. Y.; Spaulding Bakeries, Inc. (Spaulding Baked Products), Binghamton, N. Y.; Plough, Inc. (St. Joseph Aspirin, Mexsana, etc.), Memphis, Tenn.; Block Drug Company (Pharmacal Products), Jersey City, N. J.

Radio Accounts (*Time*): Carl Company (Department Store), Schenectady, N. Y.; William W. Lee & Co. (Save-the-Baby), Watervliet, N. Y.; A. L. Parsons & Son & Parsons, Inc. (Ford Dealer), Central Bridge and Amsterdam, N. Y.; Rudolph Brothers, Inc. (Jewelry Chain), Syracuse, N. Y.; Saratoga Association (Racing Association), New York & Saratoga, N. Y.; Industrial Bank (Banking Assn.), Schenectady, N. Y.; Rodgers Liquor Company (Liquor Distributor), Albany, N. Y.; Union-Fern, Inc. (Furniture Chain), Troy, N. Y.

Television Film Production Accounts: Pepsi-Cola Company (Soft Drink Mfrs.), New York, N. Y.; Saratoga Association (Racing Association), New York & Saratoga, N. Y.; Plough, Inc. (St. Joseph Aspirin), Mexsana, etc.), Memphis, Tenn.; National Dairy Company (Sealtest Dairy Products), New York, N. Y.

Television Accounts (*Time*): Mohawk Carpet Mills, Inc. (Rug & Carpet Mfrs.), Amsterdam, N. Y.; (NBC-TV Network Account—approximately 50 TV Stations). Allen's Appliances, Inc. (G. E. Appliance Store), Apex Department Store (Department Store), Carl Company (Department Store), Golub Corporation (Super-markets), Fox & Murphy (Sports Store), Schenectady, N. Y.; William W. Lee & Co. (Save-the-Baby), Watervliet, N. Y.; Nusbaum's (Men's Furnishings), Schenectady, N. Y.; A. L. Parsons & Son, and Parsons, Inc. (Ford Dealers), Amsterdam, N. Y.; Saratoga Association (Racing Association), Saratoga & New York, N. Y.; Wm. Sherry Tire Co. (Tire Dealer), Empire State Bedding Co. (Sealy Mattress Mfgr.), Schenectady, N. Y.; Rodgers Liquor Co. (Liquor Distributor), Albany, N. Y.; Breslaw Brothers, Inc. (Furniture Chain), Schenectady, N. Y.; Sharlet's Furniture (Furniture Store), Latham, N. Y.; Rudisco, Inc. (Dumont TV Distributors), Albany, N. Y.; Industrial Bank (Banking Association), Schenectady, N. Y.

TED NELSON ASSOCIATES

730 Fifth Ave., New York 19, N. Y.
Phone: CIrcle 6-8470

Owner & Producer.....Ted Nelson
Script Director.....Richard Diamond
TV Directors.....
Perry Bruskin, Charles Durand
Writer & Asst. Dir.....Ralph Tollnis
Composers.....Mischa & Wesley Portnoff

Radio Accounts: Edlie Electronics Corp., Delta Supply Co., Saul Birns, New York, N. Y.; Delta Photo Supply Co., Gothams Professional Basketball Team.

NEWELL-EMMETT CO.

(See Cunningham & Walsh, Inc.)

THEO. A. NEWHOFF ADV. AGENCY

529 N. Charles St., Baltimore 1, Md.
Phone: LExington 7155

AAAA—ANPA—ABP—NOAB—PPA

Partner.....Theodore A. Newhoff
Comptroller.....R. M. Newhoff
Space Buyer.....Alvera Bolland

NEWMAN, LYNDE & ASSOCIATES, INC.

Florida National Bank Bldg., Jacksonville 2, Fla.
Phone: 3-4435, 3-6285

ABP—ANPA—APA—FAAG—NOAB
PPA—SNPA

Ch. of Bd. & Treas.....M. T. Newman
President .....Hunter Lynde
Exec. Vice-Pres.....Kenneth F. Small
Vice-President.....David E. Robeson
Secy. & Pub. Dir.....Ronald G. Sercombe

Radio-TV Dept.

Exec. Vice-Pres.....Hunter Lynde
Vice-Presidents.....Allan C. Gottschaldt

Branch Office
Chamber of Commerce Bldg., Miami, Fla.
Phone: 82-9975

Vice-President.....Allan C. Gottschaldt

Radio Accounts: JAX Brewing Co. (Beer), Bond-Howell Lumber Co. (Bldg. Supplies), Southern Co. (Wine), Nickle Tackle Co. (Fishing Lure), Jacksonville, Fla.

TV Account: Jax Brewing Co. (Beer), Jacksonville, Fla.

NORTHWEST RADIO ADV. CO.

Empress Bldg., Seattle 4, Wash.
Phone: Elliott 5488

Mgr. & Radio Dir.....Edwin A. Kraft
Asst. Manager.....W. L. Paul

Radio Accounts: Rhodius Perfumes, Alaska Life.

OLIAN ADVERTISING CO.

Ambassador Bldg., St. Louis 1, Mo.
Phone: CEntral 8380

ABP—ANPA—PPA—APA—NOAB

President.....Irwin A. Olian
Vice-Presidents.....Harold A. Thomas, J. W. Goldstein
Radio Director.....Margaret H. Nelson
Account Executives.....Irwin A. Olian, H. A. Thomas, J. W. Goldstein, James Spencer, M. H. Nelson, R. Mahon

Branch Office

35 E. Wacker Drive, Chicago, Ill.
Vice-Pres., Radio-TV.....I. J. Wagner

Radio Accounts: General Grocer Co. (Topmost Foods, Manhattan Coffee), Sayman Products Co. (Sayman Soap), Pevely Dairy (Jitterbug Dairy Products & Reddi-Wip), Dining Car Coffee Co. (Dining Car Coffee), ARA Dist. Co. (Capehart TV), Mercantile Commerce Bank, Ritepoint Co. (Liters), Knapp-Monarch (Magik-Rid), G. S. Suppiger Co. (Brook's Catsup), Feld Chevrolet (Chevrolet Agency), St. Louis, Mo.

TV Accounts: Pevely-Dairy Co. (Reddi-Wip), Feld Chevrolet, Ritepoint Co., G. S. Suppiger Co., Mercantile Commerce Bank, Knapp-Monarch, ARA Distributing Co., St. Louis, Mo.

ROBERT D. ORR & ASSOCIATES, INC.

4 W. 58th St., New York 19, N. Y.
Phone: PLaza 9-8050

ABC—ANPA—NOAB—PPA

President.....Robert W. Orr
Exec. Vice-Pres.....John H. Baxter
Vice-Pres. & Asst. to Pres...Eldon Sullivan
Vice-President .....Arthur Livingston
Sec.-Treas.....Robert P. Clark
Radio-TV Director.....Stephen G. Bowen

Branch Offices

9130 Sunset Blvd., Los Angeles, Calif.
Exec.-in-Chge. .....Richard Diggs
123 New Bond St., London, England
Exec.-in-Chge.....F. A. Nicholson
96 Rue de la Victoire, Paris, France
Exec.-in-Chge. .....M. Renault

Radio Accounts: Andrew Jergens Co. (Woodbury & Jergens), Cincinnati, O.; Bosco Co., Inc., New York, N. Y.; National Guard of the U. S., Washington, D. C.

TV Account: Bosco, New York, N. Y.

OSGOOD & HAZEN

270 Park Ave., N. Y.
Phone: MU 8-7360

OWEN & CHAPPELL, INC.

595 Madison Ave., New York 22, N. Y.
Phone: PLaza 8-2400

ABP—ANPA—APA—NOAB—PPA

President.....John H. Owen
Executive Vice-Pres.....Charles Chappell
Vice-Presidents .....Marc Seixas, William J. Jost, John J. Schneider
Director of Media.....Harry Torp

Radio-TV Dept.

V.P.-Radio-TV Dir.....David Hale Halpern

Radio Accounts: National Bohemian (Beer), National Premium (Beer), Baltimore, Md.

TV Accounts: National Bohemium (Beer), National Premium (Beer), Baltimore, Md.

MERRITT OWENS ADV. AGENCY, INC.

365 New Brotherhood Bldg., Kansas City 11, Kans.
Phone: Dr 7250

ABP—ANPA—APA—PPA

President .....Merrit Owens
Vice-President.....R. Grant Neds
Production Manager.....Glenn A. Scott
Copywriter .....Virginia Bishop
Art Director.....Bernard L. Wardlow

Radio Accounts: Feld Chevrolet Company, Inter-State Moving & Stor. Co., Sulfa-Dent, Kansas City, Mo.; Davidson Brothers Motor Co., Kansas City, Kan.

TV Accounts: Zephyr Ventilated Awning Co., Joe M. O'ffill Motor Co., Kansas City, Kan.

PACIFIC ADV. STAFF

1624 Franklin St., Oakland 12, Calif.
Phone: TEmplebar 2-2885

ABP—APA

Partners.....Helen A. Kennedy, Carl W. Sickler
Assoc.....Harvey C. Scott
Production .....Robert Johnson

Radio Accounts: First Savings & Loan Assn., Prudential Realty & Finance Co., Albert Brown Mortuary, Oakland, Calif.

PACIFIC NATIONAL ADVERTISING AGENCY

605 Union St., Seattle 1, Wash.
Phone: ELiot 1401

AAAA—ANPA—NOAB—CAN

Radio Director.....Trevor Evans
Time Buyer.....G. M. Nyman
Asst. Radio Director.....Mary Peacock

Branch Offices
715 Cascade Bldg., Portland, Ore.
Phone: Capitol 1021
Milton Foland
606 Chronicle Bldg., Spokane, Wash.
Phone: Madison 4371
Vernon Cary

Radio Accounts: Fisher Flouring Mills Co. (Pancake Mix, Biskit Mix, Fisher's Blend Flour, Zoom, etc.), Washington Co-Op Farmers Assn.—Lynden Products (Canned & Boned Turkey, Chicken, Chicken & Noodles, etc.), Seattle, Wash.; Seattle-First National Bank, Federal Old Line Ins. Co. (Insurance), Seattle, Wash. & Branch towns; Hesperian Orchards (Gift Fruit), Wenatchee, Wash.; Ivar's Acres of Clams (Seafood Restaurant), Bonded Bulb Growers (Bulbs), Cowman-Campbell Paint Store (Paint), Greater Seattle, Inc. (Seafair—Aqua Follies), Pete Heiser's Kitchens (Steel Cabinets, etc.), Imperial Candy Co. (Candy), Wm. O. McKay (Ford Cars), Seattle, Wash.; Wash. State Fruit Company (Cherries, Apricots, Peaches, Pears, Prunes), Yakima, Wash.

TV Accounts: Bacchus Luggage Co. (Leather Goods), Pacific Lincoln Mercury Co. (Linc. & Merc. Cars), Seattle-First Nat. Bank, Sherman, Clay & Co. (Music Store), Fisher Flouring Mills Co. (Zoom, Biskit Mix, Pancake Mix), Washington Co-Op Farmers Assn. (Lynden Products), Seattle, Wash.

PEARSON ADV. AGENCY, INC.

250 Park Ave., New York 17, N. Y.
Phone: MUrray Hill 8-3055
PPA

President-Treasurer.....C. H. Pearson
Radio Director.....A. E. Baglis

Radio Accounts: Manufacturers Trust Co. (Banking), New York; Cooper Razor Blade Co. (Razor Blades), Brooklyn; National Home Owners Assoc., New York, N. Y.

PECK ADV. AGENCY, INC.

400 Madison Ave., New York 17, N. Y.
Phone: PLaza 3-0900
ABP—ANPA—APA—NOAB—PPA

Chairman of the Board.....Harry Peck
President .....Harry Krawit
Vice-Presidents .....Norman Mack, Sidney Alexander, Roy Gordon, Herbert Stiefel, Alfred Moss, Herman Stolley, John Schuman
Radio-TV Director.....Arthur J. Daly
Asst. Radio-TV Director....Donald Blauhut

Radio Accounts: I. J. Fox (Furs), Howard Clothes (Men's & Boys' Furnishings), Old Dutch Coffee & Caffe Espresso (Coffee), Charles of the Ritz (Cosmetics), Premier Foods (Food Products), Street & Smith Magazines (Charm, Mademoiselle, Living), Hearst Publications (Cosmopolitan, Good Housekeeping), Excelsior Frozen Meat Products (Frozen Meat Products), Julian Freirich Company (Tongue & Pork Products), New York, N. Y.; Hartford Provision Company (Meat Products), Hartford, Conn.; Teddy's Quick Frozen Seafood (Frozen Seafood), New York, N. Y.

TV Accounts: Howard Clothes (Men's & Boys' Furnishings), Old Dutch Coffee & Caffe Espresso (Coffee), Charles of the Ritz (Cosmetics), Premier Foods (Food Products), New York, N. Y.

PEDLAR & RYAN, INC.

250 Park Ave., New York 17, N. Y.
Phone: PLaza 5-1500
AAAA—ABC—ABP—ANPA—APA
BMB—NOAB—PPA—SNPA

President.....Thomas L. L. Ryan
Vice-Presidents.....T. C. Fisher, Donald R. Shaw, Jack Skolnik
Secretary.....H. C. Sutherland
Media Director.....Richard S. Bean
Time Buyer.....William G. White
Radio-TV Director.....Wilfred S. Roberts
Asst. to Director.....John M. Halpern
Program Supervisor.....Elizabeth C. Shay

Radio and TV Accounts: Procter and Gamble (Camay Beauty Shop), Cincinnati, O.; Northeast Airlines (Air Transportation), Boston, Mass.

THE PHILLIPS COMPANY

604 First National Bldg., San Diego 1, Calif.
Phone: Franklin 2122
TAAN

Partners.....William L. Phillips, Charles C. Ramsey
Account Executive.....Fred J. Volz
Time Buyer.....Robert F. Lewis
Radio Director.....Bill Mesmer

Radio Accounts: Arden Farms Co. (Dairy Products), Cox & Gregg (Roofers), General Electric Appliances (Appliance Distributor), Silver Gate Bldg. & Loan (Savings & Loan Assn.), Associated Travel Agency (Airline Travel Agency), Walker's (Dept. Store), Dennstedt Electro Mart (Electrical Appliances), Dr. G. W. Raichart (Dentist), San Diego, Calif.

TV Accounts: Arden Farms Co., Dennstedt Electro Mart, General Electric Appliance, Walker's, San Diego, Calif.

PITLUK ADVERTISING

Alamo National Bank Bldg.,
San Antonio 5, Texas
Phone: GArfield 7268
ABP—ANPA—PPA—SNPA—NOAB
APA—TAAN SAAA

President.....Jack N. Pitluk
Radio Director.....L. Gerry Spangler
Sales Manager.....Jack N. Pitluk, Jr.
Radio Time Buyer.....Sam Riklin
TV Director.....Tom Reynolds

PORTER & ASSOCIATES

8409½ Melrose Place, Los Angeles 46, Calif.
Phone: DUnkirk 8-2972

Partner-Owner, Time Buyer & Adv. Sales Manager.....Irwin T. Porter
Partner-Owner, Radio Dir. & Time Buyer.....Gertrude T. Porter
Copy Chief.....Jean Norab

R. J. POTTS—CALKINS & HOLDEN INC.

215 W. Pershing Rd., Kansas City 8, Mo.
Phone: Gr 5775
ANPA—APA—NOAB—PPA

President.....R. J. Potts
Vice-Presidents.....J. B. Woodbury, C. C. Tucker, E. A. Warner, C. L. Robinson
Secretary-Treasurer.....C. C. McMillan
Radio & TV Director.....William J. Brewer
Publicity Director.....James McQueeny

POTTS-TURNBULL CO., INC.

912 Baltimore Ave., Kansas City 6, Mo.
Phone: Victor 9400
ANPA—APA—PPA—NOAB

President.....W. J. Krebs
V.P.-Production Mgr.....D. E. Dexter
Secretary-Treasur.....C. J. Effie
V.P. & Radio Dir.....N. P. Rowe

PRATER ADV. AGENCY, INC.

705 Chestnut St., St. Louis 1, Mo.
Phone: GArfield 6490

Radio & TV Director.....Graham Black

PROGRESSIVE RADIO ADVERTISING CO.

260 E. 161st St., New York 51, N. Y.
Phone: MElrose 5-5522

Director .....Lido Belli
Time Buyer.....Catherine Termini
Radio Accounts: Bendix Washing Machine, Florsheim Shoes, Chrysler Corporation, Carter's Little Liver Pills, Conti Products, De Nobili Cigar Co., Ford Motors, Flotill Products, Gambarelli & Davitto, Inc., General Electric, General Motors, Kelvinator Refrigerators, Philco Refrigerators and Radio, Planters Edible Oil Co., Procter & Gamble, RCA Victor, S. A. Shonbrunn (Medaglia d'Oro Coffee), Warren Norge Co., Superfilm Distributing Corp., Atlantic Macaroni Co., Inc., Florence Gas Range, Maytag Washing Machine, Ossola J. Co., Pandora Cigar Co., Inc., RKO Theatre, Paradise Wines, Muntz TV, International Harvester Refrigerator, Hallicrafter TV, Etna Recording Co., Home Lines, Inc.

QUALITY PARK ADV. AGENCY

450 N. Syndicate St., St. Paul 4, Minn.
Phone: NE 7873-4
APA—ABP

President.....C. A. Ward
Vice-President.....R. J. Henderson
Prod. Mgr., Space Buyer.....D. J. Holstad
General Manager.....E. J. Petersen
Radio Dir. Chg. Research...J. H. Fischbein
Copy Chief.....J. B. Reely
Radio Accounts: Dairy Fresh Creameries, Miss Morris Candies, Zip Co., Red Wagon Pop Corn, Kennedy Products.

RADIO ADVERTISING CORP. OF AMERICA

47 Audubon Ave., Jersey City 5, N. J.
Phone: BErgen 4-2332

Pres., TV Dir., Acct. Exec..Michael A. Fiore
Vice-Pres. & Treas.....B. V. Fiore
Secretary .....Sol Chasnoff
Prod. Mgr. & Acct. Exec.....Paul Apello
Radio-TV Director.....Albert A. Fiore
Account Executive.....B. Wilman
Radio Accounts: China Clipper, Evangelistic Prophetic Testimony of Phila., Watchung Lake, D. Wolff & Co.
TV Accounts: Watchung Lake, Swimming & Bathing Resort.

THE L. W. RAMSEY ADV. AGENCY

230 No. Michigan Ave., Chicago 1, Ill.
Phone: FRanklin 2-8155

President & Secretary.....E. G. Naeckel
Vice-Pres. & Treas.....L. H. Copeland
Vice-President.....N. B. Langworthy
Art Director.....E. J. McCabe
Radio Time Buyer.....Dorothy L. Parsons

Branch Office
Hollywood 28, Calif.
Exec. Vice-Pres.....E. G. Naeckel

L. W. Ramsey Adv. Agency
Davenport, Iowa, Union Arcade
General Manager.....E. G. Naeckel
Radio Accounts: Blackhawk Brewing Co., Western Grocer Co., Michigan Mushroom Co.

THE RANDALL COMPANY

75 Pearl St., Hartford 3, Conn.
Phone: 7-1179
ABP

President.....Wilbur W. Randall
Production Manager...Muriel M. O'Connor
Art Director.....Bernard S. Vinick
Radio & TV Director.....Florence F. Grady
Radio Accounts: Bacon Bottling Company (Beverages), Hartford; Brown Thomson (Sir Allo Shoe Clinic), Hartford & New Haven; Crown Petroleum Corp. (Petroleum Products), Connecticut & Massachusetts; Geo. E. Dewey & Co. (Moving Storage),

General Electric Supply Corp. (Television, Radio), Hartford County Laundry Owners' Association, Hartford Gas Company (Public Utility), New England Laundry (Laundry), Reichlin Furriers (Furrier), Savitt Jewelers (Jewelry), Wachtel's (Dept. Store), Hartford, Conn.

TV Accounts: Crown Petroleum Corp. (Petroleum Products), Connecticut & Massachusetts; Hatry & Young (Electronics), Hartford; United Radio Supply (Radio & Television Parts), New Britain, Conn.

THE FRED M. RANDALL CO.

Book Tower, Detroit 26, Mich.
Phone: CAdillac 1-4662
ABP—ANPA—APA—PPA—ABC—NOAB

Pres. & Treas.....H. Ross Mack
Vice-President.....Hal. G. Trump
Secy. & Copy Chief.....George B. Dow
Radio Director.....R. D. Hughes
Space & Radio Time Buyer
Charles E. Foerster
Art Director.....T. E. Eklund
Production Manager.....George L. Husted
Account Executives.....H. Ross Mack.
Hal G. Trump, R. D. Hughes, Charles Foerster, Lee E. Crooks, P. F. Droege
Radio Account: Booth Newspapers.

RAYMOND ADV. AGENCY

11 Commerce St., Newark 2, N. J.
Phone: MA 2-6811
ANPA—PPA—ABP—APA

Owner.....Milton C. Tauder
Art Director.....Gorman Loss
Production Manager.....Margaret McDade
Publicity Director.....Lillian Timoney
Research Director.....Eleanore Lambeck
Radio Accounts: K. Kaufman & Co., Inc., Monroe Savings & Loan Assn., Teldisco, Inc., Union National Bank.

CHAS. DALLAS REACH CO., INC.

69 Washington St., Newark, N. J.
Phone: MArket 3-5100
AAAA—ABP—ANPA—APA—PPA

Pres. & Treas.....Chas. Dallas Reach
Vice-Presidents .....Bennett Bates, Howard Sands, Francis R. Risley
Sec. & Art Dir.....Everett Sahrbeck
Asst. Sec. & Treas.....Wm. F. Renz
Branch Office
46 W. 55th St., New York 19, N. Y.
Phone: CIrcle 5-4176
Vice-President.....Howard E. Sands
Radio Accounts: Dugan Brothers (Baked Goods), N. J. Bell Telephone, Newark, N. J.; L. E. Waterman (Fountain Pens), Koppers Co. (Coke Fuel), Curtiss-Wright Co. (Airplane), New York, N. Y.
TV Accounts: Koppers Co. (Coke Fuel), New York, N. Y.

KNOX REEVES ADVERTISING, INC.

600 First Nat'l-Soo Line Bldg.,
Minneapolis 2, Minn.
Phone: Bridgeport 7701
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA—AFA

President.....E. E. Sylvestre
Executive Vice-Pres.....Wayne Hunt
Vice-Presidents.....J. H. Sarles, Elizabeth B. Reeves, Helen A. Brown, R. W. Stafford, E. K. Pottle, Dr. A. R. Root, Russell E. Neff, K. P. Torgerson
Secretary-Treasurer.....C. L. Greenwood
Media Director.....K. P. Torgeson
Time Buyer.....Philip Archer
Branch Office
625 Market St., San Francisco 5, Calif.
Exec.-in-Charge.....H. R. Ohleyer
Phone: SUtter 1-6744
Radio Accounts: General Mills, Inc., Pacific Gamble Robinson Co., Midland National Bank, Sperry Flour Co., Art Instruction, Inc.
TV Accounts: Art Instruction, Inc., General Mills, Midland National Bank.

REINCKE, MEYER & FINN, INC.

520 N. Michigan Ave., Chicago 11, Ill.
Phone: WHitehall 4-7440
ABP—ANPA—APA—NOAB—PPA—CCA

President .....Wallace Meyer
Vice-Pres. & Treas.....C. A. Reincke
Vice-Pres. & Sec.....A. L. Reincke
Vice-Presidents .....Gordon Taylor, C. C. Stevens, J. J. Finn
Radio-TV Director.....Frank M. Baker
Space Buyer.....J. F. Brown
Radio Accounts: Anderson Co. (ANCO Wiper Blades and Arms), Cary, Ind.; Chicago, Burlington & Quincy (Railroad travel), Sterling Insurance Co. (Insurance), American Technical Society (Books), Chicago, Ill.
TV Accounts: von Schrader Mfg. Co. (Powder-ene), Racine, Wis.

THE REINGOLD CO., INC.

10 State St., Boston 9, Mass.
Phone: CApital 7-7611
ANPA—PPA—ABP—AAAA—APA

President & Treas.....Harry I. Reingold
Art Director.....Harry Goodman
Production Manager.....Robert Curley
Copy Chief.....Harry Dodsworth
Media Dir. & Radio Time Buyer
Thomas J. Rowen
Mgr. Outdoor Dept.....Burt C. Riley, Jr.
Radio Account: Hampdon Brewing Co.

EMIL REINHARDT ADV. AGENCY

1736 Franklin St., Oakland 12, Calif.
Phone: TEmplebar 2-2408
ABP—ANPA—APA

President .....Emil Reinhardt

Writer .....Dave Lane
Space Buyer.....Eleanor Shea Moreira
Account Executives.....Joseph Connor, Roland Irving
Merchandising .....James Prindiville
Production Manager.....Edward O'Mara
Radio Accounts: Kilpatrick's Bakeries, Walter N. Boysen Co., Central Bank, San Francisco Brewing Co., Tuttle Cheese Co.

REISS ADVERTISING

221 W. 57th St., New York 19, N. Y.
Phone: PLaza 7-8030
ABP—ANPA—APA—CAN—PPA—SNPA

President .....Joseph Reiss
Vice-President .....Harold Reiss
Sec.-Treas.....B. M. Reiss
V.P. in Chg. of Plans.....Jules Freedman
Radio Accounts: Decorative Cabinet Corp. (E-Z-Do Closets and accessories), S. Klein (Retail Apparel), Princess House Closets (Closets & Accessories), Arthur Brown & Bro. (Art Supplies), Aristocrat Leather Products Co. (Inner Sanctum Billfolds), New York, N. Y.; Slater Electric & Mfg. Co., Woodside, L. I.
TV Accounts: Decorative Cabinet Corp. (E-Z-Do Closets & Accessories), Princess House Closets (Closets & Accessories), Aristocrat Leather Products Co. (Inner Sanctum Billfolds), New York, N. Y.

E. W. REYNOLDS LIMITED

145 Yonge St., Toronto 1, Ont., Canada
Phone: WAverly 6157
ABC

President.....Edward W. Reynolds
Vice-President.....C. W. Reynolds
Sec. & Treas.....Fred Banks
Art Dept.....Garth Harber
Production Manager.....John L. R. Russell
Copy Chief.....N. Stuart Walton
Radio Director.....G. E. Howard
Radio Time Buyer.....Shirley Oakes
Space Buyer.....Helen Anderson
Account Executives....C. Warren Reynolds, H. D. R. Newby, H. A. Davis, J. H. Mitchell

Branch Office
Room 409, 1405 Pearl St., Montreal, Quebec
Phone: LAncaster 3745
Exec.-in-Charge.....Allan S. Morrison

FLETCHER D. RICHARDS, INC.

10 Rockefeller Plaza, New York 20, N. Y.
Phone: JU 6-5400
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA

President.....Fletcher D. Richards
Vice-Presidents.....Eugene I. Harrington, Bradley A. Walker, M. J. Casey, J. S. Davidson, Radcliffe Romeyn, Trell Yocum
Sec.-Treas .....Duane W. Beurmann
Vice-Pres. & Media Dir.....E. A. Elliot
Art Director.....John Sidebotham
Research-Mdsg. Direc.....William J. Shine
Copy Chief.....John Williams
Motion Picture Dir.....Kenneth Young
V.P., Radio & TV Dir....John S. Davidson
Time Buyer.....George Pamental
Radio & TV Copy.....S. J. Frolick
Radio Writer.....Frank Taubes

Branch Offices
Lincoln Tower, 75 E. Wacker Drive
Chicago 1, Ill.
Manager.....French L. Eason

HARRINGTON & RICHARDS: Division of F. D. Richards, Inc.
256 Sutter St., San Francisco, Calif.
Exec.-in-Charge.....Eugene Harrington
5816 Wilshire Blvd., Los Angeles, Calif.
Exec.-in-Charge.....Eugene Harrington

Radio Accounts: Natl. Sugar Refining (Quaker Sugar), Mishawaka Rubber & Woolen Mfg. Co., Argus Cameras, U. S. Rubber Co. (U. S. Royal Tires, Fisk Tires, U. S. Keds, U. S. Gaytees, Koylon Mattresses), Eastern Air Lines, Dixon Crucible Co. (Ticonderoga Pencils), Durham-Enders Razor Corp. (Enders Razor), Foremost Dairy Products).
TV Accounts: U. S. Rubber Co. (U. S. Royal Tires, U. S. Keds, U. S. Gaytees), Eastern Air Lines, Atlanta-New York; Durham-Enders (Enders Razor), New York-New Haven; Foremost Dairy (Foremost Ice Cream), New York, N. Y.

M. EVANS RICHMOND ADV. AGENCY

1518 Walnut St., Philadelphia 2, Pa.
Phone: PE 5-2334
ABP

Pres. & Radio Time Buyer
M. Evans Richmond
Art Director.....R. Bowers
Production Mgr.....D. Blaine
Account Executive.....Robert E. Hammond

Branch Office
230 Boylston St., Boston 16, Mass.
Exec.-in-Charge.....Robert S. Richmond
Yucca Vine Bldg., Hollywood, Calif.
Exec.-in-Charge.....Morey K. Reiss

R. C. RIEBEL ADV. AGENCY

151 S. 5th St., Louisville 2, Ky.
Phone: WAbash 6039-30

Owner.....R. C. Riebel
Production Mgr.....Walter W. Werle
Radio-TV Director.....Sally V. Woleven
Radio Accounts: Bank of Louisville, Burdorff Furniture Co., Cooke Chevrolet Co., Cooke Pontiac Co., Commonwealth Life Insurance Co., Howel Furniture Co., Liberty National Bank & Trust Co., Monarch Auto Co., Hurry-Up-Broadway.

LEE RINGER ADVERTISING

3142 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DU 7-8131
AAAA—ABP—ANPA—APA—PPA
NAAN—SCAAA

Production Manager.....George Plagens
Art Director.....Richard Couron
Account Executive.....C. C. Wickstrom
Copy.....P. T. Lustig
Head Radio-TV Dept.....Lee Ringer

JOHN H. RIORDAN CO.

605 Lucas Ave., Los Angeles 14, Calif.
Phone: MAdison 6-2291

Owner.....John H. Riordan
Art Director.....Elsie Beck
Space & Time Buyer.....Shirley A. Smith
Account Executives.....B. P. Lowry, F. C. McElligot, A. F. Banks

Radio Accounts: Calif. Flyers, Inc., Calif., Doyle Packing Co.

PHILIP RITTER CO., INC.

511 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-6574
ANPA—PPA—AAAA—NOAB—ABP

Pres. & Copy Chief.....Philip Ritter III

Radio Account: Bel Paese Sales Co.

RITT'S ADVERTISING AGENCY

123 E. 6th St., Cincinnati 2, O.
Phone: DUnbar 0532

Owner .....Charles Rittenhouse

Radio and TV Account: The Schoenling Brewing, Cincinnati 14, Ohio.

DAN RIVKIN AGENCY

1418 Walnut St., Philadelphia 2, Pa.
Phone: PE 5-5766

Owner .....Dan Rivkin

Radio Accounts: John Kohler (Clothing), Ford Optical Co., Phila.; Royal Shoe Stores, Philadelphia and suburbs; Spiro's Apparel, Berg Bros. (Clothing), Richards Clothes, Schulte Optical Co. (Optical), Philadelphia, Pa.

ELWOOD J. ROBINSON & CO.

1111 Wilshire Blvd., Los Angeles 17, Calif.
Phone: MUtual 6293
ABP—ANPA—APA—PPA

President.....Elwood J. Robinson
Vice-President.....Melvin A. Jensen
Secretary.....Eola E. Gass
Copy Chief.....Larry Kraft
Production Manager.....T. H. Tomlin
Art Director.....Don Dubois
Media Dir.-Time Buyer.....R. C. Neuman

Branch Office
801 Kohl Bldg., San Francisco, Calif.

Radio Accounts: Federal Savings & Loan Institute (Savings & Loan Assn.), So. California Packard-Bell Co. (Radio & TV Receivers), Great Western Savings & Loan Assn., Los Angeles; Bakersfield Savings & Loan Assn.; Culver City Auto Dealers Assn.; Wilshire Federal S. & L., Los Angeles; Loma Linda Food Products (Ruskets, Oven-Cooked Wheat, and 25 other food products), Arlington; Pioneer Savings & Loan, Home Building & Loan Assn., Cinch Products, Inc. (Cake Mixes), Los Angeles; Pasadena Building & Loan Assn., Pasadena; California Federal (Savings & Loan), Western Federal S. & L. Assn., Los Angeles.

TV Accounts: Pasadena Building & Loan Assn., Pasadena; Loma Linda Food Co., Arlington; Cinch Products, Inc., Home Building & Loan Assn., California Federal S. & L. Assn., Packard-Bell Co., Pioneer Savings & Loan Assn., Wilshire Federal S. & L. Assn., Los Angeles, Calif.

ROCHE, WILLIAMS & CLEARY, INC.

135 S. LaSalle St., Chicago 3, Ill.
Phone: RAndolph 6-9760
ABC—ANPA—APA—NOAB—PPA

President.....J. P. Roche
Treasurer.....D. J. Kelly
Vice-Presidents.....J. M. Cleary, S. Weston, Lloyd Maxwell, J. V. Gilmour, John Hayes Kelly, H. M. Collier, M. F. Williamson, W. H. Savin, George Lyman
Radio Director.....Phil Stewart
Time Buyer.....N. J. Cavanaugh

Radio Accounts: Chicago, Milwaukee, St. Paul & Pacific R. R. (The Milwaukee Road), Chicago; Hardware Mutual Casualty Co., Stevens Point, Wis.; John Puhl Products (Fleecy White Bleach, Little Boy Blue Blueing), Revere Camera Co. (Revere Cameras & Projector), National Trailways Bus System, Inc., Stewart & Ashby Coffee Co. (Stewarts Coffee), Chicago; The Studebaker Corp., South Bend, Ind.

TV Accounts: Stewart & Ashby Coffee Co., Chicago; The Studebaker Corp., South Bend, Ind.

ROCK ADVERTISING AGENCY

1165 Broadway, New York 1, N. Y.
Phone: MUrray Hill 9-3850
ABP

Owner-Copy .....Allan Rock
Art Director.....Ken Saco
Space Buyer.....Sally Winston
Radio Manager.....Irwin Winehouse
Account Executive.....George M. Weinstein

ROGERS & SMITH ADV. AGENCY

20 North Wacker Dr., Chicago 6, Ill.
Phone: DEarborn 2-0020
ABP—ANPA—APA—PPA—SNPA—NOAB

Chairman.....Howard N. Smith, Sr.
President.....Walter E. Smith
Exec. Vice-Pres.....Ray H. Reynolds
Vice-President.....Howard N. Smith
Treasurer.....George C. Huppertz

Secretary.....Olive A. Kinloch
Vice-Pres. & Copy Chief...Robert L. Headen
TV Director.....Charles A. Prince
Account Executives.....W. E. Smith, R. H. Reynolds, G. C. Huppertz, J. M. Wentsel

Branch Offices

Reserve Loan Life Bldg., Dallas 1, Tex.
Chairman.....Howard N. Smith, Sr.
President.....Walter E. Smith
Asst. Treas., TV Direc....Charles A. Prince
Art Dir. (Dallas).....Marvin Krieger
Vice-Pres. & Radio Dir.....Marie Callahan
Copy Chief.....M. Stewart

1004 Baltimore Ave., Kansas City 6, Mo.
Chairman.....Howard N. Smith, Sr.
President.....Walter E. Smith
Vice-Pres. Manager.....J. W. Coy
TV Director.....Charles A. Prince

ROIZEN ADV. AGENCY, INC.

291 Delaware Ave., Buffalo 2, N. Y.
Phone: CLeveland 5975
AAAA—ABP—PPA
Pres., Treas., Space & Time Buyer Manus Roizen
Vice-President .....Samuel Sapowitch
Secretary .....Edith Roizen
Art Dir. & Production Mgr..C. John Ginther
Asst. Production Mgr.....Frank Landau
Personnel Dir. & Librarian.M. Loreen Flynn
Radio Dir., TV Time & Space Buyer David I. Levy, Robert F. Frank

Radio Accounts: Music House (Record and Musical Instrument stores), Pfeiffer's Food Products, Inc. (Salad dressings), Sattler's (Department Store), Studebaker Dealers Assn. (Cars and Trucks), Buffalo, N. Y.

TV Accounts: Sattler's, Pfeiffer's Food Products, Studebaker Dealers Assn., Buffalo, N. Y.

RONALDS ADV. AGENCY, LTD.

1440 St. Catherine St. W., Montreal, Can.
Phone: Plateau 4803
AAAA—ABC—ANPA—BMB—CAN
NAAN—PPA
President.....Russell C. Ronalds
Vice-President.....F. deB. Walker
Vice-President (Toronto) .....R. J. Avery
Treasurer..... Angus Ahern
Radio Director.....Frank Starr
Asst. to Radio Director.....S. B. Hayward

137 Wellington St. W., Toronto, Can.
Vice-President & Radio Dir.....R. J. Avery
Asst. to Radio Director.....J. A. Reynolds

Radio Accounts: Dominion Government (Army, Canada Savings Bonds), Ottawa; Canadian Industries Ltd. (Agricultural Chemicals Div., Paint & Varnish Division), Montreal Shoe Stores (Footwear), Canada Packers Ltd. (Meats), Bovril (Canada) Ltd. (Bovril), Canadian Arena Co., Bristol Myers, Tintex, Montreal; L. K. Liggett Co. Ltd., Rexall Drug Co. Ltd., Niagara Finance Co. Ltd., Trans-Canada Credit Corp., Toronto; Elizabeth Arden of Canada, Ltd., Grissol Bread Specialties Ltd. (Breadsticks); Necchi Sewing Machines (Canada) Ltd. Montreal; Boswell Brewery (Beer), Quebec, Can.

CHARLES EDSON ROSE CO.

100 East Chicago Ave., Chicago Ill, Ill.
Phone: Superior 7-3486
ANPA—PPA—ABP—APA
Owner.....Charles E. Rose
Art Dir.....Norman Helford
Space & Radio Time Buyers.William Perry, M. B. Cooper

Radio Accounts: Auto Accessory Co., Charms & Cain, H. C. Evans & Co., Lombardo Wine Co., Nu-Dell Mfg. Co., Winkenweder & Ladd, Inc.

WILLIAM GANSON ROSE, INC.

Williamson Bldg., Cleveland 14, O.
Phone: TOwer 1-6171
Pres., Treas., Radio Dir. William Ganson Rose
Vice-Presidents.....Frank Pelton, L. C. Brown
Prod. Mgr.....Ina M. Peters

Branch Office

3719 Reading Rd., Cincinnati 29, O.
Manager.....L. C. Brown

Radio Accounts: Bailey Co., Cleveland Foundation, Higbee Co., Mass. Mutual Life Insurance Co., Public Square Relations.

ROSE-MARTIN, INC.

21 W. 46 St., New York 19, N. Y.
Phone: LUxemburg 2-3550
ABP—ANPA—APA
President.....Irl W. Rose
Secretary-Treasurer.....John B. Martin
Vice-President.....Vaughn G. Hannington
Media Director.....G. M. Rundbaken
Production Manager.....John A. Boulle
Art Director .....Andrew K. Nelsen
Comptroller & Off. Mgr....H. J. Carmichael
Account Executive.....Irl W. Rose 2nd, Vaughan C. Hannington, John A. Boulle

Radio Accounts: Public National Bank & Trust Co. of New York.

IRVING ROSEN ADVERTISING

230 Fifth Ave., New York 1, N. Y.
Phone: Oregon 9-1926
Buyer .....Irving Rosen
Production Mgr.....E. Wayne

Radio Accounts: Fur Dressers & Fur Dyers Assn., The Wenley Co., New York, N. Y.

ARTHUR ROSENBERG CO., INC.

570 7th Ave., New York 18, N. Y.
Phone: CHickering 4-4420
ABP—ANPA—NOAB—PPA—APA
President.....Wm. H. Saul
Vice-Pres.....Samuel Rubenstein
Secretary .....A. A. Rosenberg
Treasurer.....Harold Chartow

Copy Chief.....Ruth Sloan
Radio & TV Div.....Benjamin A. Rosenberg
TV Director.....Robert Kirchbaum
Radio Accounts: Myer . 1890 Beverages, Miner's Inc.
TV Accounts: Monarch-Saphin (Retail Store), New York.

A. JAMES ROUSE CO.

521 N. LaCienega Blvd.,
Los Angeles 48, Calif.
Phone: BRadshaw 2-5608
ABP—APA

Owner—Acct. Exec.....A. James Rouse
Art Director.....John Fish
Radio-TV Time Buyer.....Richard Freed
Space Buyer.....Dorothy Bogert
Bookkeeper..... Eleanor Dorfman
Radio Accounts: B.F.P. Enterprises (Toys); House of Fabrics (Fabrics), Los Angeles, Cal.

RUDER & FINN

152 E. 62nd St., New York, N. Y.
Phone: TEmpleton 8-8650

Partners.....David Finn, William Ruder
Copy Chief.....Jeanne M. Cornell

CHARLES L. RUMRILL & CO., INC.

339 East Ave., Rochester 4, N. Y.
Phone: BAker 4340
AAAA—ABP—PPA—ANPA

President.....C. L. Rumrill
Vice-Presidents..G. M. Prince, H. R. Hanson
Secy-Treasurer.....G. G. Wallington
Prod. Mgr.....H. H. Thompson, Jr.
Radio Accounts: Gold Tone Studios, The Pleasant Valley Wine Co., Brighton Place Dairy.

LOWE RUNKLE CO.

1365 First Natl. Bldg., Okla. City 2, Okla.
AAA—ABP—APA—PPA—SNPA

President .....Lowe Runkle
Vice-Pres. .....Roger Pishny
Secretary-Treas. .....Irene Gammel
Production Mgr.....Lois Rea
Acct. Execs.: Harold Kranz, Lowe Runkle, Roger Pishny, Howard Neumann.
Dir. of Radio.....George L. Linn
Dir. of TV.....Howard Neumann
Radio Accounts — Arkansas City Flour Mills (Flour), Arkansas City, Kans.; Cain's Coffee Co. (Coffee, Tea, Spices), Dryer, Clark & Dryer Oil (Motoroil, Gasoline), Dulaney's (Appliance Distributors), The Evans Co. (Furniture), Oklahoma City, Okla.; Johnson Dairy Co. (Milk, Butter, Ice Cream), Norman, Okla.; Kerr's, Inc. (Dept. Store), Liberty Natl. Bank (Banking Needs), Merit Mills, Inc. (Feeds), Okla. Operating Co. (Laundries), Oklahoma City, Okla.; Ridd Laboratories (Medicated Powders), Seattle, Wash.; Simpson Auto Co. (Fords & Service), Southwest Machinery Co. (Caterpillar Tractors), Oklahoma City, Oklahoma City, Okla.

TV Accounts—Bell Clothing (Men's Clothing), Oklahoma City, Okla.; Dulaney's (Appliance Distributors), Oklahoma City & Tulsa, Okla.; Johnson Dairy Co. (Milk Products), Norman, Okla.; Kerr's, Inc. (Dept. Store, Shoes, Appliance), Kimberlings, Inc. (Grocery & Market), Okla. Operating Co. (Laundries), Plaza Court Music Co. (TV Sets & Pianos), Oklahoma City; Ridd Laboratories (Medicated Powers), Seattle, Wash.; Southwestern Bell Telephone (Public Relations), Hyde Drug Co. (Drugs, etc.), Oklahoma City.

RUTHRAUFF & RYAN, INC.

405 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 6-6400
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA

Chairman of the Board...Frederick B. Ryan
President .....Frederick B. Ryan, Jr.
Exec. V-P & Treas.....Cal J. McCarthy
V-P & Ch. Advisory Com.....S. Schwinn
V-P & Asst. Treas.....J. B. Ball
V-P, Dir. of Radio & Tel...Willson M. Tuttle
V-P, Network Rel. & Program & Talent Dev. .....Thomas G. Slater
Mgr. of Television Dept.....Grant Y. Flynn
Prod. Mgr. .....John G. Cole
Script Editor .....Sidney Slon
Network Time Buyer...Bernard Rasmussen
Dir. of Publicity.....Bernard Zwirn
Exec. Prod. of Telev. Films..Marshall Grant
Producer....Winston O'Keefe, David Nyren
Senior Director .....Robert S. Steel
Producer-Director .....Stanley B. Wood
Canadian Coordinator & Asst. Television Director .....Louis de Milhau
Casting Director .....Katherine McMahon
Director .....Tony Wilson
Television Art Director.....Pud Lane
Asst. Prod. of Telev. Films Norman Matthews
Asst. Supervisor.....Roly Howe
Dir. of Radio & Television Continuity Bill Russell
Dir. of Radio & TV Cont....Frank Dennis

Branch Offices
360 North Michigan Ave., Chicago 1, Ill.
Phone: FINancial 1833

Western Manager.....Paul E. Watson
Chicago Manager.....William P. Littell
Sr. Vice-President .....P. E. Watson
Sr. Vice-President .....W. P. Littell
Director .....R. W. Metzger
Charge of Production.....N. E. Heyne
Time Buyer and Bus. Mgr.....Holly Shively
Asst. Time Buyer.....Victor Lund
Commercial Director.....Irene Small
Producer (TV) .....Lee Randon
Producer (AM) .....Warren Johnson
Producer (TV-AM) .....Frank Blotter
Producer (TV) .....James Taylor
Producer (AM-TV).....Walter Daspit

Branch Offices
7430 Second Blvd., Detroit 2, Mich.
Vice-President .....Todd Reed
7 West Hamilton St., Baltimore, Md.
Manager .....T. H. Reese, Jr.
Carew Tower, Cincinnati 2, Ohio
Vice-Pres. & Manager....John L. Magro
P. O. Box 5086, Dallas, Texas
Manager .....Roger Bacon
812 Olive Street, St. Louis 1, Mo.
Senior Vice-Pres. .....Oscar A. Zahner
712 Main Street, Houston 2, Texas
Vice-Pres. & Mgr.....W. Van A. Combs
1218 Third Ave., Seattle 1, Wash.
V.P. & Manager.....F. G. Mullins
235 Montgomery St., San Francisco 4, Cal.
V.P. & Manager.....H. V. Nelson
1680 No. Vine St., Hollywood 28, Cal.
V.P. & Manager.....J. O. Weiser
2 Toronto St., Toronto, Ontario
Manager .....Gordon Ralston

Radio and TV Accounts: Adler Co., Allied Florists of Chicago, American Airlines, American Kitchens, American Safety Razor Corp., American Television Dealers and Mfrs., Baldwin Piano Co., Beltone Co., Burgess Batteries, Chrysler Corporation, Dodge Div., Consolidated Royal Chemists, Delaware, Lackawanna & Western Coal Co., Demert and Dougherty, Dodge Dealers Association of Boston, Chicago, Cincinnati, Cleveland, Columbus, Greater Detroit, Metropolitan New York, Los Angeles, Pittsburgh, St. Louis, Seattle, Toledo, Dr. Pepper Co., Edwards Coffee Co., Electric Auto-Lite Co. of Canada, Frankenmuth Brewing Co., Galveston-Houston Breweries, Garrett and Co., General Shoe Co., Goodall Co., Greisedieck Brothers Brewery, Gunther Brewing Co., Guthrie Biscuit Co., Hancock Oil Co., Hollywood Candy Co., Ken-L-Products, Div. of Quaker Oats Co., Krey Packing Co., Lever Brothers Co., Lever Brothers Ltd., Lewis-Howe Company, Thomas J. Lipton, Thomas J. Lipton, Ltd., Lucky Lager Brewing Co., Motorola, Inc., Arthur Murray School of Dancing, Pepsodent Company of Canada, Ltd., Pharma-Craft Co., Reddi-Wip Co., Red Top Brewing Co., Ritter Furniture Co., Morris B. Sachs, Safeway Stores, Sears Roebuck, Shakespeare Co., A. E. Staley Mfg. Co., Sterling Brewers, Tower Grove Bank and Trust Company, United Wallpaper Co., Vim Stores, Western Reddi-Wip Company, William Wrigley, Jr. Co.

LEWIS EDWIN RYAN

726 Jackson Place, N. L., Washington 6, D. C.
Phone: Re. 7606-7-8
AAAA—ABP—ANPA—PPA—SNPA—APA
Owner .....Lewis Edwin Ryan
Treasurer.....Preston B. Coiner
Art. Dir. .....William N. Clifford
Prod. Mgr.....David F. DeYoung
Copy Chief.....Harry A. Lyles
Space Byr. & Radio Time Byr..
Laura D. Baker
Radio TV Div.....William J. Green
Account Executives.....J. Robert Corry, Robert Ames, John F. Hardie, Gordon Manchester, Wm. R. Doores

BEN SACKHEIM, INC.

The Plaza, 2 West 59th St., New York 19, N. Y.
Phone: PLaza 9-5141
ABP—ANPA—APA—NOAB—PPA
President .....Ben Sackheim
Exec. Vice-Pres.....Lloyd G. Whitebrook
Vice-President.....Herbert L. Steiner
Secretary.....M. A. Parmenter
Treasurer.....Leonard H. Spring
Copy Chief.....Anne Green
Art Director.....Arthur Singer
Production Manager.....Hugh A. Gigante
Fashion Promotion Director..Ruth Hammer
Radio-TV Dept.
Research Director.....Sylvia Sackheim
Assoc. Res. Dir.....Robert E. Williams
Radio & TV Time Buyer..Leonard H. Spring
Account Executives.....Jerome G. Hahn, Ezra Millstein, George B. Pampel, Glenda Sullivan, Lloyd G. Whitebrook, Herbert L. Steiner

Radio Accounts: The Autoyre Company (Kitchen and Bathroom Accessories), Oakville, Conn.; Amalgamated Clothing Workers of America, New York State Democratic Committee (Public Information), Peter Pan Foundations, Inc. ("Merry-Go-Round" Brassieres), Miss Swank, Inc. (Slips and Pajamas), New York, N. Y.

TV Accounts: Davega Stores Corp. (Retail Sporting Goods and Appliance Chain), New York State Democratic Committee (Public Information), New York, N. Y.

ST. GEORGES & KEYES, INC.

250 Park Ave., New York 17, N. Y.
Phone: PLaza 5-1180
ABP—ANPA—PPA—ABC
President .....Maubert St. Georges
Exec. V.P., Radio Dir...Stanley J. Keyes, Jr.
Treasurer.....John H. Vesely
Vice-Pres.-Art Director...Alfred A. Anthony
Production Manager.....William Korcak
Media Dir.....James J. Freeman
Publicity Director.....John C. Gourlie

Branch Offices
2112 N. Charles St., Balitmore 18, Md.
Manager..... Arthur Booth
Phone: Saratoga 3900

Radio Accounts: Benj. Moore & Co. (Paints), N. Y.; Bisceglia Bros., Wines, Fresno, Calif.; Davison Chemical Corp., Baltimore, Md.; Lawrence Laboratories (Sulfoam Shampoo), Brooklyn, N. Y.

TV Accounts: Revere Copper and Brass (Revere Ware), Lawrence Laboratories, Bisciglia Bros. Wine Corp., Berk's-Lehigh Cooperative Fruit Growers, Inc.

SALESVERTISING ASSOCIATES, INC.

1202 Dickens Ave., Chicago 4, Ill.
Phone: Graceland 7-2350

President .....Douglass Doolittle
Secy.....G. S. Doolittle

RICHARD SALINGER, ADV.

99 Chauncey St., Boston 11, Mass.
Phone: Li. 2-5332

Pres., Copy Chief, Rep. & Radio Time Buyer.....Richard Salinger
Art, Media, TV & Publ. Div...Irving I. Sacks
Prod. Mgr., Research Dir.....Jos. W. Bourke

Radio Accounts: Kussell Furs, Lehrburger & Asher (Furs), Stasey-Moore (Furs), Touraine Stores (Women's Specialty), Kay Jewelry, Co., Boston, Mass.

TV Accounts: Lehrbuger & Asher (Furs), Boston, Mass.

SALOW & ASSOCIATES

82 Lexington Ave., Passaic, N. J.
Phone: GRegory 3-1414
ABP—ANPA

Acct. Execs: H. H. Salow, Frank Lindsay, Paul Josephson.
Art Director .....Donald Canter
Copy Chief.....Margaret Tepper
Production Dir.....William Hiapchak
TV & Radio....Paul Josephson, H. H. Salow

TV Accounts: Tel-O. Tube Corp. of America (Cathode Ray Tubes), E. Paterson, N. J.; Charles Berman (Floor Coverings), Paterson, N. J., Arrow Elec. Corp. (TV & Major Appliances), Passaic, N. J.

WALKER SAUSSY ADVERTISING

318 Carondelet St., New Orleans 12, La.
Phone: Magnolia 3218
ABP—ANPA—NOAB—PPA—SNPA

Owner .....Walker Saussy
General Manager.....W. S. Pleasants
Account Executives.....Moise Bloch
Charles Bloom, II, John Arthur, P. J. Stakelum, Jr.
Art Director.....J. J. Wolf, Jr.
Copy Chief & Acct. Exec.
Dorothea Schlesinger
Office Manager.....Alvin Camus

Radio-TV Dept.
Production Mgr.....Edmond B. Martin, Jr.

Radio Accounts: American Brewing Co. (Regal Beer), New Orleans, La. & Miami, Fla.; Elmer Candy Co. (Elmer Candies), Holsum Bakeries, Inc. (Holsum Bread), Petrolane Gas Co. (Butane & Propane Gas), Wm. B. Reily Co., Inc. (Luzianne Coffee & Tea), Stephens Buick Co. (Parking & Service), Wembley, Inc. (Men's Neckties), New Orleans, La.

TV Accounts: American Brewing Co. (Regal Beer), New Orleans, La. & Miami, Fla.; Elmer Candy (Elmer Candies), Holsum Bakeries, Inc. (Holsum Bread), Wm. B. Reily Co., Inc. (Luzianne Coffee & Tea), Stephen Buick Co. (Parking & Service), New Orleans, La.

FRANK B. SAWDON, INC.

480 Lexington Ave., New York 17, N. Y.
Phone: PLaza 5-2516

President.....Frank B. Sawdon
V-P, Radio-TV Dir.....Jerry Bess
Treasurer.....Frank B. Sawdon
Secretary.....Victor Sawdon
Acct. Execs.....Frank B. Sawdon, Jerry Bess

Branch Office
75 E. Wacker Drive, Chicago, Ill.
Phone: Dearborn 2-0826

Office Manager .....Marty Hogan

Radio Accounts—Robert Hall Clothes, Inc. (Men's, Women's & Children's Apparel), New York, N. Y.; Abelson's, Inc. (Jewelers), Newark, N. J.; Small's, Inc. (Jewelers), Rochester, N. Y.; Bond Television (Manufacturers of TV Sets), Oklahoma Oil Products (Gas & Oil Products), Chicago, Ill.

TV Accounts—Robert Hall Clothes, Inc. (Men's, Women's & Children's Apparel), New York, N. Y.; Abelson's, Inc. (Jewelers), Newark, N. J.

SCHECK ADV. AGENCY, INC.

9 Clinton St., Newark 2, N. J.
Phone: Market 2-0480
ABC—ABP—NOAB—ANPA—APA—PPA

President..... Julius Scheck
V. P. & Treas.....Morris Scheck
V. P. .....E. Grant Scheck
Art Dir. .....Ernest D. Barnham
Prod. Mgr.....Henry R. Scheck
Copy Chief .....Carlton S. Smith
Space Buyer.....Frank M. Craumer
Radio & TV Dir.....E. Grant Scheck
Account Executives....William H. Andrews, E. Grant Scheck, Morris Scheck, Julius Scheck.

Radio Accounts: Charms Co. (Charms Candy), Asbury Park, N. J.; Fischer Baking Co. (Baked Goods), Newark, N. J.; Phila. Dairy Products Co. (Ice Cream), Philadelphia, Pa.; Reddi-Wip Corp. of N. J. (Reddi-Wip Topping), Harrison, N. J.

TV Accounts: Fischer Baking Co. (Baked Goods), Hanovia Chem. & Mfg. Co. (Health Lamps), Newark, N. J.; Michaels Bros. Dept. Store, New York; Charms Candy, Asbury Park, N. J.; American-Limoges (Dinner Ware); Marlon Confections, New York; Holiday Motors, Newark, N. J.

SCHENKER COMPANY

2301 Wabansia Ave., W., Chicago 47, Ill.
Phone: ARmitage 6-1600

Pres., Media Dir., Space Buyer
Sydney R. Raike
Vice-Pres.....J. E. Schenker
Art Dir.....M. Rickabaugh
Radio Time Buyer & Prod. Mgr.
Space Buyer .....C. D. Domin

Account Executives .....S. R. Raike, J. E. Schenker, C. D. Domin

SCHOLTS ADVERTISING SERVICE

1201 W. 4th St., Los Angeles 13, Calif.
Phone: MIchigan 2396

President.....Wm. G. Scholts
Radio Director .....T. D. Scholts
Art Director .....L. G. Mynro

GORDON SCHONFARBER & ASSOCIATES, INC.

58 Weybosset St., Providence 3, R. I.
Phone: GAspee 1-4813-4-5
ABP—ANPA—APA—NOAB—PPA—AAAN

Pres. & Treas.....Gordon Schonfarber
Vice-President.....Russell C. Edwards
Secretary.....Amanda C. J. Olsson
Radio & TV Director.....Claire R. Grenier
Account Executive.....Gordon Schonfarber

Radio Accounts:Colonial Laundries (Laundry-Cleaning-Storage), Gladding's, Inc. (Dry Goods), Old Colony Co-operative Bank (Savings & Loan), Providence; Tilden-Thurber, Inc. (Jewelers & Silversmiths), Providence, R. I., United Electric Railways (Public Transit), Providence, R. I.; Washington Trust Co. (Commercial Bank), Westerly, R. I.

SCHWIMMER & SCOTT, INC.

75 E. Wacker Drive, Chicago 1, Ill.
Phone: DEarborn 2-1815
AAAA—ABP—ANAPA—PPA—APA

Pres. & Treas.....R. J. Scott
Vice-Pres.....W. Schwimmer
Copy Chief .....L. Krakover
Media Dir.....E. Vanderploeg
Art. Dir.....A. Thaler
Secretary .....H. Heilig
Acct. Execs.....E. Guy, C. H. Lillienfeld, Fred Vosse, Gene Colin, Robert Knapp, Holman Faust
Radio Dir.....Earl Bronson

Radio Accounts: Chicago Stadium, Congress Cigar Co., Puritan Co. of America, Salerno-Megowen Biscuit Co., Shutter Candy Co., Walgreen Co., Hawthorne-Mellody Farms Dairy, Dutch Mill Candy Co., National Tea Co. (Chicago, Ill.; Milwaukee, Wis.; Indianapolis, Ind.; Minneapolis, Minn.), Spiegel's, Inc., Chicago, Ill.; Helzberg's (Jeweler's), Kansas City, Mo.; Coronet Magazine, Lehon Co. (Mulehide Roofing), London House Rest, F. & F. Laboratories (Cough Lozenges), Continental Soap Co. (Bubbulated Fazt), American Frigid Dough Co. (Frozen Foods), Cain's English Muffins, Goodman Bros. (Yarns), Nu-Enamel Corp., Chicago; Nicolay-Dancy, Inc. (Nu-Era Potato Chips), Sanford Ink Co. (Inks & Adhesives), Bellwood, Ill.; Citrus Products Co. (Kist-Bottled Orange Juice), Glaser-Crandall Co. (Everbest Preserves), Erie Clothing Co. (Men's Clothing), Chicago, Ill.

SCOTT'S AGENCY, INC.

11 Pemberton Sq., Boston 8, Mass.
Phone: CApitol 7-2425

Pres., Treas., Space Buyer, Radio Dir. & Buyer Radio Time.....George L. Stingel
Secretary.....Edith M. Ripley

J. B. SEBRELL ADV. AGENCY

300 S. Los Angeles St., Los Angeles 13, Calif.
Phone: Madison 9397
ABP—APA

Owner & Director.....J. B. Sebrell
Media.....P. W. Thomas
Acct. Executives....Harry Page, K. T. Pyle, Ann McKechnie, Dean Henry
Radio Director .....J. B. Sebrell
Television & Time Buyer.....P. W. Thomas

Radio Accounts: D. P. Bushnell Importers (Binoculars), Pasadena; Eject Donut Sales (Donut Makers), Children's Mart (Toys), Budro (Hardware), Los Angeles, Calif.

TV Accounts—Same as above.

RUSSEL M. SEEDS CO., INC.

919 No. Michigan Ave., Chicago 11, Ill.
Phone: DELaware 7-1045
ANPA—APA—PPA

President .....Freeman Keyes
Exec. Vice President.....George Bayard
Vice-Presidents.....A. D. Keyes, Paul Richey, Harry M. Maus, H. B. Goldsmith, Jr., Hub Jackson, Fred W. Swanson, John H. Miller
Treasurer .....Jack Harding
Secretary.....E. V. Owen
Director of Res.....James Witherell
Art Director.....Jerry Bryant
Time Buyer .....Merle Myers
Space Buyer .....A. H. Bergsten
Media Dir.....Hub Jackson
Media Res.....Katherine Messick
Radio-TV Director.....Jack Simpson

Branch Offices

Lemcke Bldg., Indianapolis 4, Ind.
Phone: Market 1395

V.P. in Chg.....Paul Richey

1469 N. Vine St., Hollywood 28, Calif.
Phone: Hudson 2-1206

Manager.....Lionel C. Place

Radio Accounts—American Medical Assn., Brown & Williamson Tobacco Corp. (Raleigh Cigarettes, Wings Cigarettes, Tube Rose Snuff, Bugler Tobacco, Avalon Cigarettes), Louisville, Ky.; H. Fendrich Inc. (La Fendrich & Chas. Denby Cigars), Evansville, Ind.; Fitzpatrick Bros. (Kitchen Klenzer, Automatic Soap Flakes), Chicago, Ill.; House of Crane (Londonaire Pipes & Tobacco), Indianapolis; The Pinex Co. (Cough Syrup), Fort Wayne, Princeton Farms (Popcorn), Princeton, Ind.; The Procter & Gamble Co. (Tide), Cincinnati, O.; C. H. Wallerich Co. (Chrysler & Plymouth Distributors), Indianapolis, Ind.

TV Accounts: Princeton Farms (Popcorn), Princeton, Ind.; W. A. Sheaffer Pen Co. ("Touchdown Pens), Fort Madison, Iowa.

ROSCOE W. SEGAR ADV.

2125 N. E. 48th Ave., Portland 13, Ore.
Phone: TRinity 3445

Owner, Space Byr. Radio Div...R. W. Segar
Sec.-Treas., Acct. Exec.....D. D. Segar
Radio Accounts: Spot: Geo. B. Wallace Co., Niklas & Son.

FREDERICK SEID ADV.

127 Montgomery St., San Francisco 4, Calif.
Phone: GArfield 1-0360
ABP—ANPA

Owner-Acct. Exec.....Frederick Seid

SEWELL, THOMPSON & CAIRE

852 Carondelet St., New Orleans, La.
Phone: Tu 2251
SNPA—ABP—AAAN

President .....Granville Sewell
Vice-Pres...R. V. Caire, Kenneth Thompson
Production Mgr.....Ken Franz
Account Executives.....Lamie Chatelaine
TV Accounts: Dixie Beer.

SHAFFER, BRENNAN, MARGULIS ADV. CO.

4 No. Eighth St., St. Louis 1, Mo.
Phone: MAin 2579
ANPA—APA—PPA

Partner-Space Buyer.....S. I. Rosenfeld
Partner-Space Buyer-Radio Dir.
Sam B. Margulis
Account Execs. & Space Byrs..S. B. Margulis, S. I. Rosenfeld, R. W. Bickelhaupt, Sidney Nehmen.

ED SHAPIRO ADVERTISING

703 Fox Bldg., 1612 Market St.,
Philadelphia 3, Pa.
Phone: LO 4-2877
ANPA—ABP

President .....Edward Shapiro
Vice-Presidents.....H. H. Shapiro, Leonard Goldsmith
Account Executives.....George Mallis, Edward Shapiro, H. H. Shapiro, L. Goldsmith, L. N. Cohann
Secretary .....Martin Sacks
Media Dir.....R. Goddes

JOHN W. SHAW ADVERTISING, INC.

222 N. LaSalle St., Chicago 1, Ill.
Phone: DEarborn 2-5082
ANPA—APA—PPA—NOAB

President & Treas.....John W. Shaw
Secretary.....Augusta Young
Copy Chief.....Frank Walsh
Radio Accounts: Jacob E. Decker & Sons (Div. of Armour & Co.) (Meat), Mason City, Iowa; Drummond Packing Co. (Div. of Armour & Co.) (Meat), Eau Claire, Wis.; Chicago Laundry Owners Assn. (Laundry Service), Chicago, Ill.

TV Accounts: Standard Milling Co. (Family Flour), Chicago, Ill.

J. WILLIAM SHEETS

Central Bldg., Seattle 4, Wash.
Phone: Main 2442
ANPA—PPA—APA—NOAB

Owner.....J. Wm. Sheets
Radio Accounts: Skinner & Eddy Corp.

K. E. SHEPARD ADV. AGENCY

75 East Wacker Dr., Chicago 1, Ill.
Phone: ANdover 3-5966
ABP—APA

President.....Kenneth E. Shepard
Vice-President.....B. F. Homan
Art Dir.....Richard L. Felden
Secy.-Treas. .....Frank E. McBride
Prod. Mgr.....B. Shepard
Radio Accounts: Wilson & Co., National Assn. of Homebuilders.

SHERMAN & MARQUETTE

919 North Michigan Ave., Chicago 11, Ill.
Phone: Delaware 7-8000
AAAA—ABC—ANAPA—APA
NOAB—PPA—ABP

Partners.....Stuart Sherman, Arthur Marquette
Radio & TV Director.....Louis T. Tilden
Branch Office
10 Rockefeller Plaza, New York 20, N. Y.
Phone: PLaza 7-6400
Radio & TV Div.....Stuart Ludlum
Radio Accounts: The Quaker Oats Co., (Quaker Puffed Wheat & Puffed Rice, Pack-O-Ten, Pettijohns Ful-O-Pep Feeds, Quaker Oats and Mother's Oats, Mother's Premium Oats), Chicago, Ill.; Oscar Mayer & Co. (Domestic Meats & Canned Meats), Madison, Wis.; Colgate-Palmolive-Peet Co. (Ajax Cleanser, Cashmere Bouquet Face Powder, Colgate Shave Creams, Colgate Talcum Powder, Colgate Tooth Powder, Cashmere Bouquet Soap, Halo Shampoo), Jersey City, N. J.
TV Accounts: The Quaker Oats Co. (Quaker Ots & Mother's Oats), Chicago, Ill.; Colgate-Palmolive-Peet Co. (Ajax), Jersey City, N. J.

THE SHERWOOD CO.

147 West 42d St., N. Y. C.
Phone: LO 3-0326

Partner .....Leo Greenland
Partner .....Oscar S. Lerman
Art Direc.....Irvin Solomon
Account Execs.....Max Lerman, Phil Green

SHOWALTER LYNCH ADVERTISING AGENCY

Oregonian Bldg., Portland 1, Oregon
Phone: BRoadway 0525

Owner .....Showalter Lynch
Production Manager.....Fritz Timmen
Art Director.....Mo Martindale

Copy Chief.....Dick Laird
Media Buyer.....(Mrs.) Cathy Gove
Radio Accounts: Haley Canning Co. (Canned Meat Products), Hillsboro, Ore.; Lipman Wolfe & Co. (Department Stores), Spellman's Shoes, Inc. (Adults & Children's Shoes), Jantzen Beach Park (Amusement Park), Portland, Ore.; Multnomah County Fair, Gresham, Ore.; Oregon State Fair, Salem, Ore.

SIMMONDS & SIMMONDS, INC.

201 No. Wells St., Chicago 6, Ill.
Phone: ANdover 3-6645
ABP—ANPA—APA—PPA—NOAB

President.....Phil W. Tobias, Sr.
Exec. Vice-Pres.....F. M. Simmonds, Jr.
Vice-Presidents.....Albert M. Wolf, James A. Grieg, Phil W. Tobias, Jr., L. Dale Wilson.
Art Dir.....Edward Zubbrick
Prod. Mgr.....Sheldon Wasserman
Space Buyer .....George Xenos
Tadio .....Sherwin Tobias
Account Executives.....Phil W. Tobias, Jr., F. M. Simmons, Jr., Russell Mullins, Albert M. Wolf, L. Dale, James A. Grieg, G. Croupier, Jr., Wilson

Branch Office
611 Olive St., St. Louis 1, Mo.

Vice-Pres. & Mgr.....Merle Fuller
Vice-Pres.....A. S. Gale
Asst. to V.-P.....Dorothy van Horn
Radio Accounts: Dr. LeGear Medicine Co., Security Mills, Inc., Haynes Milling Co., Jabes H. Gray Milling Co.

SIMON & GWYNN

Commerce Title Bldg., Memphis 3, Tenn.
Phone: 5-2404
SNPA—ANPA—APA—NOAB
ABP—FAAG

Partners.....Milton Simon, H. N. Gwynn
Copy Chief.....W. B. Campbell
Radio Accounts: American Snuff Co., Donald Furniture Co., The Humko Co., Robilio & Cuneo (Ronco Foods).

SIMONS-MICHELSON CO.

1126 Lafayete Bldg., Detroit 26, Mich.
Phone: Woodward 3-3000
AAAA—ANPA—APA—PPA

President-Treas.....Leonard N. Simons
VP & Sec.....Lawrence J. M. Michelson
Prod. Mgr.....Arthur H. Copland
Space Buyer .....C. Allison Belcher
Art Director .....Al Sielaff
Radio & TV Director, Time Buyer Helen Anderson

Radio Accounts: Campus Record Shop (Music), Cunningham's Drug Stores (Drug, etc.), House of Chairs (Furniture), Koepplinger Bakery (Baked Goods), Krun-Chee Potato Chips (Potato Chips, Pretzels), Marine Foods, Inc. (Pepe Herring), Detroit, Michigan; Marshall Drug Company (Drugs), Cleveland, Ohio; Benjamin Rich (Real Estate), Sealy Mattess Co. (Mattresses), Taylor's Inc (Dodge-Plymouth), Detroit, Michigan; Velvet Peanut Products (Peanut Butter), Worth Clothes (Clothing), Colonial Dept. Store (Clothing, etc.), Frazer Paint Co. (Paint), The Schmidt Brewing Co. (Schmidt's Beer), Detroit, Mich., Mansfield, Ohio.; Scotland Woolen Co. (Yard Goods), Detroit Free Press (Newspaper), Detroit, Mass.

TV Accounts: Cheerio Toys (Yo Yos), Buffalo, N. Y.; Cunningham's Drug Stores (Drugs, etc.), Dossin's Food Products (Pepsi Cola), Gerson's Jewelers (Jewelry), Koepplinger Bakery (Baked Goods), Krun-Chee (Potato Chips), People's Outfitting Co. (Dept. Store), Sealy Mattress Co. (Mattress Mfg.), Serlin's Jewelers (Jewelry), Detroit, Michigan; Taylor's Inc. (Automotive), Velvet Peanut Products (Peanut Butter, Worth Clothes, Inc. (Clothier), Detroit, Mich.

R. C. SMITH & SON, LTD.

80 King St., W., Toronto, Ont.
Phone: EL 9396
CAAA—CDNA—ABC

President.....Adam F. Smith
Secretary.....M. A. Stoakley
Treasurer .....M. M. Marugg
Space Buyer .....M. E. Craven
Managing Director .....G. A. Phare
Account Execs....E. C. Bradley, S. K. Arnott

W. J. SMITH CO.

Martin Brown Bldg., Louisville 2, Ky.
Phone: Jackson 2163
APA—SNPA—ANPA

Pres. & Treas.....W. J. Smith
Vice-Pres. & Secy.....G. B. Smith
Art Dir.....F. J. Thomas
Prod. Mgr.....L .M. Fallon
Media Dir. & Copy Chief.....H. D. Peltier
Radio Dir.....I. M. Diebold
Space Buyer.....H. D. Peltier
Account Executives.....Julian L. James, P. M. Shaughnessy, H. D. Peltier, W. J. Smith.

Radio Accounts: Peerless Mfg. Co., Stratton & Terstegge Co.

SMITH & BULL ADV. AGENCY

6642 Sunset Blvd., Hollywood 28, Calif.
Phone: HEmpstead 5671
ABP—ANPA—NOAB—CNPA

Partner.....V. R. Dick Smith
Partner .....Frank Bull
Dir. of Publicity.....Henry R. Konysky
Acct. Exec.....Mel Roach
Acct. Exec.....Elliott Wolf
Time Buyer.....Georgina Small
Asst. Time Buyer.....Marion Vilmure
Space Buyer.....Virginia Gotthardt

Branch Office
333 N. Michigan Ave., Chicago, Ill.
Manager .....Georgina Small
Radio Accounts: Seaboard Finance Co. (Finance), Triangle Publication (Western Division) (Racing), Marshall & Clampett (Autos), Los Angeles, Calif.; C and B Company-Western Town (Toy), Chicago, Ill. & Los Angeles, Calif.; J. E. Coberly (Autos), Milton J. Wershow Co. (Auctions), Western Harness Racing Association (Racing), Los Angeles, Calif.
TV Accounts: Western Harness Racing Association (Racing), Seaboard Finance Co. (Finance), Marshall & Clampet (Autos), Los Angeles, Calif.; C and B Company-Western Town (Toy), Chicago, Ill. & Los Angeles.

SMITH, TAYLOR & JENKINS, INC.

223 Fourth Ave., Pittsburgh 22, Pa.
Phone: ATlantic 1-9312
ABP—ANPA—APA—FAAG—PPA
President.....Ronald P. Taylor
Chairman of the Board..Robert M. Jenkins
Radio & TV Dir....Thomas J. MacWilliams
Script & Production.....Les Sterne
Art Director.....Phil Demme
Copy & Prod. Asst.....Morris Tandy
Films .....Cook Thompson
Musical Director.....Al Marsico
Account Executives.....Vaughn R. King, Jules Petrencs, Robert, Quaid, W. C. Sutherland, Ed Hudson, Floyd H. Nickeson

SON DE REGGER ADV. AGENCY

1020 Locust St., Des Moines, Ia.
Phone: 3-3185
A NPA—APA—ABP—FAAG
President, Space Buyer, Radio Time & Acct. Exec.....Les Son De Regger
Vice-Pres.....O. D. McKasson, Jr.
Secretary .....G. Hupp
Treasurer.....N. H. Son De Regger
Art Dir.....D. D. Neal
Prod. Mgr.....Joseph Daniels
Act. Execs.....Fred Carl, Gus Strauss, Les Son De Regger, O. D. McKasson
Radio Accounts: National Soap & Refining Co., Grocers Wholesale Co.

SORENSEN & CO.

864 No. Michigan Ave., Chicago, Ill.
Phone: Delaware 7-5030
ABP—ANPA—PPA—NOAB
President.....Roy A. Sorensen
Art Dir.....W. D. MacCourt
Space Buyer.....D. Samer
Radio Accounts: Bowey's, Inc., J. P. Harding Restaurants.

C. JERRY SPAULDING, INC.

201 Commercial St. Worcester 8, Mass.
Phone: 3-4789
Pres., Treas. & Radio Time Buyer
C. Jerry Spaulding
Secretary.....H. H. Hartwell
Art Director.....Harvey Ball
Prod. Mgr.....Robert F. Hayward
Acct. Exec.....Seth Martin
Radio Accounts: Coronado Hotel, People's Savings Bank, Mechanics Savings Bank, Worcester Brewing, W. H. Bacheller, Inc., Worcester, Mass.

SPITZ & WEBB ADV.

206 E. Genesee St., Syracuse 2, N. Y.
Phone: 2-7228
ABP—ANPA—APA
Partners, Acct. Executives....William Spitz, Stephen M. Webb
Production Manager.....Eleanor Bellinger
Space Buyer.....Theresa Connelly
Radio Accounts: Grange Silo Co., Inc. (Grange Silos), Red Creek; Greenway's, Inc. (Panda Beer), Renee Packing Co., Inc. (Meat Products), Syracuse Glass Co. (Store Fronts, Mirrors, etc.), Syracuse, N. Y.

SPITZER & MILLS LIMITED

50 King St., W., Toronto 1, Ont., Canada
Phone: PLaza 2811
President.....G. F. Mills
Exec. Vice-Pres.....J. W. Spitzer
General Manager.....W. H. Reid
Radio Director (Montreal)....P. E. Corbeil
Branch Offices
Dominion Sq. Bldg., Montreal, Que.
Phone: HArbour 9147
Vice-Pres.....V. L. Hanna
701 Royal Bank Bldg., Vancouver, B. C.
Acct. Execs.....J. H. Randle, H. M. Power
Radio Accounts: Bell Telephone Co. of Canada (Yellow Pages), Montreal, Que.; Can. Breweries, Ltd. (Brading's and British American Ales), Colgate-Palmolive-Peet Co., Ltd., Eagle-Lion Films of Can. Ltd., Toronto, Ont.; Fruitatives Products Ltd. (Fruitatives), Hull, Que.; General Bakeries Ltd., Montreal and Toronto; Langley's Ltd. (Dry cleaning), Toronto, Ont.; Monarch Overall Mfg. Co. Ltd. (Work clothes, Babyals, Playalls), Winnipeg, Man.; Pacific Meat Ltd., Vancouver, B. C.; The Quaker Oats Co. of Can. Ltd., Peterborough, Ont.; R.C.A. Victor Co. Ltd., Toni Division, Gillette Safety Razor (Can.) Ltd. (Home permanents, shampoos), Montreal, Que.

BARTON A. STEBBINS ADVTG.

1250 Wilshire Blvd., Los Angeles 17, Calif.
Phone: Trinity 8821
Owner.....Barton A. Stebbins
Act. Execs.....Walter Jensen, A. W. Gudelman, Nat Jeffras
Time Buyer.....A. W.Gudelman
Program Director.....E. C. Bloodworth
Radio Accounts: Signal Oil Co., Golden Creme Farms (Dairy Products), Los Angeles, Calif.
TV Accounts: Fortner & Perrin (Topper Pants-Skirt Hanger), Mrs. Lees' Pies (Simple Simon Frozen Pies), B. Slim Laboratories

(B. Slim), Ready to Bake Foods (Puffin Biscuits), Los Angeles, Calif.

STERLING ADV. AGENCY, INC.

70 West 40th St., New York 18, N. Y.
Phone: LOngacre 5-4614
PPA

Chairman of Board.....S. M. Broun
President.....Joseph S. Edelman
Vice-President .....Ray Hanna
Secretary, Space Buyer.....William Forray
Treasurer .....Herbert Goldsmith
Radio-TV Director .....Myron L. Broun

FRED D. STEVENS CO.

14 Devereux St., Utica 2, N. Y.
Phone: 4-9339
NAAN

Partners.....Fred D. Stevens, Gerald S. Stevens

Radio Accounts: Wicks & Greenman, Cornhill Bldg. & Loan Assn.

STOCKTON, WEST, BURKHART, INC.

First National Bank, Cincinnati 2, O.
Phone: Dunbar 5600, 01, 02
AAAA—ABP—ANPA—NOAB—APA—PPA

Chairman of Board.....Eric W. Stockton
Pres. & Treas.....William Z. Burkhart
V.-P., Sec., & Copy Dir.....Ranald S. West
V.-P. & Art Dir.....C. Thomas Martin
Research Dir.....R. A. McDowell
Radio & TV Dir., Time Byr..Richard Dunn

Radio Accounts: Ohio Oil Co. (Gasoline & Oil), Findlay; Cin. Gas & Electric (Utilities), Gibson Wine Co. (Wine), Central Trust Co. (Banking Institution), U. S. Shoe Co. (Women's Shoes), Cincinnati, O.

TV Accounts: Ohio Oil Co. (Gasoline & Oil), Findlay, O.

STORM & KLEIN, INC.

50 E. 42nd St., New York 17, N. Y.
Phone: MUrray Hill 7-4460
ANPA—PPA

Chairman Exec. Com.....Charles M. Storm
President, Secretary.....Allston E. Storm
Executive Vice-Pres., Treas...Edward Klein
V.-Pres. & Research Dir....Harry Chapperon
Time Buyer.....Arthur J. Klein
Art Director.....Frederick Widlicka

Radio Accounts: The Tintex Company, New York City (Tints an dDyes); Park & Tilford, New York City (Perfumes and Cosmetics).

C. R. STOUT ADVERTISING

1316 Penobscot Bldg., Detroit 26, Mich.
Phone: WOodward 2-7074

Owner.....C. R. Stout
Office Manager.....GeneMacauley
Art Director.....John O. Meyers

STRAUCHEN & McKIM

6 E. Fourth St., Cincinnati 2, O.
AAAA—ABC—APA—BMB—NOAB

Account Executives.....E. R. Strauchen, Gordon F. McKim
Radio & TV Director.....Howard M. Paul
Radio, TV Time Buyer.....Betty Jo Hogan

Radio Accounts: Geo. Wiedemann Brewing Co. (Beer), Ohio, Indiana, Ky., West Va.; The Crosset Co. (Packaged vegetables), Geo. Beyers Sons (Automobile Agency), Four-Way Aluminum Co. (Home Furnishings), Cincinnati, O.

TV Accounts: Geo. Wiedemann Brewing Co. (Beer), Ohio, Indiana; Beyers Sons (Automobile Dealer), The Crosset Co. (Packaged Vegetables), Four-Way Aluminum Co. (Home Furnishings), Cincinnati, O. O.

DANIEL F. SULLIVAN CO.

216 Tremont Ct., Boston 16, Mass.
Phone: HAncock 6-7644
AAAA—ABP—ANPA—APA—NOAB—PPA

Radio Accounts: Carling's Red Cap Dist. (Beers & Ales), Chelsea Clocks (Clocks), Boston; Davis Bros. Fisheries Co. (Canned Fish), Gloucester; Eastern Mass. St. Ry. Co. (Bus service 74 cities), Gould Negative Ion Co. (Medications), Granada Wines, Inc. (Wines), Boston; Hamid-Morton Circus (Circus), Sarasota, Fla.; Hampton Beach Casino (Resort), Hampton Beach, N. H.; Hickox Secretarial School (Education), Kaler, Carney, Liffer & Co. (Insurance), Maloney Motors, Inc. (Studebaker Dist.), Metro Dist. Inc. (Appliances), Nutters System (Truck Rentals), Boston; Plastex Co. (Floor Wax), Cambridge; Plasticlear Products, Inc. (Auto Polishes), Malden; Revere Racing Assn. (Greyhound Racing), Revere; R. S. Robie, Inc. (U-Dryvit Auto Rental), Cambridge, Mass.; F. H. Snow Canning Co. (Snow's Clam Chowder, Snow's Fish Chowder, Snow's Lobster Newburg), Pine Point, Me.; Wilbur and Williams (Paint Products), Boston, Mass.

TV Accounts: R. S. Robie, Inc. (Auto Rentals), Cambridge; Granada Wines, Inc. (Wines), Boston; Revere Racing Assn. (Wonderland Greyhound Track), Revere, Mass.; Studebaker Dealers of Greater Boston.

SULLIVAN, STAUFFER, COLWELL & BAYLES, INC.

437 Fifth Ave., New York 16, N. Y.
Phone: ORegon 9-2500
ANPA—APA—NOAB—PPA

President.....Raymond F. Sullivan
Vice-Pres.....Donald D. Stauffer
Vice-Pres.....Robert T. Colwell
Vice-Pres.....S. Heagan Bayles
Vice-Pres.....Lloyd W. Baillie
Vice-Pres.....W. Donald Roberts
Vice-Pres.....John P. Cohane
Vice-Pres. & Treas....T. Newton Weatherby
V.-P. & Copy Chief.....J. Clifford Dillon
V.-P. & Media Dir.....Francis Minehan

V.-P. & Merch. Dir.....Daniel O'Meara
Vice-Pres.....A. K. Spencer
Vice-Pres.....William M. Spire
V.-P. & Research Dir.....Luther H. Wood
Head Art Dir.....Robert West
Prod. Mgr.....George Andrew
Controller.....M. Herbert King
V.-P. & TV Dir..... Philip H. Cohen
Prod., Radio & TV.....Thomas F. Vietor
Prod., Radio & TV.....Richard R. Uhl

Branch Office
6253 Hollywood Blvd., Hollywood, Calif.
Phone: Gladstone 5048
Vice-Pres.....Jack Van Nostrand

Radio Accounts: American Cigarette & Cigar Co. (Pall Mall Cigarettes), Carter Products Inc. (Arrid & Rise), New York, N. Y.; J. H. Filbert, Inc. (Mrs. Filbert's Margarine & Mayonnaise), Baltimore, Md.; Grove Laboratories, Inc. (Antamine), St. Louis, Mo.; Lever Brothers Co. (Lifebuoy Health Soap & Silverdust), New York, N. Y.; McCormick & Co. Inc. (McCormick Teas, Spices, Flavoring Extracts, Insecticides), Baltimore, Md.; Noxzema Chemical Co. (Noxzema Skin Cream), Baltimore, Md. & Toronto, Ont.; The Simoniz Co. (Simoniz Products), Chicago, Ill.; Smith Bros. (Smith Bros. Cough Drops & Cough Syrup), Poughkeepsie, N. Y.; Whitehall Pharmacal Co. (Bisodol Powder, Bisodol Mints), New York, N. Y.

TV Accounts: American Cigarette & Cigar Co. (Pall Mall Cigarettes), Carter Products Inc. (Arrid & Rise), New York, N. Y.; J. H. Filbert, Inc. (Mrs. Filbert's Margarine & Mayonnaise), McCormick & Company, Inc. (McCormick Teas, Spices, Flavoring Extracts, Insecticides), Baltimore, Md.; Speidel Corp. (Watch Bands & Other Jewelry Items), Providence, R. I.

SWEENEY & JAMES CO.

1501 Euclid Ave., Cleveland 15, O.
Phone: Main 7142
ANPA—PPA—NOAB—ABP—APA
Partners...John F. Sweeney, Frank G. James
Space Buyer.....T. M. Gregory
Copy.....J. C. Burton
Sales Promotion.....Wm. A. Jensen

Radio Account: Network: Firestone Tire & Rubber Co.

J. D. TARCHER & CO., INC.

630 Fifth Ave., New York 20, N. Y.
Phone: CIrcle 6-2626
AAAA—ABP—ANPA—APA
NOAB—PPA
Pres. .....Jack Tarcher
Vice-Pres.....E. C. Ridley
Space Buyer.....W. W. Kirchert
Prod. Mgr.....Jay R. Wieder
Art Dir.....Harry Prickett
Copy Chief.....Ben S. Laitin
Research Dir.....Leonard Tarcher
Mgr. Radio-TV.....Bob Kelly
Acct. Execs.....Jack Tarcher, Bruno Randolph, E. C. Ridley, Len. Tarcher

Radio Accounts: Benrus Watch Co., McKesson & Robbins, Seeman Bros.

TV Accounts: Benrus Watch Co., McKesson & Robbins.

SAMUEL TAUBMAN & CO.

1541 Sanson St., Philadelphia 2, Pa.
Phone: LOcust 4-0792
ANPA—AAAA—ABP—APA
Space Buyer.....S. Taubman
Radio-TV Directors.....M. C. Taylor, Raymond H. Love

J. WALTER THOMPSON CO.

420 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 3-2000
AAAA—ANPA—ABP—PPA—NOAB—ABC
President .....Stanley Resor
Vice-Pres. in Charge of Radio & Tele John U. Reber
Radio Tele Time Buyer.....Linnea Nelson
Radio Tele Talent Buyer...Virginia Spragle

Branch Offices
1549 North Vine St., Holywood 28, Calif.
V.-P. Manager.....Cornwell Jackson
410 N. Michigan Ave., Chicago 11, Ill.
Vice-Pres. & Gen. Mgr.....Henry T. Stanton
Radio Director.....Harold R. Rorke
Radio Tele Time Buyer....E. R. Fitzgerald
320 Calif. St., San Francisco, Calif.
Manager .....Fred Fidler
Radio Time Buyer.....Frances Austin
645 South Flower St., Los Angeles 36, Calif.
General Manager.....James L. Thompson
Radio Time Buyer.....Jane Hubert

Radio-TV Accounts: Atlantis Sales Corp., P. Ballantine & Sons, F. W. Boltz Corp., Elgin National Watch Co., Fanny Farmer Candy Shops, Ford Dealer Advertising Groups, Homestead Bakery, Indiana Bell Telephone, Johns-Manville Corp., Kraft Foods Co., Lamont-Corliss, Langendorf United Bakeries, Inc., Lever Brothers Co., Libby McNeill & Libby, Leo J. Meyberg Co., Northern Trust Co., Pan American World Airways, Pharma-Craft Corp., Penick & Ford, Ltd., RCA Victor-Division of Radio Corporation of America, Safeway Stores, Inc., Shell Oil Company, Inc., Standard Brands Inc., Swift & Co., Thompson Products, Times, Mirror Co., Ward Baking Co., Washington State Apple Commission, J. B. Williams Co., Eastman-Kodak Co., Scott Paper Co., Wine Advisory Bd., General Cigar Corp. (White Owl).

TIMELY ASSOCIATES, INC.

70 E. 45th St., New York 17, N. Y.
Phone: MU 4-0286
ABP—APA—ANPA
Pres., Dir. TV & Radio...Daniel R. Prosnit
Secy.-Treas.....Shirley F. Prosnit

Radio Accounts: Vogue School of Model-

ing (Model School), Taus School of Watchmaking, New York; Solon Palmer (Cosmetics), Newark, N. J.

ALFRED F. TOKAR ADV.

850 Broad St., Newark 2, N. J.
Phone: MItchell 2-2561
ANPA—PPA

Partner.....A. F. Tokar
Partner & Space Buyer.....M. E. Bach
Radio Dir. & Buyer Radio Time...N. Tokar

TRACY, KENT & CO., INC.

515 Madison Ave., New York 22, N. Y.
Phone: ELdorado 5-4404
ABP—ANPA—APA—NOAB—PPA

Chairman of Board.....Wm. Irwin Tracy
Pres.....Frank S. Kent
Vice-Pres. & Art Dir.....Hugh F. Donnell
Treas. & Sec.....Geo. M. Pease
Asst. Treas. & Sec.....P. A. Baecker
Production Mgr.....C. R. Holmberg
Radio & TV Director.....P. A. Baecker

Radio Accounts: The Taylor-Reed Corp. (Q-T Frosting), Glenbrook, Conn.; H. C. Brill Co., Inc. (Spaghetti Sauce, Spanish Rice), J. W. Beardsley Sons (Codfish), Newark, N. J.; Diplomat Products, Inc. (Chicken Soups), North Bergen, N. J.; Three Vee Co. (Meat Tenderizer), Chin & Lee Co., Inc., New York, N. Y.; John Opitz Inc. (Insecticides), Long Island City, N. Y.; Middletown Milk and Cream Co. (Milk), Yonkers, N. Y.;

TV Accounts: The Taylor-Reed Corp. (Q-T Frosting), Glenbrook, Conn.; Diplomat Products, Inc., H. C. Brill Co., Charles & Co., Inc., Gristede Bros. Inc., New York.

TRACY-LOCKE CO., INC.

1307 Pacific Ave., Dallas 1, Texas
Phone: PRospect 8655
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA—SAAA—AFA—SNPA

President .....Morris Hite
Exec. Vice-Pres.....Clay W. Stephenson, Jr.
Vice-Presidents.....Glenn G. Addington, Jr., Ernest S. Lovan
Vice-Pres., Secy.-Treas..John H. Wellenkamp
Director Radio & TV.....Philip L.McHugh

Radio Accounts: Mrs. Baird's Bakeries, Inc. (Bread), Dallas, Houston, Ft. Worth, Abilene; Borden Co. (Southern Division) (Milk and Ice Cream), Burrus Mill & Elev. Co. (Flour), Dallas (home office); Imperial Sugar Co. (Sugar), Sugarland; Newhoff Bros., Packers (Meat), Republic National Bank (Commercial Banking), Dallas; Resistol Hats, Inc. (Men's Hats), Garland; Tex Tan of Yoakum (Leather belts & billfolds), Yoakum, Texas.

TV Accounts: Mrs. Baird's Bakeries, Inc. (Bread), Dallas, Houston, Ft. Worth, Abilene; Haggar Company (Men's Slacks), Dallas; King Candy Co. (Chocolates), Ft. Worth; Neuhoff Bros., Packers (Meat), Republic National Bank (Commercial Banking), Dallas; Tex Tan of Yoakum, (Belts and Billfolds), Yoakum, Texas.

THE TULLIS CO., INC.

6000 Sunset Blvd., Hollywood 28, Calif.
Phone: HE 6831

President.....Howard L. Tullis
Vice-Pres.....Earl Willhite, Ross McCollum
TV Director.....Ben Lang
Time Buyer.....Willy Brasile

Radio Accounts: Helley Kar Co. (Used Cars), Los Angeles; Balian Ice Cream Co. (Vanilla Ice Cream), South Gate; Vacuum Cleaner Co. of America (Vacuum Cleaners), Rogers Upholstering Co. (Reupholstering, Furniture Service), Los Angeles, Calif.

VALLEY ADVERTISING CO.

113 W. 4th St., Weslaco, Tex.
Phone: WEslaco 175

Pres., Treas., Radio Dir., Radio Time Buyer & Space Buyer.....J. D. Grafton
Vice-President.....E. S. Grafton
Secretary.....R. B. Blancett
Art Director.....L. Blancett
Production Manager.....F. Schultz

Radio Accounts: Borderland Citrus Groves, Valley Grande Academy.

VICTOR VAN DER LINDE CO.

683 Fifth Ave., New York 22, N. Y.
Phone: ELdorado 5-5185

Partners.....Victor van der Linde, Charlotte Rains
General Manager.....Agnes Kingsley
Copy Chief.....William T. Malone

Radio Accounts: Dolcin Corp., Dolcin, Ltd., Jamane, Inc., C. F. Mattlage Sales Co.

VAN DINE ADV. AGENCY

30 Ferry St., New York, N. Y.
Phone: WOrth 4-1350-1
ABP

Pres., Copy Chief.....Arthur B. Swartz
Art Dir., Space Buyer....Felice Gronvenetti
Acct. Executives.....Jules Grosby, Joseph H. Swartz, A. B. Swartz
Production .....David Blottner

JOHN B. VAN DOMELEN, AGENCY

327 Federal Square Bldg.
Grand Rapids 2, Mich.
Phone: 9-3453-4
PPA

Owner & Space & Time Buyer J. B. Van Domelen
Acct. Exec.....Robert Riekse
Publ. Dir.....E. J. Logie

VAN HECKER, INC.

664 No. Michigan Ave., Chicago 11, Ill.
Phone: DElaware 7-3122-3-4
NOAB—PPA—APA

President & Treas.....C. E. Van Hecker
Account Execs....F. J. Guzk, W. F. Barkow

Radio Account: Pyroil Co.

VAN SANT, DUGDALE & CO., INC.

Court Square Bldg., Baltimore 2, Md.
Phone LExington 5400
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA

President .....Wilbur VanSant
Exec. Vice-Pres.....Robert E. Daiger
Vice-Pres. & Acct. Exec.....H. G. Erck
Account Execs.....Robert E. Daiger, C. M. Buchanan, T. F. C. Quinn, William Dugdale, Daniel J. Loden
Media & Res. Dir.....U. H. Moss
Space & Time Buyer....Gertrude M. Talbot
Director, Radio & TV.....Robert V. Walsh
Assistant .....Rita Eastman

Radio Accounts: Anchor Post Products, Inc. (Anchor Fence, Fluid Heaters), Baltimore, Md.; Black & Decker Mfg. Co. (Home Utility Power Tools), Towson, Md.; The Crosse & Blackwell Co. (Canned Foods), The Equitable Trust Co. (Banking), Baltimore, Md.; A. B. Farquhar Co. (Farm Machinery), York, Pa.; Fram Corp. (Automotive Filters), Providence, R. I.; Gibbs & Co., Inc. (Canned Foods), International Bedding Co. (Mattresses), Baltimore, Md.; Koppers Co., Inc. (American Hammered Piston Rings), Pittsburgh, Pa.; Manhattan Laundry (Laundry & Drycleaning), Washington, D. C.; The Glenn L. Martin Co. (Aircraft & Development), Baltimore, Md.; F. S. Royster Guano Co. (Fertilizer), Norfolk, Va.; Schluderberg-Kurdle Co. (Esskay Meat Products), Sherwood Brothers Inc. (Betholine-Sinclair Gasolines), Baltimore, Md.; B. F. Shriver Co. (Canned Food), Westminster, Md.; U. S. F. & G. and F. & G. Co. (Insurance), Baltimore, Md.; Weaver Brothers (Real Estate), Interstate Savings (Banking), Washington, D. C.; York Wallpaper Co. (Wallpaper-White Rose), York, Pa.; Second Army (Recruiting), Fort Meade, Md.

TV Accounts: Anchor Post Products, Inc. (Anchor Fence), Baltimore, Black & Decker Mfg. Co. (Home Utility Tools), Towson, Gibbs & Company, Inc. (Canned Foods), Baltiore, Md.; Manhattan Laundry (Laundry & Drycleaning), Washington, D. C.; Schluderberg-Kurdle Co. (Esskay Meat Products), Sherwood Brothers Inc. (Betholine-Sinclair Gasolines), Baltimore, Md.; B. F. Shriver Co. (Canned Foods), Westminster, Md.; Weaver Bros. (Real Estate), Interstate Savings (Banking), Washington, D. C.

VENABLE-BROWN CO., INC.

211 E. Fourth St., Cincinnati 2, Ohio
Phone: Dunbar 0067, 0068
ABP—ANPA—APA—PPA

President.....B. W. Brown
Vice-Pres. .....B. Venable
Vice-Pres.....G. L. Service
Secy. & Prod. Mgr.....P. R. Harrover
Treas. & Buyer Space & Radio Time D. B. Mescher
Acct. Execs.....B. Venable, G. L. Service, B. W. Brown, Wm. J. McLaughlin

J. FRANKLLN VIOLA

152 W. 42nd St., New York 18, N. Y.
Phone: CHickering 4-3254

President-Owner.....J. Franklyn Viola
Secretary.....Ann T. Viola
Production .....Gene Scognamiglio

Radio Accounts: Paramount Macaroni Mfg. Co., Italy Laboratories, Inc., Johnson Chemical Co., De Nobili Cigar Co., Andrews Coffee Co., Raytheon Television, Stromberg-Carlson Television, Liberty Title & Trust Co.

TV Accounts: Paramount Macaroni Mfg. Co., De Nobili Cigar Co., Lazzara Breads & Cake Co.

WILLIAN VON ZEHLE & CO., INC.

441 Lexington Ave., New York 17, N. Y.
Phone: MU 2-9010

President.....Wm. von Zehle
Vice-Presidents.....Lawrence A. Reis, Van Lear Woodward, Jr.
Treasurer .....Kathleen Banks
Secretary .....Anthony Sarnataro

WADE ADVERTISING AGENCY

20 N. Wacker Drive, Chicago 6, Ill.
Phone: STate 2-7369
ABC—ABP—ANPA—APA—NOAB—PPA

President.....Albert G. Wade
V.-P. & Acct. Exec.....Walter A. Wade
Secretary.....E. N. Nelson
Comptroller.....J. B. Mills
Head of Creative Dept.....R. O. Archer
Art Manager.....Kenneth Banes
Production Manager.....E. A. Beane
Copy Chief.....L. W. Davidson
Media Director.....L. J. Nelson
Space & Radio Time Buyer..D. S. Williams
Radio Director.....Jeff Wade
Research Director.....Gordon Norberg
Acct. Exec.....Booth Luck

Branch Office
6223 Selma Ave., Hollywood 28, Calif.
Phone: Hillside 7457

Manager.....Robt. E. Dwyer
Radio Director.....Forrest F. Owen

Radio Accounts: Miles Laboratories, Inc. (Alka-Seltzer, One-A-Day (Brand) Vitamins, Nervine, Tabcin, Bactine), Elkhart, Ind.; Miles California Co. Los Angeles, Calif.; Murphy Products Co. (Feeds), Burlington, Wisc.

TV Accounts: Miles Laboratories, Inc. (Alka-Seltzer, Tabcin, Bactine), Elkhart, Ind.; Miles California Co., Los Angeles, Calif.

HUGO WAGENSEIL & ASSOCIATES

Talbott Bldg., Dayton 2, Ohio
Phone: HEmlock 5542
AAAA—ABP—ANPA—APA
NOAB—CAAN

President .....Hugo Wagenseil
Secy.-Treas. .....G. Wagenseil
Art Director.....Ed Hageman
Industrial Div.....T. A. Polley
Consumer Div.....W. L. Guisewite
Acct. Executive.....W. H. Ford
Radio Director.....F. R. Harwood
TV Director.....Lincoln Scheurle

Radio Accounts: Bonded Oil Company (Service Stations), Springfield, Ohio; First National Bank (General Banking Services), Middletown, Ohio; The Gallaher Drug Company (Drug Store Chain), Lowe Brothers Paint Store (Retail Paints, Wallpaper), Miami Valley Milk Prod. Ass'n (Dairy Maid Butter), Ohio Yellow Cab Company (Taxi Cab Service), Dayton, Ohio; The Savings Society (Mutual Savings Bank), Springfield, Ohio; Phil T. Williams Oil Co. (Service Stations), Indianapolis, Ind.

TV Accounts: Anderson Piano Co. (Dealer —Musical Instruments), Dairy Council (Distributors—Milk, Milk Prod.), Dayton Power and Light Co. (Public Utilities), Himes Brothers Dairy (Meadow Gold Ice Cream), Dayton, Ohio; House of Lowell, Inc. (Hand Cream & Deodorant), Piqua, Ohio; Miami Valley Milk Prod. Ass'n (Dairy Maid Butter), Portable Beauty Service Mfg. (No-Rinse Shampoo), Sears, Roebuck & Co. (Retail Department Store), Third National Bank & Trust Co. (General Banking Services), Dayton, Ohio.

WALKER & DOWNING GENERAL ADVERTISING

532 Oliver Bldg., Pittsburgh 22, Pa.
Phone: GRant 1-1900
ABP—ANPA—APA—PPA

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Vice-Presidents.....C. P. Richardson, F. L. Newmeyer, Jr., V. I. Maitland
Account Executives.....C. P. Richardson, F. L. Newmeyer, V. I. Maitland, T. B. Wallace, C. F. Hoffman, H. C. Lund
Radio & TV Directors.....R. B. Stevens, C. C. Urguhart

Radio Accounts: Duquesne Brewing Co. (Beer), Colonial Biscuit Co. (Crackers), Pittsburgh, Pa.; Hagan Milk & Ice Cream (Milk, Ice Cream), Uniontown, Pa.; Sterling Oil Div., Quaker State Oil Refining Corp., Pittsburgh Consolidation Coal Co. (Solid Fuels), Wilkins Jewelry (Jewelry), Galen Laboratories (Skin Medications), Coal Heating Service (Coal Dealers), Samson Buick Co. (Cars), Champion Coal Co. (Solid Fuels), Pittsburgh, Pa.

TV Accounts: Duquesne Brewing Co., Pittsburgh, Pa.; Hagan Milk & Ice Cream Co., Uniontown, Pa.; Kaufman's Dept. Store, Wilkins Jewelry, Jersey Farm Products, Pittsburgh Consolidation Coal Co., Allegheny Ludlum Steel Corporation, Fan Tan Chewing Gum, Coal Heating Service, Wm. G. Johnston Co. (Printers), Galen Laboratories, Pittsburgh, Pa.

WILLIAM WARREN, JACKSON & DELANEY

45 W. 45th St., New York 19, N. Y.
Phone: JUdson 6-0350
ABP—APA—PANY

Partners.....Harry Solow, Jr., William W. Solow, S. P. Jackson, S. T. Delaney
TV Director.....S. P. Jackson
Asst. to Director.....William W. Solow
Mgr. TV Commercials...Conrad Mikorenda
Radio Director.....S. T. Delaney
Copy Chief.....Beatrice Kaye
Account Executives.....William Solow, S. T. Delaney, S. P. Jackson, Milton Schwartz, J. C. Silverman, Jack Wilson

Radio Accounts: Sachs Quality Stores (Dept. Store), Flag Pet Food Corp. (Dog & Cat Food), Strauss Stores (Auto Appliances), Herberts Jewelry (Jewelry), Sofia Bros. (Movers), Snow White Products (Cosmetics), Pierce School (School), Warren Connolly (Distributors), Restaurants of the Month (Restaurant), Federal Life & Casualty (Insurance), Rikers Restaurants, Book Find Club, Birdland Restaurant, Hap (Hair Medication), Roberts Technical & Trade School, Atlas Import & Export, Teitelbaum & Co., Alexanders Dept. Stores, Westchester Aquarium, Ritz Thrift Shop, Bonded Auto Sales, Cardinal Ties, New York, N. Y.

TV Accounts: Sachs Quality Stores, Vim Stores, Strauss Stores, Marlon Candy, Clara Lane, Save By Television, Hum-A-Tune Corp., Spear & Co., Westchester Aquarium, Lord & Taylor, Ritz Thrift Shop, Flag Dog Food, Alexander Dept. Store, Warren Connolly.

WARWICK & LEGLER, INC.

230 Park Ave., New York 17, N. Y.
Phone: MUrray Hill 6-8585
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA

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Vice-Presidents .....Henry Legler, S. O. Youngheart, J. R. Warwick, Lester M. Malitz, Arthur Deerson, C. E. Staudinger
V.P. & Radio Director.....Tevis Huhn
Radio & TV Director...William P. Warwick

Branch Office
6331 Hollywood Blvd., Hollywood 28, Calif.
Phone: Hempstead 8163
Radio Director.....Cecil Underwood

Radio Accounts: Pabst Sales Co. (Pabst Blue Ribbon Beer), Chicago, Ill.; Equitable Life Assurance Society of the U. S., New York, N. Y.

TV Accounts: Pabst Sales Co., Chicago, Ill.; Larus & Bro. Co. (Edgeworth & Holiday Tobaccos), Richmond, Va.

WATTS, PAYNE—ADV., INC.

205 S. Cheyenne Ave., Tulsa 3, Okla.
Phone: 3-8108
ABP—SNPA—AAAA—SAAA

President .....Don Watts
Vice-President.....Leslie S. Hauger
Secretary-Treasurer.....Oscar E. Payne
Account Executives.....Ril C. Keefe, Benton Ferguson, Dick White
Production Manager.....S. B. Snyder
Art Director.....Harold Carloss
Director.....Don S. Mitchell
Continuity .....Jackson Jones
Radio-TV Director.....Don S. Mitchell

Branch Offices
316 Fidelity Bldg., Dallas, Tex.
Manager .....Burke Gilliam
Acc. Exec. (Dallas).....Marie Callahan
Phone: Sterling 1647

Radio Accounts: Oklahoma Tire & Supply Co., Tulsa Federal Savings & Loan Association, United Federal Savings & Loan Association, Bell Oil & Gas Company, Mid-West Chevrolet Corp., Paul Sisk & Associates, First Natl. Bank, White Auto Stores, Mayo Hotel, Southern Milk & Mfg. Co., Tulsa Insurance Bd., Suburban Furniture Co., Bryan & Sons, Tennessee Dairies.

TV Accounts: Ok ahoma Tire & Supply Co., Mid West Chevrolet Corp., Southwest Weathermakers First National Bank & Trust Co.

TUCKER WAYNE & CO.

1175 Peachtree St., N.E., Atlanta 5, Ga.
Phone: Atwood 3856-57-58-59
AAAA—ABP—ANPA—APA—NOAB
PPA—SNPA

President .....Tucker Wayne
V.P., Radio & TV Dir.....D. D. Connah
Vice-Pres., Chg. Media.....C. C. Fuller
Vice-Pres. & Art Dir.....Frank T. Johnson
Copy Director.....Ernest Camp, Jr.
Public Relations Dir.....Dudley E. Brewer
Production Managers.....D. J. Brundage, Edward A. Provost
Research Director.....Joseph C. Seibert
Account Executives.....Douglas D. Connah, Tucker Wayne, J. D. Muse, David Mather, Leigh Kelley, Mrs. Carolyn H. Harris, Matthew Connor
Radio & TV Director.....D. D. Connah
Media Director.....C. C. Fuller

Radio Accounts: American Bakeries (Bread & Cake), U. S. Third Army, Southern Bell Tel. & Tel. Co. (Utility), Atlanta, Ga., J. A len Smith & Company (Flour), Knoxville, Tenn.; Southern Dairies (Ice Cream & Dairy Prod.), Washington, D. C.

TV Accounts: American Bakeries (Bread & Cake), Southern Spring Bed Co. (Beds, Springs, Mattresses), Norris Candy Co. (Candy), Atlanta, Ga.; J. Allen Smith & Company (Flour), Knoxville, Tenn.; Southern Dairies (Ice Cream & Dairy Prod.), Washington, D. C.

LUTHER WEAVER & ASSOCIATES

200 Globe Bldg., Saint Paul 1, Minn.
Phone: Cedar 3777
AAAA—ABP—Twin City Media Asso.—APA

Owner .....Luther Weaver
Account Executive.....Donald Gardner
Executive Assistant.....Ella F. Manley
Auditor.....A. J. Bergevin
Secretary.....Blanche G. Anderson
Radio & TV Director.....Luther Weaver

Radio Accounts: Twin City Wholesale Grocer Co., Saint Paul, Minn., and Fargo, N. D.; Twin Ports Wholesa e Grocer Co., Duluth; Minnesota Hospital Service Assn.—Blue Cross—Blue Shield, Saint Paul; Stewart Paint Mfg. Co., Minneapolis; Falcon and Pilgrim Cleaners (Dry-Cleaners), Saint Paul & Minneapolis, Minn.

TV Account: Twin City Wholesale Grocer Co., St. Paul, Minn.; Falcon and Pilgrim Dry Cleaners and Launderers, St. Paul & Minneapolis, Minn.

R. W. WEBSTER ADVERTISING

816 W. 5th St., Los Angeles 17, Calif.
Phone: MAdison 9-2283
APA—SCAAA (Southern California Advertising Agencies Association)

President.....R. W. Webster
Treasurer .....Irene Boyle
Space Buyer & Prod. Mgr..Richard T. Guppy
Art Directors.....James N. Hastings, Robert Magee, Maurice Scanlon
Account Executives.....R. W. Webster, Vaughn Shedd, Joy Garrison Berghell

Radio Account: Pharaceutical Research, Inc. (P-R Iodin Ration), Los Angeles, Calif.

TV Account: The Bramhall Co. (Unmask), Pasadena, Calif.

WILLIAM H. WEINTRAUB & CO., INC.

488 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-4110
ANPA—NOAB—PPA

President.....William H. Weintraub
Exec. Vice-Pres.....Elkin Kaufman
V.P., Treas. & Gen. Mgr. John Davenport Scheuer
Vice-Pres. & Sec., Chg. Radio-TV Dept. Harry Trenner
Vice-President.....John F. Reeder
V.P. Chg. Public Relations.....David Karr
Vice-President.....Norman B. Norman
Art Director.....Paul Rand
Vice-Pres., Dir. of Copy.....Roger Purdon
Media Director.....Lee M. Rich
Director Marketing.....John B. Morris
Production Manager.....William Zerweck
Research Director.....Dr. Leon Arons
Dir. of Radio, Prod.....Theo Gannon

Business Mgr. & Time Buyer-Radio-TV Dept.....Ann R. Kelly
Time Buyer.....Gladys York
Account Executives.....M. J. Eysler, William Jensen, Eugene Kummel, Richard Bouton, Kay Daly, Frederic Bruns, Charles N. Higgins

Branch Offices
Shaeffer Bldg., 13530 Michigan Ave., Dearborn, Mich.
Office Manager.....Verne Kirby
Ring Bldg., Washington, D. C.
Office Manager.....Carl Levin

Radio Accounts: Adam Hat Stores, Inc. (Adam Hats), Seeman Bros., Inc. (Air-Wick, White Rose Tea, White Rose Coffee), New York, N. Y.; Kaiser-Frazer Sales Corp. (Kaiser and Frazer Cars), Detroit, Mich.

TV Accounts: Seeman Brothers (Air-Wick), Maiden Form Brassiere Co., Inc. (Maiden Form Brassieres), New York, N. Y., Anchor-Hocking Glass Corp., Blatz Beer, Television Dept. Stores, Inc., B. T. Babbitt, Kaiser-Frazer.

WEISS & GELLER NEW YORK, INC.

400 Madison Ave., New York 17, N. Y.
Phone: PLaza 3-4070
ANPA—APA—NOAB—PPA

President.....Max A. Geller
Vice-President.....Joseph H. Curtis
Gen. Mgr., Radio & TV Dir.Lester J. Mallets
Copy Chief.....M. Peter Artzt
Media Dir. & Office Mgr.....Max Tendrich
Art Director.....Arthur Gordon
Production Manager.....Sally Green
Radio & TV Dir.....Lester J. Mallets
Time Buyer & Asst. Radio TV Dir. Max Tendrich

Radio Accounts: Nedick's Inc. (Stores & Concentrate for Orange Drink), New York, N. Y.; Albert Ehlers, Inc. (Coffee), Brooklyn, N. Y.

TV Accounts: Nedick's, Inc. (Concentrate for Orange Drink), New York, N. Y.; Flagstaff Foods (Wholesale Foods), Perth Amboy, N. J.; Albert Ehlers, Inc. (Ehlers Coffee), Brooklyn, N. Y.

WESTHEIMER & BLOCK

315 N. 7th St., St. Louis 1, Mo.
Phone: Garfield 4080
AAAA—ABP—ANPA—APA—NOAB

Partners, Acct. Execs..Louis E. Westheimer, Frank Block
Account Executives.....Wm. H. Mullgardt, Wm. M. Wider, Wm. T. Gangle
Production Manager.....Vernon Koby
Time & Space Buyer.....John Martin

Radio Accounts: Schutter Candy Company (Old Nick & Bit-O-Honey Candy Bars), St. Louis, Mo.; Centlivre Brewing Corp. (Old Crown Beer and Ale), Peter Eckrich and Sons (Packing Company), Fort Wayne, Ind.; Freund Jewelry Company, Disco Distributing Co. (Motorola Distributors), E. B. Jones Motor Co. (Plymouth-Dodge distributors), Sears, Roebuck and Co. (Department Store), Staten Island Cleaners (Cleaning and Dyeing), St. Louis, Mo.; Ripon Foods, Inc. (Kiddie Kookies), Ripon, Wis.; Valley Farm Dairy (Dairy Products), Mutual Bank and Trust Co., St. Louis, Co., Seymour Wallas Co. (Novelties), Dodge Dealers of Greater St. Louis, Inc., Walter Freund Bread Co.

TOM WESTWOOD ADV. AGENCY

416 W. 8th St., Los Angeles 14, Calif.
Phone: TRinity 8496-7
SCBA

Account Executive.....Tom Westwood
Time Buyer.....Agnes M. Larson

Radio Accounts: Hebrew Christian Hour, Voice of China, So. Calif. Lutheran Synod, Fundamental Evangelistic Assn., Evangelist Temple, Los Angeles, Calif.

WARD WHEELOCK CO.

Lincoln-Liberty Bldg., Philadelphia 7, Pa.
Phone: RIttenhouse 6-7500
ANPA—PPA—APA—NOAB—ABC

President.....Ward Wheelock
Vice-President.....Arthur A. Bailey
Vice-Pres., Dir. of Copy...Robert Y. Brown
V.P. & Dir. Radio-TV.....Russ Johnston
V.P. & Dir. Research.....Wm. R. Farrell
Secretary-Treasurer.....William A. Dunn

Branch Offices
444 Madison Ave., New York 22, N. Y.
Vice-President.....R. K. Strassman
Guaranty Bldg., Hollywood 28, Calif.
Vice-President.....Carroll Carroll

Radio Account: Campbell Soup Co.

TV Account: Stephen F. Whitman & Son, Inc.

WILKINSON-SCHIWETZ & TIPS, INC.

455 Caroline St., Houston 2, Tex.
AAAA—ABP—ANPA—NOAB
APA—ABC

President.....J. B. Wilkinson
Vice-President.....Kern Tips
Radio Time Buyer.....Gene Heard
Secretary-Treasurer.....Ted Schiwetz

Radio Accounts: Geo. H. Dentler & Sons (Potato Chips, Salad Dr.), Fidelity Chemical Co. (Fertilizer), Foley's (Department Store), Humble Oil and Ref. Co. (Petroleum Products), Houston Natural Gas Corp. (Natural Gas Service), Kuhn Paint Co. (Paints), Raymond Pearson (Lincoln-Mercury-Ford Dealer), Retail Merchants Assn. ("Shop Earlier for Xmas"), The Shamrock (Hotel), Texas Gulf Sulphur Co. (Producers of Sulphur), Houston, Texas; Western Cottonoil Co. (Feeds and Seeds), Abilene, Texas.

TV Accounts: Humble Oil and Ref. Co. (Petroleum Products), Foley's (Department Store), The Shamrock (Hotel), Houston, Texas.

WINIUS-BRANDON CO.

1706 Olive St., St. Louis 3, Mo.
Phone: Chestnut 6380
AAAA—ABP—ANPA—BMB—CAN—PPA

President.....Enno D. Winius
Vice-Presidents.....W. L. Sanborn, W. J. Fuchs, C. A. Brandon, V. L. Morelock
Radio-TV Director.....Vernon L. Morelock
Asst. Radio-TV Dir.....Rosalie A. Babich

Radio Accounts: American Packing Co.—Meats (Sunrise); Boatman's Nation Bank, St. Louis, Mo.; Endicott Johnson Corp. (Shoes), Emerson Electric Mfg. Co. (Fans, Heaters, Motors), Endicott, N. Y.; Deep Rock Oil Corp. (Petroleum Products), Chicago, Ill.; Missouri-Kansas-Texas RR, Senoret Chemical Co. (Terro Ant Killer) H. C. Cole Milling Co. (Omega-White Ring Flour), Chester, Ill.; 18th St. Garage, St. Louis, Mo.

WOLFE-JICKLING-CONKEY, INC.

76 W. Adams, Detroit 26, Mich.
Phone: WOodward 1-1865
AAAA—ABP—ANPA—APA
NOAB—PPA

Account Executives.....John T. Chandler, Richard Allman
Radio TV Dir.....James F. Land
Supervisor-Continuity .....Ruth Rice

Radio Accounts: Employers Assn., Rollie Barrett, Inc., Detroit, Mich.

TV Account: Morley Bros. (Whirlpool Washer Coolerator, Air King TV), Detroit, Mich.

WORTMAN, WILCOX & CO., INC.

(Formerly Wortman, Barton & Goold, Inc.)
345 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 4-5920
ABP—ANPA—NOAB—PPA

Pres. & Treas.....E. B. M. Wortman
Vice-Pres. & Secy. .....D. N. Wortman
Media Director.....H. Essler

TV Accounts: Esquire Novelty Co. (Pony Boy Gun & Holster Set), Jersey City, N. J.; Balcony Downs Plantation (Oil Paintings), Glasgow, Va., Bush & Fewer (Liquidizer).

ROBERT B. YOUNG, ADV. AGENCY

625 Market St., San Francisco 5, Calif.
Phone: SU 1-5411
APA—ABP—AAAN

President & Space Buyer.....R. B. Young

Radio Accounts: Northern Calif. Floral Industry, Sierra Candy Co.

YOUNG & RUBICAM, INC.

285 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 9-5000
ANPA—PPA—APA—AAA
NOAB—ABC—ABP

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Executive Vice-Pres.....Louis N. Brockway
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V.P., Dir. of Media & Gen. Production A. V. B. Geoghegan
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V.P.-Merchandising Dir.....Samuel Cherr
V.P.-Copy Director.....H. S. Ward
V.P.-Dir. of Research.....Dr. P. Langhoff
V.P.-Art Director.....Walter K. Nield
V.P.-Dir. of International Div. Lorimer B. Slocum
V.P.-Dir. of Pub. & Pub. Relations.Ken Dyke
Treasurer.....J. H. Geise
Sec.-Asst. Treas.....H. H. Enders
V.P.-Dir. of Radio-TV...Everard W. Meade
V.P. in Chg. of Talent & New Programming .....David Levy
Manager of Radio-TV Operations Rodney Erickson
Mgr.-Radio-TV Commercial Copy John L. Swayze
Radio-TV Business Mgr..Frederick A. Zaghi
Radio-TV Publicity Dir.....Harry Rauch
Mgr.-Radio Station Relations Frank Coulter, Jr.

Branch Offices

6253 Hollywood Blvd., Hollywood 28, Calif.
V.P. Radio & TV.....Walter Bunker
V.P. Adv. Service.....Eldon E. Smith

333 N. Michigan Ave., Chicago 1, Ill.
V.P.-Manager.....John F. Whedon
V.P.-Merchandising Dir.....D. G. Schneider
Vice-President.....Robert K. Edmonds
V.P.-Art Director.....Wm. W. Johnston
V.P.-Copy Director.....Draper Daniels

1866 Penobscot Bldg., Detroit 2, Mich.
Vice-Pres.-Manager.....Elliott E. Potter

235 Montgomery St., San Francisco 4, Calif.
Manager..... ...Edward A. Merrill, Jr.

Radio Accounts: K. Arakelian, Inc., The Borden Co., Bristol-Myers Co., Sanforized Division of Cluett, Peabody & Co., Inc., The Drackett Co., Duffy-Mott Co., Inc., General Foods Corp., Gulf Oil Corp., Life Savers Corp., Thomas J. Lipton, Inc., Metropolitan Life Insurance Co., The National Sugar Refining Co., Petri Wine Co., Purity Bakeries, Rath Packing Co., Rosefield Packing Co., Jos. Schlitz Brewing Co., Singer Sewing Machine Co.

TV Accounts: Bigelow-Sanford Carpet Co., Inc., The Borden Co., Duffy-Mott Co., Inc., General Electric Co., General Foods Corp., The Goodyear Tire & Rubber Co., Inc., Gulf Oil Corporation, International Silver Co., Johnson & Johnson, Thomas J. Lipton, Inc., O-Cedar Corp'n, Petri Wine Co., Rosefield Packing Co., Simmons Co.

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RADIO-TV STATION REPRESENTATIVES

ABC SPOT SALES

(American Broadcasting Company)
7 West 66th S t., New York 23, N. Y.
Phone: TRafalgar 3-7000
Manager (AM Spot Sales)....Earl Salmon
Manager (TV Spot Sales).Ralph E. Dennis
Branch Offices
20 N. Wacker Dr., Chicago, Ill.
Manager .....Roy McLaughlin
Phone: AN 3-7800
17 Stroh Bldg., Detroit, Mich.
Manager .....Joseph Molin
Phone: WO 3-8321
155 Montgomery St., San Francisco, Calif.
Phone: EX 2-6544
ABC, Hollywood 27, Calif.
Manager (TV) .....Robert Laws
Manager (AM) .....Amos Barron
Phone: HU 2-3141
AM & FM Stations Represented—KECA-AM, Los Angeles; KGO-AM, San Francisco, Calif.; WENR-AM, Chicago, Illinois; WXYZ-AM, Detroit, Mich.; WJZ-AM, New York, N. Y.; WMAL-AM, Washington, D. C.; KECA-FM, Los Angeles; KGO-FM, San Francisco, Calif.; WENR-FM, Chicago, Ill.; WXYZ-FM, Detroit, Mich.; WJZ-FM, New York, N. Y.; WMAL-FM, Washington, D. C.
TV Stations Represented — KECA-TV, Los Angeles; KGO-TV, San Francisco, Calif.; WENR-TV, Chicago, Ill.; WXYZ-TV, Detroit, Mich.; WJZ-TV, New York, N. Y.; WMAL-TV, Washington, D. C.

ALASKA RADIO SALES

17 East 42nd St., New York City, N. Y.
Phone: MUrray Hill 2-0813
Network Sales Mgr.....Charles E. Soden
Spot Sales Mgr.....Roy V. Smith
Stations Represented—KFQD, Anchorage, Alaska; KFRB, Fairbanks, Alaska; KIBH, Seward, Alaska; KINY, Juneau, Alaska; KTKN, Ketchikan, Alaska; KIFW, Sitka, Alaska.

AMERICAN SALES AND SERVICING AGENCY

175 Fifth Ave., New York, 10, N. Y.
Phone: AL 4-7881
Owner .....Guy Bolam
Branch Offices
Informations & Publicite, 3 Place Valois, Paris IX, France
President .....Le Merlin
Radio Luxembourg Advt., Ltd., 36 Davies St., London W.I, Eng.
Manager .....Frank Lee
Stations Represented—Radio Luxembourg

AVERY-KNODEL INC.

565 Fifth Ave., New York 17, N. Y.
Phone: PLaza 3-6513
President.....Lewis H. Avery
Vice President.....J. W. Knodel
Secretary.....B. P. Timothy
Treasurer.....Arthur H. McCoy
Director.....David H. Sandeberg
Branch Offices
75 East Wacker Dr., Chicago 1, Ill.
Phone: Andover 3-4710
Vice Pres.....J. W. Knodel
235 Montgomery St., San Francisco 4, Calif.
Phone: Yukon 2-3877
Director.....David H. Sandeberg
315 W. Ninth St., Los Angeles 15, Calif.
Phones Tucker 2435
Exec. In Charge.....Richard I. Hasbrook
41 Marietta St., N.W., Atlanta 3, Ga.
Phone: Cypress 7545
Executive-in-charge.....Charles C. Coleman
AM & FM Stations Represented—KGGM, N. M.; WGAC, Augusta, Ga.; KERO, Bakersfield, Calif.; WKBW, Buffalo, N. Y.; WAYS, Charlotte, N. C.; WJJD, Chicago, Ill.; WSAL, Cincinnati, O.; WMSC, Columbia, S. C.; KDAL, Duluth, Minn.; KFRE, Fresno, Cal.; KILO, Grand Forks, N. D.; WJEF, Grand Rapids, Mich.; WCOG, Greensboro, N. C.; WFBC, Greenville, S. C.; KULA, Honolulu, T. H.; KTHT, Houston, Tex.; WMBR, Jacksonville, Fla.; WKZO, Kalamazoo, Mich.; WROL, Knoxville, Tenn.; WLOK, Lima, O.; WIBA, Madison, Wis.; WDGY, Minneapolis, Minn.; KOMA, Oklahoma City, Okla.; WIRL, Peoria, Ill.; KOIN, Portland, Ore.; WFCI, Providence, R. I.; WHBF, RockIsland, Ill.; KROY, Sacramento, Calif.; KALL, Salt Lake City, Utah; KVSF, Santa Fe, N. M.; KJR, Seattle, Wash.; KMA, Shenandoah, Ia.; KSOO, Sioux Falls, S. D.; KTUL, Tulsa, Okla; WRUN, Utica, N. Y.; WBRY, Waterbury, Conn.; KXEL, Waterloo, Ia.; KFBI, Wichita, Kans.; WILK, Wilkes-Barre, Pa.; The Intermountain Network.
TV Stations Represented — WMBR-TV, Jacksonville, Fla.; WHBF-TV, Rock Island, Ill.; WKZO-TV, Kalamazoo, Mich.

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NEW YORK CHICAGO LOS ANGELES

BERTHA BANNAN

80 Boylston St., Boston 16, Mass.
Phone: HUbbard 2-4419, 2-4370

Owner .....Bertha Bannan

AM & FM Stations Represented—WNAB, Bridgeport, WELI, New Haven, WATR, Waterbury, Conn.; WRDO, Augusta, WLBZ, Bangor, WCOU, Lewiston, WCSH, Portland, WAGM, Presque Isle, Me.; Maine Broadcasting System, WBET, Brockton, WOCB, Cape Cod, WSAR, Fall River, WHAI, Greenfield, WHYN, Holyoke, WCCM, Lawrence, WLYN, Lnn, WNBH, New Bedford, WBRK, Pittsfield, WSPR, Springfield, WCRB, Waltham, Mass.; WKXL, Concord, WKBR, Manchester, WOTW, Nashua, WHEB, Portsmouth, N. H.; Granite State Network, WMGM, N. Y. C.; WIBX, Utica, N. Y.; WJAR, Providence, R. I.; WJOY, Burlington, WSYB, Rutland, WWSR, St. Albans, WDEV, Waterbury, Vt.

TV Stations Represented—WJAR-TV, Providence, R. I.

WALTER BIDDICK COMPANY

1151 So. Broadway, Los Angeles 15, Calif.
Phone: RIchmond 6184

Manager .....Guy Biddick
Asst. Mgr.....Mildred Biddick
Office Mgr.....Josephine Corbet
Traveling Rep. .....Burt Zoul

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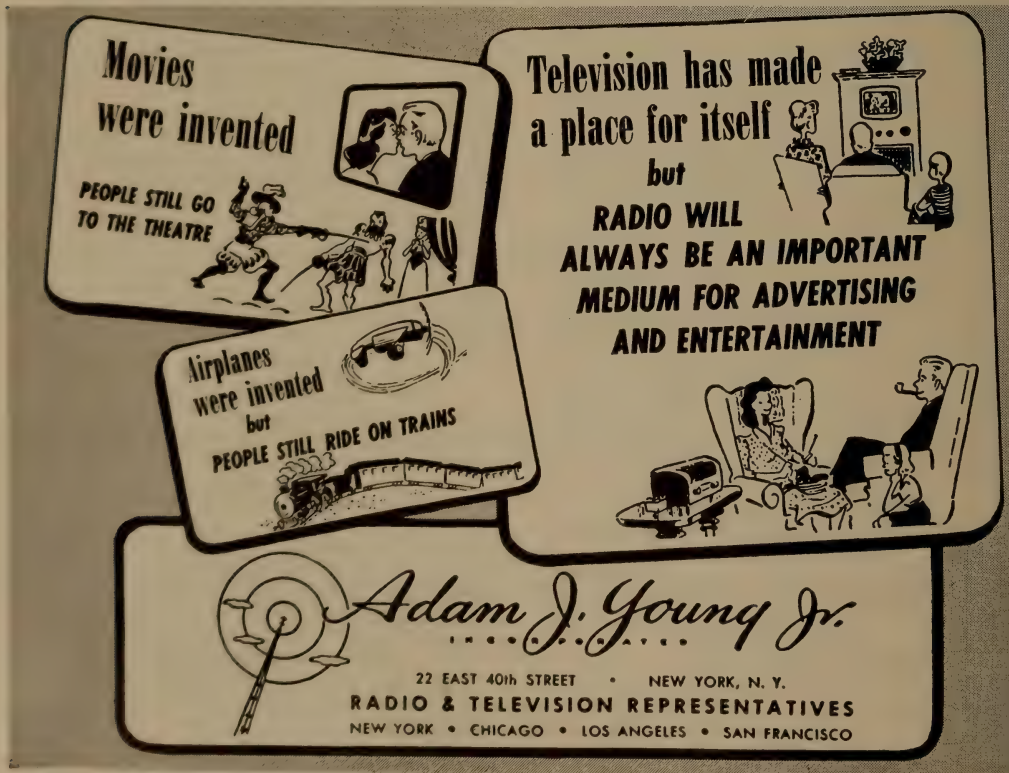
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Executive-in-charge.....Harold V. Barrett
Palmer Bldg., Atlanta 3, Ga.
Executive-in-charge.....Eli W. Sweatman
300 Montgomery St., San Francisco 4, Cal.
Executive-in-charge.....Ralph W. Mitchell
Taft Bldg., Hollywood, Cal.
Executive-in-charge .....Harold Lindley
International Trade Mart Bldg.,
New Orleans 15, La.
Executive-in-charge.....Milton De Reyna

Stations Represented— WSGN, Birmingham, WHBS, Huntsville, WALA, Mobile, WSFA, Montgomery, Ala.; KJBS, San Francisco, Calif.; WELI, New Haven, Conn.; WRDW, Augusta, WDAK, Columbus, Ga.; WEEK, Peoria, Ill.; WGL, Ft. Wayne, Ind.; WITH, Baltimore, Md.; WSAR, Fall River, Mass.; WKMH, Dearborn-Detroit, WSAM, Saginaw, Mich.; WTOK, Meridian, Miss.; KFEQ, St. Joseph, Mo.; WBAB, Atlantic City, N. J.; WHLD, Niagara Falls, WSYR, Syracuse, WTRY, Troy, WFAS, White Plains, N. Y.; WWNC, Asheville, WSJS, Winston-Salem, N. C.;KOTA, Rapid City, S. Dak.; WCOL, Columbus, WONE, Dayton, WFMJ, Youngstown, O.; WSAN, Allentown, WICU (Television), Erie, WJAC, Johnstown, WLAN, Lancaster, WEEU, Reading, Pa.; WAPO, Chattanooga, Tenn.; KOL, Seattle, KSPO, Spokane, Wash.; WKMH, Dearborn-Detroit, Mich.; KOTA, Rapid City, S. D.; WRDW, Augusta, Ga.

TV Stations Represented— WSYR-TV, Syracuse, N. Y.; WICU, Erie, WJAC-TV, Johnstown, Pa.; WTVN, Columbus, Ohio.

GEORGE P. HOLLINGBERY CO.

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President.....George P. Hollingbery

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411 W. 5th St., Los Angeles 13, Calif.
Phone: Madison 6-3633

Executive-in-charge.....Harry H. Wise, Jr.
400 Montgomery St. San Francisco 4, Calif.
Phone: Douglas 2-7192

Executive-in-charge .....Knox LaRue
233 Peachtree St., Atlanta 3, Ga.
Phone: Cypress 1489

Executive-in-charge.....Richard N. Hunter

AM & FM Stations Represented—WADC, Akron, Ohio; WAEB, Allentown, Pa.; WJBO, Baton Rouge, La.; WBCM, Bay City, Mich.; WINR, Binghamton, N. Y.; KOPR, Butte, Mont.; WTMA, Charlseton, S. C.; WRBL, Columbus, Ga.; WBTM, Danville, Va.; WHIO, Dayton, Ohio; WWJ, Detroit, Mich.; KTSM, El Paso, Texas; WBIG, Greensboro, N. C.; WFOR, Hattiesburg, Miss.; KPOA, Honolulu, Hawaii; WJDX, Jackson, Miss.; KSJB, Jamestown, N. D.; WAML, Laurel, Miss.; KGHI, Little Rock, Ark.; WLVA, Lynchburg, Va.; WIOD, Miami, Fla.; WQUA, Moline, Ill.; WWEZ, New Orleans, La.; KOOL, Phoenix, Ariz.; WJAS, Pittsburgh,, WHUM, Reading, KOLO, Reading, Pa.; WHAM, Rochester, N. Y.; KUTA & Rocky Mountain Network, Salt Lake City, Utah; KITO, San Bernardino, KCBQ, San Diego, KYA, San Francisco, KIST, Salta Barbara, Calif.; WSAV, Savannah, Ga.; WARM, Scranton, Pa.; KVI, Seattle, Wash.; KSCJ, Sioux City, Ia.; WORD, Spartanburg, S. C.; KNEW, Spokane, Wash.; WSPR, Springfield, Mass.; KGBX, Springfield, Mo.; KCNA, Tucson, Ariz.; WAMS, Wilmington, Del.

TV Stations Represented—WHIO-TV, Dayton, Ohio; WWJ-TV, Detroit, Mich.; WHAM-TV, Rochester, N. Y.

HAL HOLMAN COMPANY

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Owner .....Hal Holman

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6381 Hollywood Blvd., Los Angeles 28, Calif.
Phone: Hywd 5408

Manager .....Tracy Moore
79 Post St., San Francisco 4, Calif.
Phone: Exbrk 8033

Manager .....Tracy Moore

AM & FM Stations Represented—WTCM, Traverse City, WATT, Cadillac, WATZ, Alpena, WMBN, Petoskey, WATC, Gaylord, WABJ, Adrian, WPAG, Ann Arbor, WHFB, Benton Harbor, WHLS, Port Huron, *WIBM, Jackson, WMUS, Muskegon, WKNX, Saginaw, Mich.; WIBV, Belleville, WCAZ, Carthage, WHOW, Clinton, WLBM, Mattoon, WLDS, Jacksonville, WKAN, Kankakee, WVLN, Olney, WSIV, Pekin, Ill.; WCBC, Anderson, WBAT, Marion, *WLBC, Muncie, WKAM, Warsaw, WWCA, Gary, Ind.; KFIZ, Fond du Lac, WTWT, Stevens Point, Wisc.; WCRK, Morristown, WGNS, Murfreesboro, WTPR, Paris, Tenn.; WKCT, Bowling Green, WHIR, Danville, WMIK, Middlesboro, Ky.; KFXJ, Grand Junction, KGLN, Glenwood Springs, KFKA, Greeley, Colo.; WAYX, Waycross, Ga.; WKAX, Birmingham, Ala.; *WPIN, Clearwater, Fla.; KGAR, Garden City, Kan.; KNEB, Scottsbluff, Neb.; KWAL, Wallace, Idaho; *KOWL, Santa Monica, Calif.

*Midwest representation only.

INDEPENDENT METROPOLITAN SALES

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Owner .....Jack Koste

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5225 Wilshire Blvd., Los Angeles 36, Calif.
Phone: YOrk 8812

681 Market St., San Francisco 5, Calif.
Phone: YUkon 6-9621

AM & FM Stations Represented—WKAB, Mobile, Ala.; METROPOLITAN NETWORK, Washington, D. C.; WPIN, St. Petersburg, Fla.; WIKY, Evansville, Ind.; WXLW, Indianapolis, Ind.; WACE, Springfield, Mass.; WJXN, Jackson, Miss.; KLMS, Lincoln, Nebr.; KFMJ, Tulsa, Okla.; WTEL, Philadelphia, Pa.; WHHM, Memphis, Tenn.; KATL, Houston, KITE, San Antonio, Tex.; WXGI, Richmond, Va.; KTBI, Tacoma, Wash.; WHTN, Huntington, W. Va.

THE KATZ AGENCY, INC.

488 Madison Ave., New York 18, N. Y.
Phone: Plaza 9-4460

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Exec. V.P. & Gen. Mgr.....Eugene Katz
V.P. & Sales Mgr.....George W. Brett
Treasurer.....Morris J. Beck
Secretary.....Theodore E. Kruglak

Branch Offices

307 N. Michigan Ave., Chicago 1, Ill.
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General Motors Bldg., Detroit 2, Mich.
Phone: Trinity 2-7685

Mgr. .....R. Bateman

Bryant Bldg., Kansas City 6, Kans.
Phone: Victor 7095

Mgr.....T. J. Flanagan, Jr.

22 Marietta St. Bldg., Atlanta 3, Ga.
Phone: Alpine 1637

Mgr.....F. M. Bell

Republic Bank Bldg., Dallas 1, Tex.
Phone: Central 7936

Mgr. .....F. Brimm

Russ Bldg., San Francisco 5, Calif.
Phone: Sutter 1-7434

Mgr.....D. C. Staley

530 W. Sixth St., Los Angeles 14, Calif.
Phone: Tucker 3219

Mgr.....S. J. Reulman

AM & FM Stations Represented—KLZ, Denver, Colo.; WPDQ, Jacksonville, WGBS, Miami, WDAE, Tampa, Fla.; WAGA, Atlanta, WMAZ, Macon, WTOC, Savannah, Ga.; KGU, Honolulu, Hawaii; WIND, Chicago, Ill.; WEOA, Evansville, WFBM, Indianapolis, Ind.; WMT, Cedar Rapids, KRNT, Des Moines, Ia.; WWL, New Orleans, La.; WCOP, Boston, Mass.; WJBK, Detroit, WFDF, Flint, WOOD, Grand Rapids, Mich.; KWK, St. Louis, Mo.; KGHL, Billings, Mont.; WXKW, Albany, WEBR, Buffalo, WARC, Rochester, N. Y.; WKRC, Cincinnati, WSPD, Toledo, O.; WKY, Okla. City, Okla.; WKST, New Castle, WFIL, Phila., WCAE, Pittsburgh, Pa.; WNAX, Yankton, S. D.; WREC, Memphis, WSIX, Nashville, Tenn.; KHQ, Spokane, Wash.; WHIS, Bluefield, WMMN, Fairmont, W. Va.; WISN, Milwaukee, Wisc.

TV Stations Represented—KLAC-TV, Los Angeles, Calif.; WNHC-TV, New Haven Conn.; WAGA-TV, Atlanta, Ga.; WFBM-TV, Indianapolis, Ind.; WMAR-TV, Baltimore, Md.; WJBK-TV, Detroit, Mich.; WHEN, Syracuse, N. Y.; WKRC-TV, Cincinnati, WXEL, Cleveland, WSPD-TV, Toledo, O.; WKY-TV, Okla. City, Okla.; WFIL-TV, Phila., Pa.; WSAZ-TV, Huntington, W. Va.; KPIX, San Francisco, Calif.; KMTV, Omaha, Nebr.

JOHN KEATING

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Phone: Beacon 4107

Manager.....Don P. Motter

Branch Office

408 Second & Pine Bldg., Seattle 1, Whas.

Executive-in-charge...James A. McLoughlin

Stations Represented—OREGON: KVAS, Astoria; KBKR, Baker; KBND, Bend; KFJI, Klamath Falls; KLBM, La Grande; KMED, Medford; KNPT, Newport; KODI, The Dalles; KOOS, Coos Bay; KORE, Eugene; KRNR, Roseburg; KRUL, Corvallis; KSLM, Salem; KSRV, Ontario; KTIL, Tillamook; KUIN, Grants Pass; KWIL, Albany;

KWIN, Ashland; KWRC, Pendleton; WASHINGTON:KBRC, Mt. Vernon; KBRO, Bremerton; KELA, Centralia; KGA, Spokane; KGY, Olympia; KIT, Yakima; KMO, Tacoma; KOL, Seattle; KOMW, Omak; KONP, Port Angeles; KPKW, Pasco; KPQ; Wenatchee; KUJ, Walla Walla; KVAN, Vancouver; KVOS, Bellingham; KWLK, Longview; KXRO, Aberdeen; IDAHO: KRLC, Lewiston; KTFI, Twin Falls; KIEM, Eureka, Calif.

KEENAN & EICKELBERG

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and
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Manager (SF).....W. Hubbard Keenan

TV Department
TV Dept. Head (LA).....Frank Dougherty
TV Dept. Head (SF).....Maxwell Hunter

Branch Office
333 S.W. Oak St., Portland 4, Ore.
Phone: BRoadway 3210
Executive-in-charge.....Frank J. McHugh

AM & FM Stations Represented—WTNB, Birmingham, WGWD, Gadsden, WCOV, Montgomery, WGWC, Selma, Ala.; KFSA, Ft. Smith, KBRS, Springdale, KLRA, Little Rock, Ark.; KCSJ, Pueblo, Col.; WJBF, Augusta, WBML, Macon, Ga.; KBUR, Burlington, KFNF, Shenandoah, KTRI, Sioux City, Ia.; KANS, Wichita, Kan.; WINN, Louisville, Ky.; KMLB, Monroe, KRMD, Shreveport, La.; KRVN, Lexington, Nebr.; KICA, Clovis, KAVE, Carlsbad, KSIL, Silver City, KGFL, Rosswell, KWEW, Hobbs, N. M.; WLOS, Asheville, WTOB, Winston-Salem, N. C.; WHBC, Canton, WMAN, Mansfield, WPAY, Portsmouth, WRFD, Worthington, Ohio; KTOK, Oklahoma City, KADA, Ada, KVSO, Ardmore, KCRC, Enid, KSWO, Lawton, KTMC, McAlester, KBIX, Muskogee, KGFF, Shawnee, Okla.; WIKK, Erie, Pa.; WCOS, Columbia, S. C.; KCMC, Texarkana, KTBC, Austin, KXZY, Houston, KFDX, Wichita Falls, KGNC, Amarillo, KFYO, Lubbock, KWKC, Abilene, KTXL, San Angelo, KOSA, Odessa, KROD, El Paso, KFDM, Beaumont, KEYS, Corpus Christi, KRGV, Weslaco, KTRE, Lufkin, KTBB, Tyler, Tex.; WDUZ, Green Bay, WKBH, LaCrosse, WHBL, Sheboygan, Wis.; WOL, Washington, D. C.; WOR, New York, N. Y.; WGN, Chicago, Ill.

TV Stations Represented—WGN-TV, Chicago, Ill.; WAAM-TV, Baltimore, Md.; WDAF-TV, Kansas City, Mo.; WBEN-TV, Buffalo, WOR-TV, New York, N. Y.; WFMY-TV, Greensboro, N. C.; WTMJ-TV, Milwaukee, Wis.

KETTELL-CARTER

John Hancock Bldg., Boston 16, Mass.
Phone: Liberty 2-5799
Partner.....Elmer Kettell
Partner.....Marjorie Carter

AM & FM Stations Represented—WABI, Bangor, WLAM, Lewiston, WPOR, Portland, WTVL, Waterville, Me.; WFEA, Manchester, WKNE, Keene, WLNH, Laconia, WMOU, Berlin, N. H.; WACE, Chicopee, WALE, Fall River, WBEC, Pittsfield, WBSM, New Bedford, WEIM, Fitchburg, WHAV, Haverhill, WKOX, Framingham, WNEB, Worcester, Mass.; WSKI, Montpelier, Vt.; WHIM, Providence, R. I.; WBRY, Waterbury Conn.; WOR, New York, WHCU, Ithaca, WSYR, Syracuse, N. Y.; NORTH EASTERN BROADCASTING SYSTEM; PINE TREE GROUP OF MAINE; NEW HAMPSHIRE GROUP; BAY STATE GROUP OF MASS.

TV Stations Represented—WOR-TV, New York, WSYR-TV, Syracuse, N. Y.

JOSEPH HERSHEY McGILLVRA, INC.

366 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 2-8755
President.....Joseph H. McGillvra
Vice-President.....Helen Gill

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Phone: State 2-5282
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684 S. Lafayette Pk. Pl., Los Angeles 5, Calif.
Phone: Dunkirk 7-4388
Manager.....Robert W. Walker
68 Post St. San Francisco, Calif.
Phone: SUtter 1-5568
Manager.....Rogers Parratt
Rhodes-Haverty Bldg., Atlanta, Ga.
Phone: WAlnut 6390
Manager.....Laurence A. Weaver, Jr.
(Declined to list stations represented)

ROBERT MEEKER ASSOCIATES INC.

521 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-2170
General Manager.....Robert D. C. Meeker
Eastern Manager.....Louis J. F. Moore
Salesman.....Edgar B. Filron

Branch Offices
333 N. Michigan Ave., Chicago 1, Ill.
Phone: CE 6-1742
Midwest Manager.....Don Pontius
8 West King St., Lancaster, Pa.
Phone: Lan. 5251
Manager.....Robert L. Dreher
6381 Hollywood Blvd., Los Angeles 28, Calif.
Phone: HO 9-5408
West Coast Manager.....Tracy Moore
79 Post St., San Francisco, Calif.
Phone: Yukon 6-4112
Manager.....Jack Q. Hall

AM & FM Stations Represented — WMGY, Montgomery, Ala.; KCRA, Sacra-

mento, Calif.; WDEL, Wilmington, Del.; WJNO, W. Palm Beach, Fla.; WDWS, Champaign, Ill.; WTTS, Bloomington, WKBV, Richmond, Ind;. WKBB, Dubuque, Iowa; KVOL, Lafayette, La.; WCUM, Cumberland, Md.; WKNY, Kingston, WGAT, Utica, N. Y.; WHKK, Akron, WCLT, Newark, O.; KUGN, Eugene, KMED, Medford, Ore.; WHOL, Allentown, WRTA, Altoona, WEST, Easton, WKBO, Harrisburg, WAZL, Hazleton, WGAL, Lancaster, WRAW, Reading, WMBS, Uniontown, WORK, York, Pa.; WGKV, Charleston, W. Va.; WMAM, Marinette, WSAU, Wausau, Wis.

TV Stations Represented—WDEL-TV, Wilmington, Del.; WTTV, Bloomington, Ind.; WGAL-TV, Lancaster, Pa.

NATIONAL BROADCAST SALES

25 King St. W., Toronto, Ontario
Phone: ADelaide 8895

President.....R. A. Leslie
Vice-President.....E. F. Kavanagh

Branch Office
106 Medical Arts Bldg.,
Guy & Sherbrooke Sts., Montreal, Quebec
Phone: FI 2439

Manager.....E. F. Kavanagh

AM & FM Stations Represented—CJCH, *Helifax, N. S.*; *CJAD, Montreal, P. Q.*; CKWS, Kingston, Ont.; CJFX, Antigonish, N. S.; CHEX, Peterboro, CKTB, St. Catharines, CHOK, Sarnia, CFCH, North Bay, CJKL, Kirkland Lake, CKGB, Timmins, Ont.; ZFY, Georgetown, CKMO, Vancouver, CHUB, Nanaimo, B. C.; CKBB, Barrie, CKEY*, Toronto, CHML*, Hamilton, Ont.; CKXL, Calgary, Alta.; CKOY, Ottawa, Ont.
* Represented by Montreal office only.

NATIONAL BROADCASTING COMPANY

National Spot and Local Sales Division
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Phone: CIrcle 7-8300

Director.....James V. McConnell
East. Radio Sales Mgr.....Richard H. Close
Eastern TV Sales Mgr.....Charles Philips
Advertising & Prom. Mgr.....Jacob A. Evans
Sales Service Mgr.....Caroline Herbert

Branch Offices
Merchandise Mart, Chicago 54, Ill.
Phone: SUperior 7-8300

Manager.....Oliver Morton
NBC Bldg., Cleveland 4, Ohio
Phone: Cherry 0942

Sales Representative.....John C. Treacy
Sunset & Vine, Hollywood 28, Calif.
Phone: Hollywood 9-6161

Manager.....Robert Howard
NBC Bldg., San Francisco 2, Calif.
Phone: Greystone 4-8700

Sales Representative.....Carl A. Nielsen

AM & FM Stations Represented—WNBC, New York, N. Y.; WMAQ, Chicago, Ill.; WTAM, Cleveland, O.; WRC, Washington, D. C.; KNBC, San Francisco, Calif.; KOA, Denver, Col.; WGY, Schenectady, N. Y.

TV Stations Represented—WNBT, New York, N. Y.; WNBQ, Chicago, Ill.; WPTZ, Philadelphia, Pa.; KNBH, Hollywood, Calif.; WNBK, Cleveland, O.; WNBW, Washington, D. C.; WBZ-TV, Boston, Mass.; WRGB, Schenectady, N. Y.

NATIONAL TIME SALES

17 E. 42nd St., New York 17, N. Y.
Phone: MUrray Hill 2-0810

Sales Manager.....Arthur Gordon
Asst. Sales Mgr.....Robert J. Kizer

Branch Office
1151 So. Broadway, Los Angeles 15, Calif.
Phone: Richmond 6184

Executive-in-charge.....Guy Biddick

AM & FM Stations Represented—WGAY, Silver Spring, Md.; KNOX, Grand Forks, N. D.; WPWA, Chester, Pa.; KCOH, Houston, Tex.; WMVI, Biloxi, Miss.; WLPO, LaSalle, Ill.

PAN AMERICAN BROADCASTING CO.

17 East 42nd St., New York 17, N. Y.
Phone: MU 2-0810

Vice-President.....Eugene Bernald
Manager.....Arthur Gordon
Asst. Mgr.....Robt. J. Kizer

Branch Offices
228 N. LaSalle St., Chicago 1, Ill.
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Phone: Mich 6203

Executive-in-charge.....A. O. Dillenbeck
Mills Bldg., San Francisco, Calif.
Phone: Gar 1-7950

Executive-in-charge.....Duncan Scott

AM & FM Stations Represented—Africa: South Africa, Tangier, Morocco, Mozambique, Angola; Asia: India, China, Philippines; Europe: France, Belgium, Portugal, England; South America: Bolivia, Chile, Colombia, Ecuador, Dutch Guiana, Paraguay, Venezuela, Peru; Central America: Barbados, Costa Rica, Dominican Republic, El Salvador, Haiti, Honduras, Jamaica, Mexico, Nicaragua, Panama, Puerto Rico, Trinidad; Misc. Areas: Fiji Islands.

JOHN E. PEARSON CO.

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Account Executive.....John S. Stewart

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333 No. Michigan Ave., Chicago 1, Ill.
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Executive-in-charge .....George Clark
Account Executive.....Kay Fisher
Account Executive.....John P. Rohrs
684 So. Lafayette Pk. Pl., Los Angeles 5, Calif.
Phone: Dunkirk 7-4388
Executive-in-charge.....R. W. Walker
68 Post St., San Francisco 4, Calif.
Phone: Sutter 1-5568
Executive-in-charge .....Rogers Parratt
(Declined To Reveal Stations Represented)

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310 E. 45 St., New York 17, N. Y.
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Salesman.....R. S. Mandeville
Salesman .....W. T. Kelly

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Executive-in-Charge.....Robert Hitchings
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Executive-in-Charge.....John F. Cole
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Exec.-in-Charge.....H. James Thacker, Jr.
5 3d St., San Francisco 3, Calif.
Phone: Garfield 1-6740
Exec.-in-Charge.....Myron A. Elges
AM & FM Stations Represented—WDLP, Panama City, WWPG, Palm Beach, WJHP, Jacksonville, WCOA, Pensacola, WALT, Tampa, WINZ, Miami Beach, WNDB, Daytona Beach, WTMC, Ocala, WKWF, Key West, Fla.

EDWARD PETRY & CO., INC.

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Exec. Vice-Pres.....Edward E. Voynow
V-P & Eastern Sales Mgr.....H. E. Ringgold
Secry.-Treas. .....Henry I. Christal
Sales Prom. Mgr.....Seth Dennie
Asst. Sales Prom. Mgr....Thos. B. Ellsworth
Research Mgr. .....William H. Steese

TV Department
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Sales Prom. Mgr.....Robert L. Hutton, Jr.
Asst. Sales Prom. Mgr...LeGrand S. Redfield
Research Mgr.....Howard L. Selger

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Executives: William Cartwright (AM), Franklin M. Walker (TV)
Russ Bldg., San Francisco 4, Cal.
Exec.-in-Charge.....Earle H. Smith
Phone: Garfield 1-4082
601 W. Fifth St., Los Angeles, 13, Cal.
Exec.-in-Charge.....Charles G. Matson
Phone: Michigan 8729
Shell Bldg., St. Louis 3, Mo.
Exec.-in-Charge.....George Kercher
Phone: Chestnut 7191
M & W Tower, 311 S. Akard, Dallas 2, Texas
AM & FM Stations Represented—WSB, Atlanta, Ga.; WBAL, Baltimore, Md.; WNAC, Boston, Mass.; WICC, Bridgeport, Conn.; WBEN, Buffalo, N. Y.; WGAR, Cleveland, Ohio; FAA, Dallas-Ft. Worth, Tex.; KSO, Des Moines, Iowa; WJR, Detroit, Mich.; KARM, Fresno, Calif.; KPRC, Houston, Texas; WDAF, Kansas City, Mo.; KFOR, Lincoln, Nebr.; KARK, Little Rock, Ark.; KFI, Los Angeles, Calif.; WHAS, Louisville, Ky.; WTMJ, Milwaukee, Wisc.; KSTP, Minneapolis-St. Paul, Minn.; WSM, Nashville, Tenn.; WSMB, New Orleans, La.; WTAR, Norfolk, Va.; KOIL, Omaha, Nebr.; WIP, Philadelphia, Pa.; KPHO, Phoenix, Ariz.; KGW, Portland, Ore.; WEAN, Providence, R. I.; WRNL, Richmond, Va.; WOAI, San Antonio, Tex.; KOMO, Seattle, Wash.; KTBS, Shreveport, La.; KGA, Spokane, Wash.; WMAS, Springfield, Mass.; WAGE, Syracuse, N. Y.; KVOO, Tulsa, Okla.; WWVA, Wheeling, West Va.; KFH, Wichita, Kansas; The Yankee Network; Texas Quality Network.
TV Stations Represented—WSB-TV, Atlanta, Ga.; WBAL-TV, Baltimore, Md.; WNAC-TV, Boston, Mass.; WFAA-TV, Dallas, Tex.; KPRC-TV, Houston, Tex.; KFI-TV, Los Angeles, Calif.; WHAS-TV, Louisville, Ky.; KSTP-TV, Minneapolis-St. Paul, Minn.; WSM-TV, Nashville, Tenn.; WTAR-TV, Norfolk, Va.; KPHO-TV, Phoenix, Ariz.; WOAI-TV, San Antonio, Tex.

RA-TEL REPRESENTATIVES, INC.

420 Lexington Ave., New York 17, N. Y.
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Vice President .....A. W. Howe
Treasurer .....S. P. Mahoney
Secretary .....C. W. Beller
General Manager.....J. W. LeBaron

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Exec-in-Charge .....Alice Grant
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Phone: Crestview 5-2022
Exec-in-Charge .....Lee O'Connell
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Phone: Douglas 2-4536
Exec-in-Charge .....William A. Ayres
306 Empire State Bank Bldg., Dallas 1, Tex.
Phone: Prospect 7-5280
Exec-in-Charge .....Frederick Folks
AM & FM Stations Represented—KGRH, Fayetteville, Ark.; KROW, San Francisco, Calif.; WHOO, Orlando, Fla.; WASK, Lafayette, WIMS, Michigan City, Ind.; KTOP, Topeka, Kans.; WKYB, Paducah, Ky.; KSYL, Alexandria, KNOE, Monroe, WNOE, New Orleans, La.; WAAB, Worcester, Mass.; *WEBC, Duluth, *WMFG, Hibbing, KROC, Rochester, *WHLB, Virginia, Minn.; WCEC, Rocky Mt., N. C.; WHHH, Youngstown, O.; KSPI, Stillwater, Okla.; WESB, Bradford, Pa.; KGBS, Harlingen, Texas; WSAP, Norfolk, Va.; WEAU, Eau Claire, *WISC, Madison, WOMT, Manitowoc, WFOX, Milwaukee, WJMC, Rice Lake, Wis.; WJON, St. Cloud, Minn.
*Arrowhead Network.

RADIO REPRESENTATIVES, INC.

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Vice President.....Frank Sawdon
Vice President.....Peggy Stone
Vice President.....John North
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Vice-Pres. .....John North
Phone: FI 6-0964
6381 Hollywood Blvd., Los Angeles, Cal.
Exec-in-Charge.....Tracy Moore
Phone: Hollywood 9-5408
78 Post Street, San Francisco, Cal.
Exec-in-Charge .....Tracy Moore
Phone: Exbrook 2-8033

RADIO REPRESENTATIVES LIMITED

4 Albert St., Toronto 1, Ont., Canada
Phone: WAverly 6151
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Sales Manager.....J. S. Scott
Salesman.....A. E. Bedard
Secretary-Treasurer .....V. Murphy
Branch Offices
337 Dominion Square Bldg., Montreal, Que. Canada
Manager.....W. C. Dippie
Phone: HA. 7811
Lindsay Bldg., Winnipeg, Manitoba, Canada
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Houston 11, Texas.

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323-A Customhouse
San Francisco 26, Calif.

GEORGE V. WILTSE
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801 Federal Office Bldg., Seattle 4, Washington

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Central States Region
876 U. S. Court House, Chicago 4, Illinois.

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P. O .Box 1142, Lanikai, Oahu, T. H.

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307 Fitzpatrick Building
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14. HERBERT H. ARLOWE
801 Federal Office Building
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15. WILLIAM E. CLYNE
521 Customhouse
Denver 2, Colorado.
16. DONALD A. MURRAY
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17. HAROLD T. GALLAHER
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1029 New Federal Building
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20. PAUL A. HOLLOWAY
328 P. O. Building
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21. PAUL R. FENNER
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Honolulu 1, T. H.
22. IRL D. BALL
322-323 Federal Building
San Juan 13, P. R.
23. SIGFRED F. BERGE
7-8 Shattuck Building
Juneau, Alaska
Sub-Office
Radio Engineer
Room 53, U. S. P. O. and Court House
Anchorage, Alaska.

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Twin Falls, Idaho

HOMER V. THOMPSON
Fort Lauderdale, Florida

JAMES E. GILFOY
Lexington, Kentucky

JOHN F. DEBARDELEBEN
Muskogee, Oklahoma

H. FRANK RAWLS
Bay St. Louis, Mississippi

HOW TO APPLY FOR FCC LICENSE

Official FCC Procedure for AM, FM and TV Licenses

ANY qualified citizen, firm or group may apply to the Federal Communications Commission for authority to construct a commercial standard, frequency modulation or television broadcast station.

Licensing of these facilities is prescribed by the Communications Act of 1934, which sets up certain basic requirements. In general, applicants must satisfy the Commission that they are legally, technically and financially qualified, and that operation of the proposed station would be in the public interest, convenience and necessity.

The licensing procedure is detailed in Part 1 of the Commission's "Rules Relating to Organization and Practice and Procedure," while station operation is covered by Part 3, "Rules Governing Broadcast Services," and "Standards of Good Engineering Practice."

The application procedure is substantially the same whether the facility sought is an FM, television or standard broadcast station.

Selecting a Frequency

The Communications Act recognizes broadcasting as a competitive industry and invests the Commission with the responsibility of allocating facilities so as to provide a fair, efficient and equitable distribution of radio service.

Standard broadcast stations operate on "local," "regional," or "clear" channels. Local stations are of 100 to 250 watts power and serve smaller communities; stations of 500 watts to 5 kilowatts cover larger centers of population and surrounding areas; stations of 10 to 50 kilowatt maximum power are for large area coverage, particularly at night.

To determine whether an AM frequency is available for assignment in a particular area, it is necessary for the applicant to have a channel study made by a competent engineer. The Commission's engineering personnel cannot undertake to make such studies for prospective applicants.

In the case of FM, the Commission has tentatively allocated geographic blocks of frequencies to accommodate Class A stations (community) and Class B. Stations (metropolitan and rural). Except in the larger cities, the demand for FM stations has not yet exceeded the supply of available frequencies.

Television channels are apportioned for "metropolitan," "community," and "rural" service.

Applying for a Construction Permit

Once a prospective licensee has decided the type of station he wants to apply for, the next step is to make application for a construction permit. This application must be in writing, on a form (No. 301) supplied by the Commission. This form requires information about the citizenship and character of the applicant, as well as his financial, technical and other ability to construct and operate a station, plus details about the transmitting apparatus to be used and the proposed new service. Triplicate copies are required, two of which must be executed under oath or affirmation.

Application Processing

Applications are, in turn, studied by the Commission's Engineering, Law, and Accounting Bureaus, which make their respective recommendations to the Commission. The system of processing is so designed that applications are considered by different categories in the order in which received.

If, upon examination of an application, the Commission determines that there are no engineering conflicts and that all other requirements are met, the application is granted and a construction permit is issued.

Conditional grants are made to qualified FM applications subject to their filing, within 90 days, engineering details concerning their proposed operations, after which construction permits are issued. Television and FM stations are permitted

interim operation with less than the prescribed power.

All construction authorizations are subject to approval of transmitter site and antenna system by Civil Aeronautics Administration.

Hearings

However, where it appears that interference would be caused to another station above the degree drescribed in the Commission's "Standards of Good Engineering Practice," or if other serious questions are involved, a hearing is usually required before a determination can be made. Sometimes, also, a hearing is necessary because two or more applicants request the same frequency.

In designating an application for hearing, the Commission gives public notice of the issues raised for the information of the applicant and other parties who may be concerned. Prior to the hearing, requests may be made for enlargement of the issues, to amend the application, or to permit other parties to intervene.

Usually the hearing date is not fixed until after the applicant agrees to such a hearing and has filed for his appearance. It may, however, be designated in the original notice. The notice generally allows the applicant a period of 30 days or more in which to prepare. Even after being designated for hearing, an applicant may find it possible to satisfy the issues raised by amending his application, especially if there are engineering considerations.

Hearings are customarily conducted by a presiding officer designated by the Commission. He can be a Commissioner or an examiner. He has authority to administer oaths, examine witnesses and rule upon the admission of evidence. Individual or partnership applicants may appear in person or by counsel, but cooperate applicants must be represented by attorney.

Request for Argument

Within 20 days after the close of the hearing, each party has the privilege of filing proposed findings of fact and conclusions in support of his contentions. After review of evidence and statements, the Commission enters its proposed decision.

In the event he wishes to contest the proposed decision, the applicant and any other interested party then has 20 days to file exceptions and to request oral argument before the Commission. Oral argument is granted on request. After oral argument the Commission may adopt, modify or reverse its proposed findings.

In event that no exceptions are taken, the Commission issues an order making its proposed findings effective. Within 20 days thereafter, any party involved *may* file a petition for rehearing. Such a petition may be filed whether or not the decision is based upon a hearing, but the petition does not stay the proceedings unless ordered by the Commission.

Construction Permit

When and if an application meets statutory and other requirements, it is granted and a construction permit is issued. The latter specifies a date for commencement and another for completion of construction. A maximum of 60 days from date of grant is provided in which construction shall begin, and a maximum of six months thereafter as the time for completion (or 8 months in all). If the permittee is unable to build his station within the time specified he can apply (on Form 701) for additional time, stating the reasons. Upon completion of construction, the permittee can engage in equipment tests.

License

The final step is to apply (on Form 302) for the actual license. The applicant must show compliance with all terms, conditions, and obligations set forth in the application and the construction permit. After applying for a license, the holder of a construction permit can conduct program tests for a period not to exceed 30 days. A station license is then issued if no new cause or circumstance has come to the attention of the Commission that would make operation of the station contrary to the public interest.

Standard and FM stations are licensed for the statutory limit of three years; television stations for one year.

NATIONAL ASSOCIATION OF RADIO AND TELEVISION BROADCASTERS

Headquarters: 1771 N—Street, N. W., Washington 6, D. C. Phone, Decatur 9300

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BOARD OF DIRECTORS 1951-1952

In accordance with Article IV of the By-Laws, the Board of Directors has designated, effective June 23, 1950, the following composition of each of the 17 NAB Districts.

Director	District	States Comprising District
Craig Lawrence WCOP, Boston, Mass.	1	Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont.
William A. Fay WHAM, Rochester, N. Y.	2	New York and New Jersey.
Leonard Kapner WCAE, Pittsburgh, Pa.	3	Delaware, Pennsylvania, West Virginia and Maryland, excluding the counties of Prince Georges and Montgomery.
Harold Essex WSJS, Winston-Salem, N. C.	4	District of Columbia, North Carolina, South Carolina, Virginia and Maryland, including the counties of Prince Georges and Montgomery.
Thad Holt WAPI, Birmingham, Ala.	5	Alabama, Florida, Georgia, Puerto Rico and Virgin Islands.
Harold Wheelahan WSMB, New Orleans, La.	6	Arkansas, Louisiana, Mississippi and Tennessee.
Robert T. Mason WMRN, Marion, Ohio.	7	Kentucky and Ohio.
(To be named 28th of March)	8	Indiana and Michigan.
Merrill Lindsay WSOY, Decatur, Ill.	9	Illinois and Wisconsin.
William B. Quarton WMT, Cedar Rapids, Iowa.	10	Iowa, Missouri and Nebraska.
H. W. Linder KWLM, Willmar, Minn.	11	Minnesota, North Dakota and South Dakota, excluding the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson.

Director	District	States Comprising District
Jack Todd KAKE, Wichita, Kansas.	12	Kansas and Oklahoma.
Kenyon Brown KWFT, Wichita Falls, Tex.	13	Texas.
William C. Grove KFBC, Cheyenne, Wyo.	14	Colorado, Idaho, Utah, Wyoming, Montana, New Mexico, and South Dakota, including the counties of Fall River, Shannon, Bennett, Todd, Mellette, Washabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson.
Glenn Shaw KLX, Oakland, Calif.	15	California, excluding the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial, Nevada, excluding the counties of Mineral, Esmeralda, Nye, Lincoln and Clark, and Hawaii.
Calvin J. Smith KFAC, Los Angeles, California.	16	Arizona, California, including the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial, and Nevada, including the counties of Mineral, Esmeralda, Nye, Lincoln, and Clark.
H. Quenton Cox KGW, Portland, Ore.	17	Alaska, Oregon and Washington.

DIRECTORS-AT-LARGE

Large Stations

District 7
James D. Shouse
WLW, Cincinnati, Ohio

District 6
John H. DeWitt, Jr.
WSM, Nashville, Tenn.

Medium Stations

District 5
A. D. Willard, Jr.
WGAC, Augusta, Ga.

District 12
Hugh B. Terry
KLZ, Denver, Colo.

Small Stations

District 6
Patt McDonald
WHHM, Memphis, Tenn.

District 5
Edgar Kobak
WTWA, Thomson, Ga.

FM Stations

District 4
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WARL-FM, Arlington, Va.

District 4
Ben Strouse
WWDC-FM, Washington, D. C.

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U. S. Radio-TV Editors

The nation's radio and TV broadcasters in response to questionnaires sent out by Radio-Television Daily contributed the accompanying list of editors.

ALABAMA

Alexander City Outlook: **Carl Wolsoncraft.**
Birmingham Post: **Lillie Mae Caldwell.**
Gadsden Times: **Carl Hofferburt.**
Mobile Press: **Michael McEvoy.**
Mobile Register: **Tony Walker.**
Montgomery Advertiser: **Mel O. Davis.**

ARIZONA

Arizona Republic: **Ralph Mahoney.**
Phoenix Gazette: **Julian DeVries.**
Mesa Daily Tribune: **Barney Mergen.**
Tucson Daily Citizen: **Norman Harrington.**

ARKANSAS

Fort Smith Times Record: **Bill Barksdale.**
Southwest American (Fort Smith): **Ralph Lee.**
Arkansas Democrat (Little Rock): **Geraldine Stroud.**
Arkansas Gazette (Little Rock): **Jerry Campbell.**

CALIFORNIA

Fresno Bee: **Ed Clow.**
Fresno Guide: **Hap Haggard.**
Hollywood Citizen News: **Zuma Palmer.**
San Diego Tribune-Sun: **Dorothy Mahoney.**
San Diego Union: **Marian Mitchell.**
The Chronicle (San Francisco): **Terrence O'Flaherty.**
San Francisco Examiner: **Dwight Newton.**
Shopping News (San Francisco): **Tom Tyrell.**
San Francisco News: **Dorothy Beck.**
San Francisco Call-Bulletin: **Les Malloy.**
Tribune (Oakland): **Barbara Howell.**
Pasadena Independent: **Bill Bird.**
Star News (Pasadena): **Charles Purlee.**
San Bernardino Daily Sun: **James A. Guthrie.**
Santa Ana Register: **Pat Cooey.**
Los Angeles Examiner: **Pat Hogan.**
Los Angeles Daily News: **Paul Price.**
Los Angeles Mirror: **Hal Humphrey.**
Los Angeles Times: **Walt Ames.**
Los Angeles Examiner: **Pat Hogan.**
Herald-Express (Los Angeles): **Owen Callin.**
Valley Times (N. Hollywood): **Allen Rich.**

COLORADO

Free Press (Colorado Springs: **Joe Givando.**
Denver Post: **Ken White.**
Rocky Mountain News (Denver): **Glenda Randow.**
Denver Times: **John W. Fishback.**
Durango News: **Leo Burrington.**
Herald-Democrat (Durango): **Tim O'Connor.**

CONNECTICUT

Bridgeport Herald: **Leo Miller.**
Bridgeport Post: **Rocky Clark.**
Hartford Courant: **M. Oakley Stafford.**
Hartford Times: **Ann Norman.**
Stamford Advocate: **Len Massell.**
Torrington Register: **Walter Gelbrecht.**
Waterbury American: **E. Christy Erk.**

DELAWARE

Morning News (Wilmington): **Lew Gerlack.**

DISTRICT OF COLUMBIA

Times-Herald (Washington): **Bernie Harrison.**
Washington Post: **Sonia Stein.**
Evening Star (Washington): **Harry MacArthur.**
The Daily News (Washington): **Henry Frankhauser.**

FLORIDA

Miami Herald: **Marion Aitchison.**
Miami News: **Louis Leydon.**
Journal and News (Pensacola): **Maurice Harling.**
St. Petersburg Times: **Jack Faulkner.**
Tampa Morning Tribune: **Phil Barney.**
St. Augustine Record: **Harvey Lopez.**

GEORGIA

Atlanta Constitution: **Rita Van Pelt.**
Atlanta Journal: **Lauren Norvell.**

ILLINOIS

Chicago Tribune: **Larry Wolters.**
Chicago Daily News: **Sam Lesner.**
Chicago Sun-Times: **Bill Irvin.**
Chicago Herald-American: **Bill McHugh.**
Rock Island Argus: **Frank Harrington.**

INDIANA

Anderson Herald: **Maurice Hockett.**
Bulletin (Anderson): **Juliet Crittenberger.**
Ft. Wayne News-Sentinel: **Bud Manth.**
Indianapolis News: **Martha McHatton.**
Indianapolis Star: **George Dyslin.**
Indianapolis Times: **Robert Schull.**
Kokomo Tribune: **Charlene Marguiss**

IOWA

Cedar Rapids Gazette: **Nadine Subotnik.**
Ames Tribune: **Arthur H. Hogg.**
Davenport Democrat: **Ina Wickham.**
Daily Times (Davenport): **Jennie Strezlecki.**
Waterloo Daily Courier: **Joyce Mascik.**
Journal-Tribune (Sioux City): **Willis Forbes.**

KANSAS

Topeka State Journal: **Tom Kiene.**
Topeka Daily Capital: **Jim Reed.**
The Wichita Beacon: **Sidney Coleman.**
The Wichita Eagle: **Russ Johnson.**

KENTUCKY

Courier-Journal (Louisville): **Bill Ladd.**
Louisville Times: **Angela Pries.**

LOUISIANA

Morning Advocate (Baton Rouge): **Bob Wilson.**
New Orleans Item: **Ted Liuzza.**
New Orleans States: **Bob Cublette.**
Times-Picayune (New Orleans): **Ed Brooks.**
Illustrated Press (New Orleans): **H. C. Alfred.**

MAINE

Press Herald, Evening Express (Portland): **Otis Williams.**

MARYLAND

The Morning Sun (Baltimore): **Robert Snyder.**
The Sunday Sun (Baltimore): **M. Holland.**
Baltimore American: **Jennie Lea Bird.**
Cumberland Sunday Times: **William Hunt.**
Cumberland News: **H. H. Robinson.**
Cumberland Evening Times: **Gene Gunning.**
Morning Herald (Hagerstown): **Joseph Harp.**
Daily Mail (Hagerstown): **Garving Hager.**
Hagerstown Globe Independent: **Stewart Douglas.**

MASSACHUSETTS

Boston Post: **Howard Fitzpatrick.**
Boston Herald & Traveler: **Rudolph Elie.**
Boston Globe: **Elizabeth Sullivan.**
Christian Science Monitor (Boston): **Al Hughes.**
Boston Record-American: **Joseph Anderson.**
The Fall River Herald News: **Pete Dube.**
Eagle-Tribune (Lawrence): **Stanley Greenhalgh.**
Lynn Daily Item: **Doris Latimer.**
Newton Villager: **Philip Ahlin.**
Belmont Citizen: **G. B. Seavey.**
Waltham News-Tribune: **Thomas Murphy.**
Berkshire Eagle (Pittsfield): **Ed Farrell.**
Springfield Union & News: **Harvey Grey.**
Springfield Daily: **Robert Price.**
Watertown Sun: **Fred Green.**
Wellesley Townsman: **A. E. Larsson.**
New Bedford Etandard-Times: **George Geiger.**
Worcester Telegram: **Frederick L. Rushton.**
Evening Gazette (Worcester): **James Gourgas.**
Sunday Telegram (Worcester): **Don Williams.**

MICHIGAN
The Detroit News: **Herschell Hart.**
The Detroit Times: **Vera Brown.**
The Detroit Free Press: **Mark Beltaire.**
Flint Journal: **Dorothy Acheson.**
Flint News-Advertiser: **Tom Carstens.**
Flint Weekly Review: **Marshall Boor.**

MINNESOTA
Minneapolis Star & Tribune: **Will Jones.**
Evening Telegram (Superior): **Seegar Swanson.**
St. Paul Dispatch: **Ernestine Kogi.**

MISSISSIPPI
Grenada Daily Star: **Nell Caughman.**

MISSOURI
Kansan: **C. H. Nohe.**
Kansas City Star: **Robert Hoyland.**
St. Louis Globe Democrat: **Harry La Mertha.**
St. Louis Post Dispatch: **James Spencer.**
St. Louis Star-Times: **Ralph Gentles.**
Springfield News & Leader: **Eddie Bass.**

NEBRASKA
Lincoln Star: **Jim Lawrence.**
Lincoln State Journal: **Ray McConnell.**
Omaha World-Herald: **Jake Rachman.**

NEVADA
Reno Evening Gazette: **Shirley Platt.**
Nevada State Journal (Reno): **Frank Sullivan.**

NEW HAMPSHIRE
Monitor-Patriot (Concord): **James M. Langley.**

NEW JERSEY
Press-Union Newspapers (Atlantic City): **Dorothy Shremer.**
Newark News: **Robert Taylor.**
Passaic Herald News: **William Pohle.**
Trentonian: **Ernie Kovacs.**

NEW MEXICO
Health City Sun (Albuquerque): **Betty Shaffer.**

NEW YORK
Knickerbocker News (Albany): **Bob O'Brien.**
Albany Times Union: **John F. Archer.**
Binghamton Sun: **Doris Lyon.**
Binghamton Press: **R. Sturdevant.**
Buffalo Evening News: **Dick Wesp.**
Courier-Express (Buffalo): **Don Tranter.**
Associated Press (N. Y.): **Wayne Oliver.**
N. Y. Daily Compass: **Fred Rayfield.**
N. Y. Daily Mirror: **Nick Kenny.**
N. Y. Daily News: **Ben Gross.**
N. Y. Post: **Al Cusick.**
N. Y. Herald Tribune: **John Crosby.**
N. Y. Times: **Jack Gould, Val Adams.**
N. Y. World Telegram & Sun: **Harriet Van Horne.**
N. Y. Journal American: **Jack O'Brian.**
Rochester Times Union: **Don Yerger.**
Rochester Sun: **Beverly Crowe.**
Syracuse Herald-Journal: **Tom Collican.**
Syracuse Post Standard: **Peg Simpson.**
Schenectady Gazette: **Arthur F. Casey.**

NORTH CAROLINA
Charlotte Observer: **Dick Pitts.**
Charlotte News: **Emery Wister.**
The Democrat (Greensboro): **Paige C. Holder.**
Greensboro Free Press: **T. E. Wagg.**
Concord Tribune: **Ray Hull.**
Durham Herald & Sun: **Wyatt Dixon.**
Raleigh Times: **Lynn Nisbet.**
Raleigh News & Observer: **Jane Hall.**
Salisbury Post: **Tenus Cheney.**
Journal-Sentinel (Winston-Salem): **Pat Kelly.**

NORTH DAKOTA
Fargo Forum: **Roy Johnson.**
Bismarck Capital: **Gaylord Conrad.**
Bismarck Tribune: **William Moeller.**

OHIO
Akron Beacon Journal: **Bee Offineer.**
Canton Repository: **Rose Kesel.**
Cincinnati Post: **Mary Woods.**
Cincinnati Times Star: **Charlton Wallace.**
Cincinnati Enquirer: **Magee Adams.**
Plain Dealer (Cleveland): **George Condon.**
Cleveland News: **Elmore Bacon.**
Cleveland Press: **Stanley Anderson.**
Columbus Dispatch: **Dean Myers.**
Columbus Star: **Dick Corum.**
Columbus Citizen: **Joe Bradley Reed.**
Ohio State Journal (Columbus): **Mary McG. Koebel.**
Dayton News: **Bill Barton.**
Portsmouth Times: **Charles D. Mowry.**
Toledo Blade: **Ruth Driftmyer.**
Toledo Times: **Betty Gilmore.**

OKLAHOMA
Oklahoma City Advertiser: **Leon Hatfield.**
This Week (Okla. City): **Colonel Nelson.**
Tulsa Tribune: **John Booker.**
Tulsa World: **Russell Gideon.**

OREGON
Oregon Journal (Portland): **Joe Stein.**
Oregonian (Portland): **William Moyes.**
Medford Mail Tribune: **E. C. Ferguson.**

PENNSYLVANIA
Call-Chronicle (Allentown): **Sam Miller.**
Altoona Mirror: **Richard Beeler.**
Erie Dispatch: **Wesley First.**
Erie Times: **Peg Parsons.**
Johnstown Observer: **Lou Pettigue.**
Pittsburgh Post Gazette: **Harold Cohen.**
Pittsburgh Press: **Si Steinhauser.**
Pittsburgh Sun-Telegraph: **Wilbur D. Clark.**
Philadelphia Daily News: **Jerry Gaghan.**
Philadelphia Inquirer: **Frank Brookhauser.**
Philadelphia Evening Bulletin: **Elmer Cull.**
Reading Eagle: **Owen Thompson.**
Reading Times: **Louis Schlosberg.**

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Bureau Head.....Herman Lowe

Ask your national representative

You're on the verge of a decision, and a problem.

What business papers to pick for your station promotion?

It's no problem to kiss off, for your choice can have a telling effect on your national spot income.

But where to get the facts?

The answer is simple. Ask your national representative.

He knows. His salesmen get around. They learn which business papers are appreciated, read and discussed by buyers of broadcast time.

His is an expert opinion.

Don't overlook your national representative.

SPONSOR

The shortest distance between buyer and seller

PUERTO RICAN RADIO IN 1951

By HARWOOD HULL, JR., General Manager, WAPA, San Juan, Puerto Rico



Harwood Hull Jr.

NINETEEN HUNDRED AND FIFTY-ONE looms as one of the brightest in history for broadcasters in Puerto Rico—the 350 million dollar U. S. market in the Caribbean.

National as well as local advertisers are increasingly aware of the importance of radio as a means of reaching this mass market of over two and a quarter million U. S. citizens and have during the past few years relied more and more on Radio for their sales message.

Radio facilities in Puerto Rico following the end of World War II increased markedly and at present there are twenty-four AM stations in operation throughout the island's principal cities, each striving towards better programming and improved service to listeners.

With a decided increase in purchasing power in Puerto Rico, plus the increase in outlets, the number of radio receivers in the island has also shot up amazingly and it is now conservatively estimated that there are at least 350,000 sets in use. These figures prove that the island is first in the number of radio homes per thousand in the entire Caribbean area. Add to this the fact that the listener per set figure in Puerto Rico is among the highest in the world and it becomes evident that broadcasting is today playing a more important role in education, entertainment, and sales than ever before.

●

Puerto Rican purchases from the U. S. mainland increased sharply in the last half of 1950, especially in the two months following the outbreak in Korea. Compared to the same months of 1949, shipments to the island during July and August rose $22,000,000, or 48 per cent. Every major item, except pork products, participated in the increase, which was equivalent to almost an extra month's purchases. Flour purchases rose 4 per cent in quantity and gasoline shipments were 7 per cent higher. Fertilizer increased 132 per cent and lard was 101 per cent higher. Rice, the territory's leading food staple, gained 78 per cent for the two months.

The value of textiles sent to the island for the needlework industry rose 96 per cent, and buildings material shipments, which had been on a decline for some months, went up 26 per cent in value.

As a result of the post-Korean buying, the island's purchases for the first eight months of the calendar year showed an increase of 15 per cent over the same period a year ago, totaling $234,000,000.

●

Island broadcasters themselves are well aware of the encouraging prospects for 1951 and are investing in station improvement in both the technical and programming fields. With the aid of the Puerto Rican Association of Broadcasters, to which all island stations belong, wide improvements in techniques, practices and policies have been instituted. This will continue to reap results in the year ahead. Rate structures have been stabilized and improved methods of operation have also been instituted as a result of the Broadcasters Association.

Theodor Saba, President of the Advertising Agency Association of Puerto Rico, states: "Radio in Puerto Rico has taken giant strides in the right direction during 1950. All agencies have seen better programming, more accurate scheduling, and most important, definite sales results for clients in this top medium. The time-buyer can be assured that no other media in Puerto Rico offers such a wide, universal appeal as does radio and that no major advertising program can afford to be without radio for complete coverage at the lowest cost per impression."

A consensus of opinion from the broadcasters themselves indicates that from contracts already placed by leading national as well as local clients, 1951 appears likely to be a banner year in Puerto Rican radio. The island broadcasters agree, however, that the turn of events in the world situation will be a decisive factor in the economy of the nation which will reflect itself on insular trade and advertising dollars. Economically, Puerto Rico faces 1951 as one of the most encouraging on record.

★ ★ ★ ★ ★ ★

TIDE Leads in Radio-TV Promotion year after year...

1947 — TIDE 9% OVER second publication
1948 — TIDE 25% OVER second publication
1949 — TIDE 34% OVER second publication
*1950 — TIDE 39% OVER second publication

. . . in pages of Radio-TV advertising in the advertising press:

TIDE, Advertising Age, Advertising Agency, Printers' Ink.
(*10 months of 1950)

. . . leading stations and networks concentrate their national promotion in TIDE — because they know they reach the important advertising executives with "decision-power." The TIDE market — the pre-conditioned, receptive buying people of the advertising business.

. . . are you getting the full benefit of this direct, effective and economical way to promote yourself nationally?

It will pay to investigate —

TIDE

The Newsmagazine for Advertising Executives
232 Madison Avenue — New York 16, New York



NETWORKS OF THE UNITED STATES



NATIONAL

REGIONAL



LEADER...in nearly 1/10th of America

This is a BIG market — 13,658,000 people (3,611,800 radio families). It's the WLW Merchandise-able Area. (330 counties of seven states.) In it, WLW is the LEADER among media . . . WLW reaches

MORE of its people

MORE often, to sell

MORE products for

MORE advertisers at a

LOWER cost per impression than any other single medium.

New York 20
630 Fifth Ave.
Circle 6-1616

Chicago 1
360 N. Michigan
STate 2-0366

WLW
the nation's most merchandise-able station

Cincinnati 2
140 W. Ninth St.
CHerry 1822

Hollywood 28
6381 Hollywood Blvd.
HOlly'd. 9-5408

CROSLEY BROADCASTING CORPORATION

American Broadcasting Company



Robert E. Kintner
President

RADIO and television in America are geared to meet the demands of the public and the government in the national emergency.

We know that the audience in both radio and television is staying close to their receivers in order to keep abreast of current developments on the home front as well as overseas. They are turning to radio and television in ever increasing numbers for this information. In addition the audience for variety, public interest, entertainment and other programming fare constantly is increasing.

•

To see this picture as it stands at the close of 1950 it is necessary to look at the economic position of radio and television. Here, we find that radio, still way out front in circulation and billings over its younger brother—Television—is getting its second wind.

Looking over the advertising picture as a whole, it seems apparent that more and more advertisers are turning to radio to do their mass audience selling and that, as in the past, they will concentrate on the medium for this job while using other media, including television, for specialized sales efforts.

•

Looking first at radio we find that it is today the most effective medium for delivering the biggest audience for the advertiser's dollar. Ninety-five percent of the nation's 42,843,800 families are radio families. Radio sponsorship has been increasing steadily, even against the competition of television and other media, and radio gross billings have swelled from $374,086,686 in 1947 to $428,990,000 at the end of 1949.

•

During 1950 production of radio sets—home, automobile, portable—approximated 12,800,000 and current surveys indicate a production of some 7,000,000 sets during the coming year. Certainly this adds up to a picture of a healthy, flourishing industry.

There is, of course, no gainsaying that television has been the "glamour boy" of the advertising world during the past year and that the effect of its impact is just beginning to be realized. We at the American Broadcasting Company are quite cognizant of this.

At the beginning of this year we had eight television advertisers. We now have forty-three commercial television accounts—a five hundred percent increase. Our television network comprises sixty-four stations. ABC's gross television billings are running at the rate of $21,500,000 a year.

•

With some 9,845,300 sets installed television now reaches nearly 24 percent of the nation's families. Estimates are that four million more television sets will be produced next year. So that, even with foreseeable cutbacks, the number of TV sets in use during 1951 will be almost double that prevailing during the past year.

With the greatly expanded audience thus available, there is no doubt that television will achieve great strides in its every phase—programming, production, advertising impact.

•

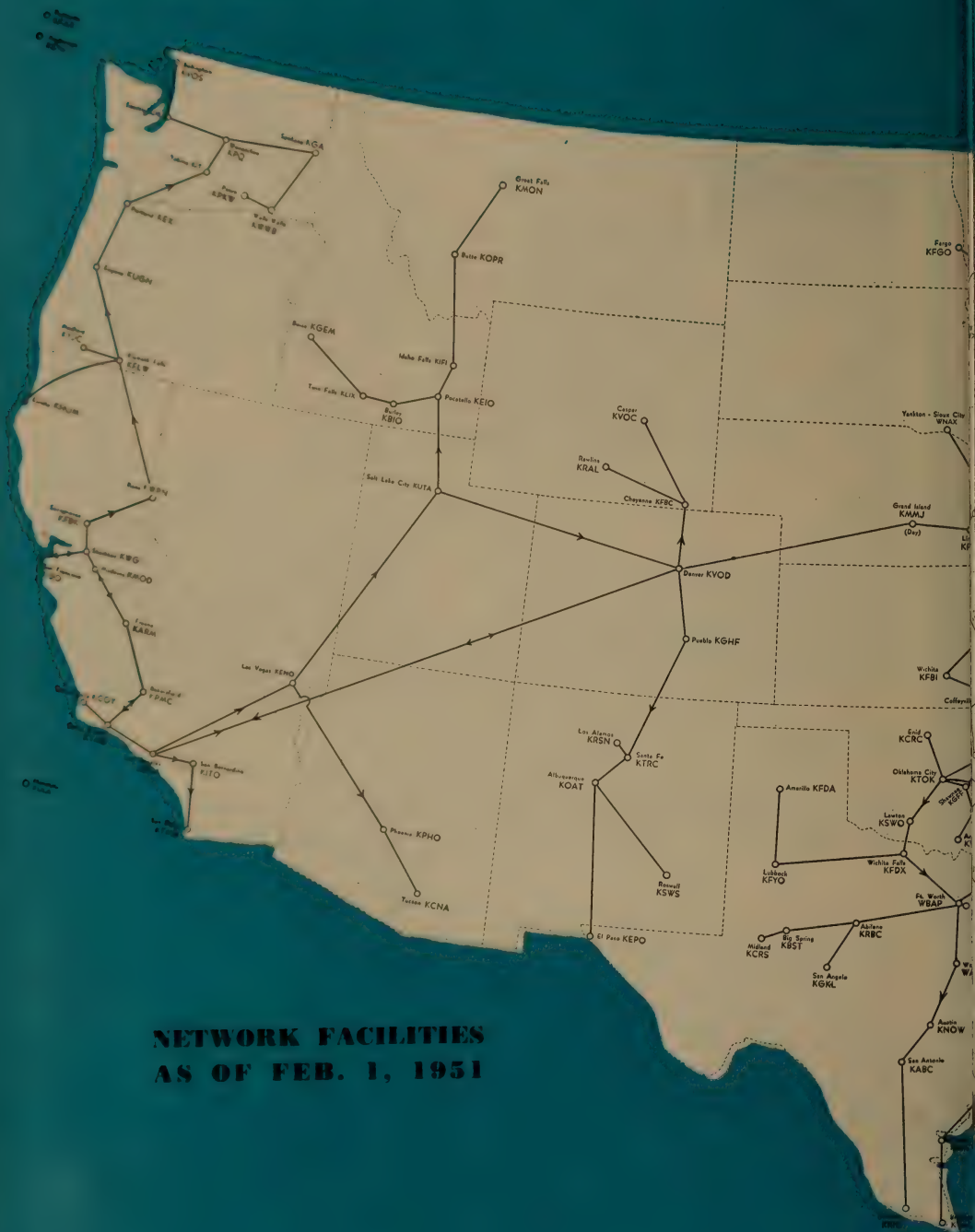
The increasing overlap of the radio and television audience calls for the most stringent attention on the part of the broadcaster and the advertiser for the best utilization of both media.

With the uncertainties surrounding the world situation and its constantly changing effect on the domestic economy no clear-cut prediction can be made concerning the future for the industry as a whole. However, this much is certain.

•

The close of 1950 finds the American Broadcasting Company looking back on a year in which much has been accomplished in both radio and television and the advent of 1951 with its many questions and problems looming ahead finds the company's radio and television networks geared to shoulder their full responsibilities and, by the same token, to shoulder the needs of local and national advertisers for reaching mass audiences on an intimate basis.

AMERICAN BROAD

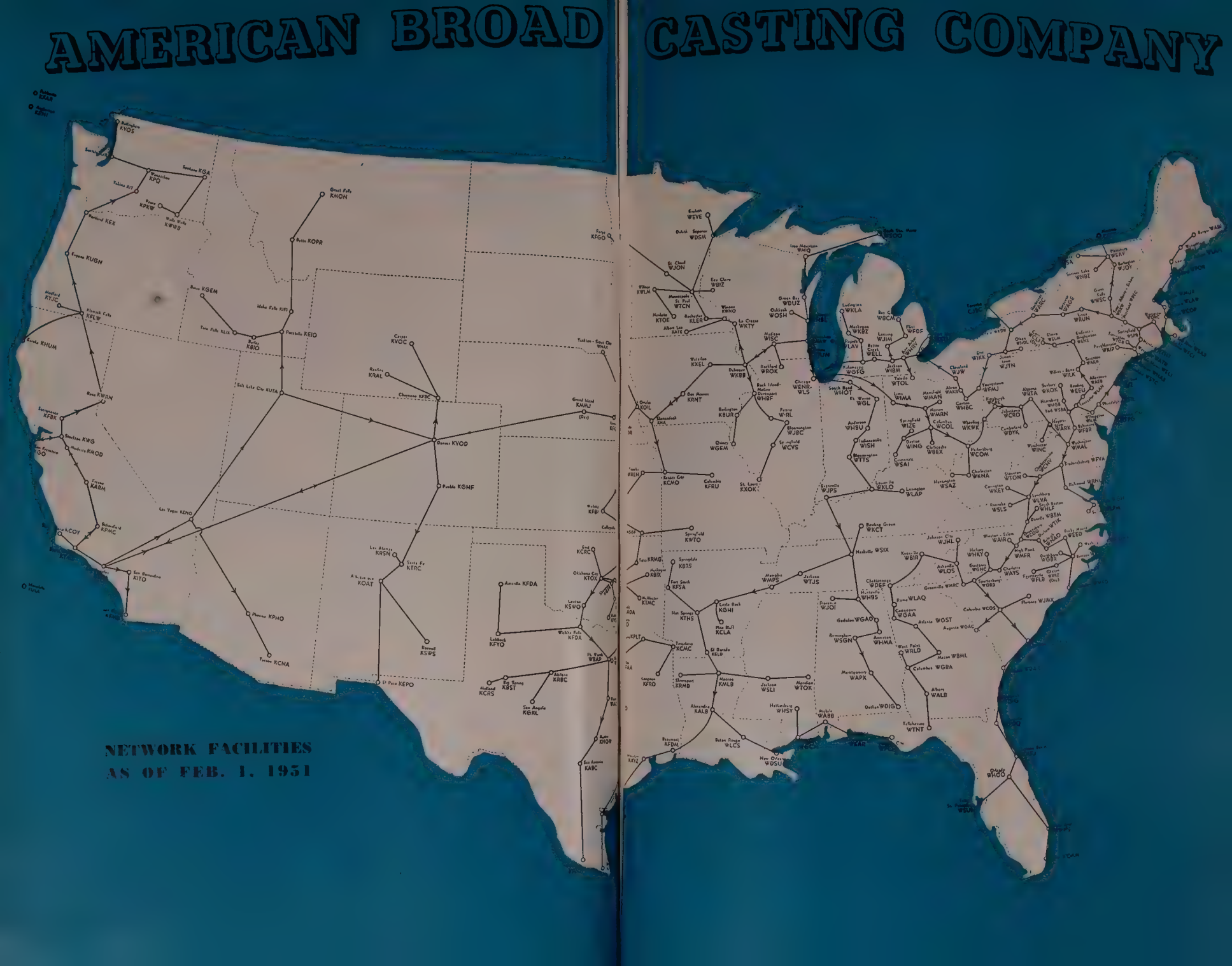


NETWORK FACILITIES
AS OF FEB. 1, 1951

CASTING COMPANY


Eveleth WEVE
Duluth - Superior WDSM
Iron Mountain WHIQ
Sault Ste. Marie WSOO
St. Cloud WJON
Eau Claire WBIZ
Willmar KWLM
Minneapolis - St. Paul WTCN
Manhato KTOE
Rochester KLER
Albert Lee KATE
Winona KWNO
La Crosse WKTY
Green Bay WDUZ
Oshkosh WOSH
Madison WISC
Watertown KWAT
Rhinelander WRJN
Waterloo KXEL
Dubuque WKBB
Rockford WROK
Rock Island - Moline - Davenport WHBF
Des Moines KRNT
Omaha KOIL
Shenandoah KMA
Burlington KBUR
Peoria WRL
Bloomington WJBC
Quincy WGEM
Springfield WCVS
Kansas City KCMO
Columbia KFRU
St. Louis KXOK
Springfield KWTO
Tulsa KRMG
Muskogee KBIX
Springdale KBTS
Fort Smith KFSA
McAlester KTMC
Hot Springs KTHS
Little Rock KGHI
Pine Bluff KCLA
Texarkana KCMC
El Dorado KELD
Longview KFRO
Shreveport KRMD
Monroe KMLB
Jackson WSLI
Meridian WTOK
Alexandria KALB
Hattiesburg WHSY
Mobile WABB
Pensacola WCOA
Panama City WEAR
Baton Rouge WLCS
Beaumont KFDM
New Orleans WDSU
Houston KXYZ
Ludington WKLA
Muskegon WKBZ
Bay City WBCM
Flint WFDF
Saginaw WSAM
Lansing WJIM
Grand Rapids WLAV
Battle Creek WELL
Kalamazoo WGFG
Jackson WIBM
Toledo WTOL
Chicago WENR-WLS
South Bend WHOT
Fort Wayne WGL
Lima WIMA
Anderson WHBU
Indianapolis WISH
Bloomington WTTS
Cincinnati WSAI
Springfield WIZE
Dayton WING
Columbus WCOL
Mansfield WMAN
Akron WAKR
Canton WHBC
Cleveland WJW
Erie WIKK
James Town WJTN
Youngstown WFMJ
Pittsburgh KQV
Johnstown WCRO
Wheeling WKWK
Cumberland WDYK
Uniontown WMMN
Zanesville WHIZ
Columbus WBEX
Weirton WEIR
Steubenville WCOM
Charleston WKNA
Huntington WSAZ
Lexington WLAP
Louisville WKLO
Evansville WJPS
Bowling Green WKCT
Nashville WSIX
Knoxville WBIR
Chattanooga WDEF
Huntsville WHBS
Florence WJOI
Gadsden WGAD
Birmingham WSGN
Anniston WHMA
Rome WLAQ
Cedartown WGAA
Atlanta WGST
Augusta WGAC
West Point WRLD
Columbus WGBA
Montgomery WAPX
Dothan WDIG
Albany WALB
Tallahassee WTNT
Greenville WMRC
Spartanburg WORD
Columbia WCOS
Florence WJMX
Johnson City WJHL
Asheville WLOS
Hickory WHKY
Gastonia WGNC
Charlotte WAYS
Fayetteville WFLB
Western - Salem WAIR
High Point WMFR
Greensboro WBIG
Durham WTIK
Danville WBTM
Roanoke WSLS
Lynchburg WLVA
South Boston WHLF
Covington WKEY
Staunton WTON
Charlottesville WCHV
Fredericksburg WFVA
Richmond WRNL
Petersburg WGH
Suffolk WLPM
Rocky Mount WEED
Washington WRRF (Day)
Kinston WFTC
Wilmington WMFD
Whiteville WTSB
Myrtle Beach WMRB
Florence WDAR
Georgetown WGIG
Charleston WDQ
Summerville WMFJ
Orlando WHOO
St. Petersburg WSUN
Tampa WFLA
Miami WQAM
Bangor WABI
Presque Isle WAGM
Lewiston WLAM
Portland WPOR
Burlington WJOY
Plattsburg WEAV
Massena CKGF
Toronto CJBC
Rochester WHEC
Syracuse WAGE
Utica WRUN
Glens Falls WWSC
Saratoga Springs WTRY
Albany WOKO
Schenectady WGY
Troy WHAZ
Binghamton WNBF
Elmira WELM
Oleon WHDL (Day)
Corning WCBA (Day)
Buffalo WKBW
Niagara Falls WHLD
Springfield WSPR
Worcester WTAG
Providence WJAR
Hartford WTHT
New Haven WELI
New London WNLC
Waterbury WATR
Meriden WMAB
Bridgeport WSTC
Greenwich WGCH
Stamford WSTC
Yonkers WFCI
New York WJZ
Newark WAAT
Jersey City WNJR
Trenton WTTM
Camden WFIL
Wilmington WDEL
Philadelphia WFIL
Lancaster WGAL
Reading WEEU
Allentown WAEB
Scranton WARM
Wilkes - Barre WILK
Sunbury WKOK
Harrisburg WHGB
York WSBA
Hagerstown WARK
Baltimore WFBR
Washington WMAL
Winchester WINC
Cumberland WCHV
Roanoke WSLS
Danville WBTM
Durham WTIK
Greensboro WBIG
Western - Salem WAIR
High Point WMFR
Asheville WLOS
Hickory WHKY
Gastonia WGNC
Charlotte WAYS
Fayetteville WFLB
Spartanburg WORD
Greenville WMRC
Columbia WCOS
Florence WJMX
Johnson City WJHL
Knoxville WBIR
Chattanooga WDEF
Huntsville WHBS
Florence WJOI
Gadsden WGAD
Birmingham WSGN
Anniston WHMA
Rome WLAQ
Cedartown WGAA
Atlanta WGST
Augusta WGAC
West Point WRLD
Columbus WGBA
Montgomery WAPX
Dothan WDIG
Albany WALB
Tallahassee WTNT
Mobile WABB
Pensacola WCOA
Panama City WEAR
Baton Rouge WLCS
New Orleans WDSU
Hattiesburg WHSY
Meridian WTOK
Jackson WSLI
Monroe KMLB
Shreveport KRMD
Longview KFRO
Texarkana KCMC
El Dorado KELD
Pine Bluff KCLA
Hot Springs KTHS
Little Rock KGHI
Fort Smith KFSA
Muskogee KBIX
Springdale KBTS
Springfield KWTO
Kansas City KCMO
Columbia KFRU
St. Louis KXOK
Quincy WGEM
Bloomington WJBC
Peoria WRL
Burlington KBUR
Shenandoah KMA
Omaha KOIL
Des Moines KRNT
Rock Island - Moline - Davenport WHBF
Dubuque WKBB
Waterloo KXEL
Rockford WROK
Chicago WENR-WLS
South Bend WHOT
Fort Wayne WGL
Lima WIMA
Anderson WHBU
Indianapolis WISH
Bloomington WTTS
Cincinnati WSAI
Springfield WIZE
Dayton WING
Columbus WCOL
Mansfield WMAN
Akron WAKR
Canton WHBC
Cleveland WJW
Erie WIKK
James Town WJTN
Youngstown WFMJ
Pittsburgh KQV
Johnstown WCRO
Wheeling WKWK
Cumberland WDYK
Uniontown WMMN
Zanesville WHIZ
Columbus WBEX
Weirton WEIR
Steubenville WCOM
Charleston WKNA
Huntington WSAZ
Lexington WLAP
Louisville WKLO
Evansville WJPS
Bowling Green WKCT
Nashville WSIX
Madison WISC
Watertown KWAT
Rhinelander WRJN
Waterloo KXEL
Dubuque WKBB
Rockford WROK
Rock Island - Moline - Davenport WHBF
Des Moines KRNT
Omaha KOIL
Shenandoah KMA
Burlington KBUR
Peoria WRL
Bloomington WJBC
Quincy WGEM
Springfield WCVS
Kansas City KCMO
Columbia KFRU
St. Louis KXOK
Springfield KWTO
Tulsa KRMG
Muskogee KBIX
Springdale KBTS
Fort Smith KFSA
McAlester KTMC
Hot Springs KTHS
Little Rock KGHI
Pine Bluff KCLA
Texarkana KCMC
El Dorado KELD
Longview KFRO
Shreveport KRMD
Monroe KMLB
Jackson WSLI
Meridian WTOK
Alexandria KALB
Hattiesburg WHSY
Mobile WABB
Pensacola WCOA
Panama City WEAR
Baton Rouge WLCS
New Orleans WDSU
Houston KXYZ
Ludington WKLA
Muskegon WKBZ
Bay City WBCM
Flint WFDF
Saginaw WSAM
Lansing WJIM
Grand Rapids WLAV
Battle Creek WELL
Kalamazoo WGFG
Jackson WIBM
Toledo WTOL
Chicago WENR-WLS
South Bend WHOT
Fort Wayne WGL
Lima WIMA
Anderson WHBU
Indianapolis WISH
Bloomington WTTS
Cincinnati WSAI
Springfield WIZE
Dayton WING
Columbus WCOL
Mansfield WMAN
Akron WAKR
Canton WHBC
Cleveland WJW
Erie WIKK
James Town WJTN
Youngstown WFMJ
Pittsburgh KQV
Johnstown WCRO
Wheeling WKWK
Cumberland WDYK
Uniontown WMMN
Zanesville WHIZ
Columbus WBEX
Weirton WEIR
Steubenville WCOM
Charleston WKNA
Huntington WSAZ
Lexington WLAP
Louisville WKLO
Evansville WJPS
Bowling Green WKCT
Nashville WSIX
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Shenandoah KMA
Omaha KOIL
Des Moines KRNT
Rock Island - Moline - Davenport WHBF
Dubuque WKBB
Waterloo KXEL
Rockford WROK

AMERICAN BROADCASTING COMPANY



NETWORK FACILITIES
AS OF FEB. 1, 1931

AMERICAN

Broadcasting Company, Inc.

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(Telephone Number CIrcle 7-5700)

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Harry Walstrom.....KECA Radio Oprs. Mgr.

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Maurice Baker..Adv. Promotion & Publicity Mgr.
A. E. Evans.....Engineering Manager

Vincent A. Francis.....Local Sales Manager
Victor Reed.....News Editor
Bloyce Wright.....Program Manager

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WXYZ .....Detroit
WENR .....Chicago
KECA .....Los Angeles
KGO .....San Francisco

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Frank Carman, KUTA, Salt Lake City, Utah, District 6
Arch Morton, KJR, Seattle, Wash., District 7
Owen Uridge, WQAM, Miami Fla. District 8
James W. Hicks, WCOS, Columbia, S. C.



Detroit is not only the world's



greatest automotive

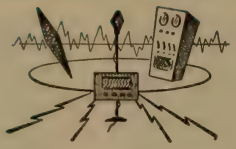


center, it is also one of the nation's most important radio production centers.



And the center of Detroit's radio production is.....

TRENDLE-CAMPBELL ENTERPRISES, INC.

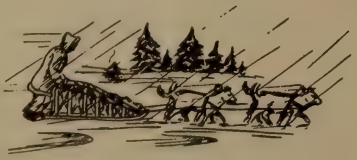


Because Trendle-Campbell originates four live programs on two national networks. These are the nationally famous *LONE RANGER*,



Monday-Wednesday-Friday weekly, 7:30 to 8:00 p.m., on ABC. Also, the *LONE RANGER* on television every Thursday from 7:30 to 8:00 p.m. on ABC network.

CHALLENGE of the YUKON



5:30 to 6:00 p.m. Saturday and 3:00 to 3:30 p.m. Sunday on the Mutual Network.

AMERICAN AGENT, 8:00 to 8:30 p.m. every Wednesday on ABC.

THE GREEN HORNET



about to go on television in the very near future.

TRENDLE-CAMPBELL ENTERPRISES, INC.

1800 Stroh Building — Detroit 26, Michigan

Columbia Broadcasting System



Frank Stanton
President

THIS year, the broadcasting industry faces perhaps the greatest challenge of its quarter-century history. Now perhaps more than ever broadcasting will be called upon to exert itself to the utmost in order to serve our country in time of crisis, and to protect and defend the present and future of America.

The recent critical months have once again served to demonstrate the continuing vitality and importance of radio.

•

Once again the people turn to radio as their swiftest and best source of information about the things that most matter to them. It is reassuring to us in broadcasting, as I am sure it must be to our government, to know that radio's power, authority and vigor are undiminished; that today it stands fully prepared to serve the country to its utmost.

And now television has assumed a like stature in many of our communities and is equipped to aid in bringing our people a clear and vivid picture of their times.

We at CBS view the future with the same hopes and the same anxious fears all Americans feel today. But we are confident that the network was never in a better position to serve the needs of the people; to provide them with the fullest, swiftest and most trustworthy news and information; to lighten their burdens with the best of entertainment.

•

During the past 12 months, CBS has extended the scope of its listening to the highest point in history. In addition to the national favorites familiar to all radio listeners, CBS introduced many new programs and personalities, in every field of programming, and in both radio and television.

•

Notables names added to the list of exclusive CBS contracts included Frank Sinatra, Harold Peary, Alan Young and Sam Levenson. Additions to CBS schedules included Horace Heidt and Morton Downey in both radio and television; and Perry Como, Gene Autry and Vaughn Monroe in television. Important and successful television debuts were made during the year by Jack Benny, Edgar Bergen and Charlie McCarthy, Burns and Allen, Ken Murray, and Garry Moore.

•

The outbreak of hostilities in Korea brought about an acceleration and heightening of CBS news programming. Top news teams were sent at once to the battlefields, and through tape recordings and motion picture films were able to provide important news coverage for both radio and television audiences.

CBS television coverage of the United Nations Security Council and General Assembly sessions won widespread praise from press and public.

•

Two New Year's broadcasts, one in 1950, one in 1951, brought to the radio and television audiences the voices and faces of top CBS newsmen from all over the world, who had flown to New York for these significant broadcasts, and brought listeners and viewers alike a clear sense of the complex, tense and dramatic world picture. And late in the year a new concept of news programming was introduced with the debut of the program, "Hear It Now," produced by Edward R. Murrow and Fred Friendly, bringing the week's important events in the actual voices of the people who made the news.

•

During this same year, CBS has extended the services of both its radio and television networks. And it has won substantial recognition from industry, which has expressed confidence in CBS by sponsoring more program time than ever before in the network's history.

•

With this abundant testimony to the strength of the network in both radio and television, we at CBS face the present year with the firm confidence that never in our history have we been in a stronger or more vigorous position to accept the challenge ahead — and to perform the services radio and television are uniquely designed to accomplish.

COLUMBIA BROAD

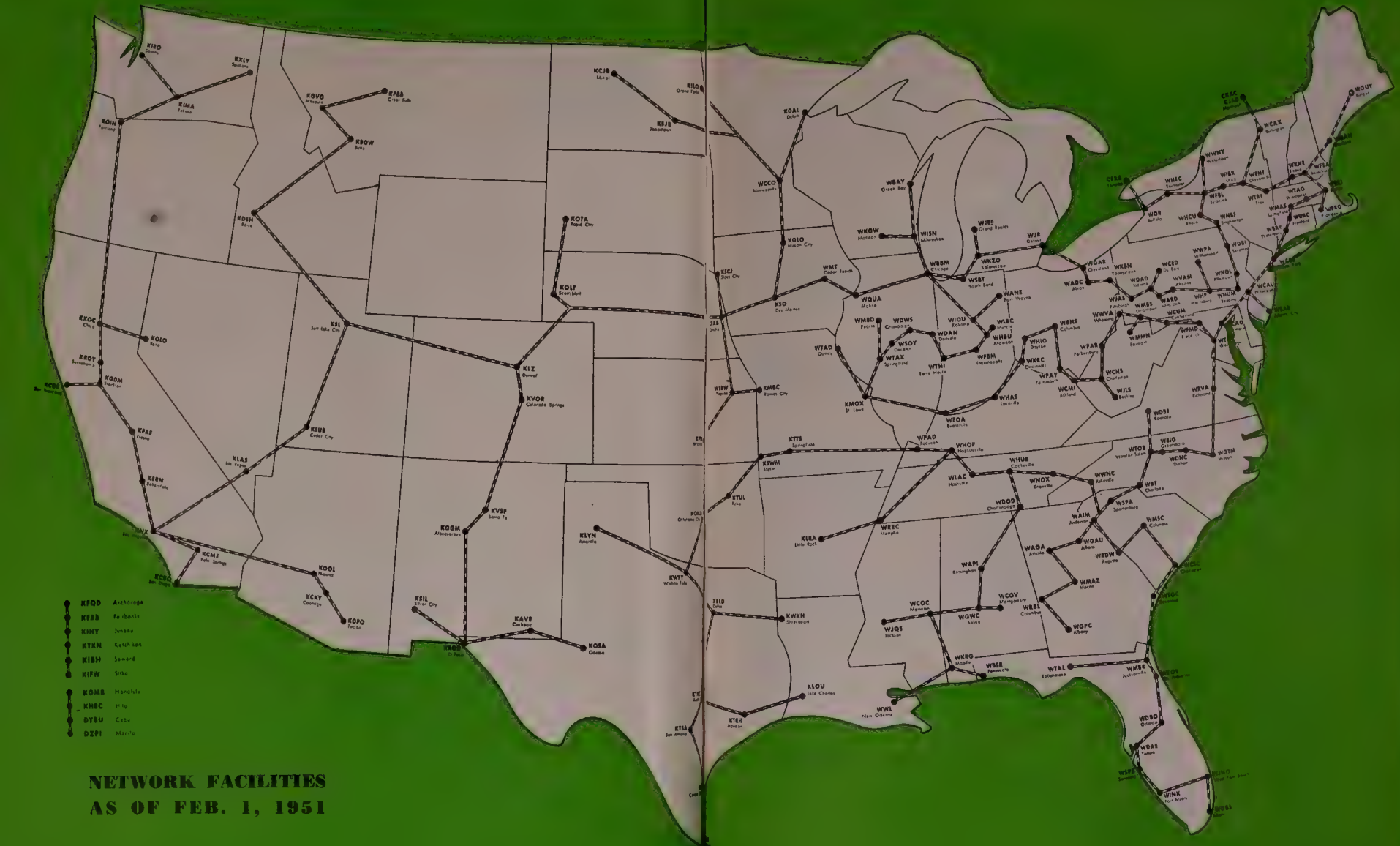


NETWORK FACILITIES
AS OF FEB. 1, 1951

CASTING SYSTEM



COLUMBIA BROAD CASTING SYSTEM


KFQD Anchorage
KFRB Fairbanks
KINY Juneau
KTKN Ketchikan
KIBH Seward
KIFW Sitka
KOMB Honolulu
KHBC Hilo
KYSU Casa
KZPI Manila
NBC
KXLY
KIMA
KGVO
KFBB
KBOW
KDSH
KOIN
KXOC
KOLO
KROY
KCBS
KQDM
KPRS
KSRN
KLAS
KCMJ
KOOL
KCKC
KCKY
KOPO
KSL
KOA
KOLY
KLZ
KVOR
KZUB
KVSF
KGGM
KLYN
KWFT
KSIL
KAVR
KROD
KOSA
KCJB
KIUP
KBJB
WCCO
KOAL
KOLO
KSD
KICJ
WMT
WOUA
WMBD
WDWS
WSOY
WTAX
WTAD
WIBW
KMBC
KMOX
WBAY
WISN
WKOW
WBBM
WSBT
WANE
WIOU
WDAN
WTHI
WFBM
WBNS
WHIO
WKRC
WPAY
WCMI
WHAS
WEOA
KTTS
KSWM
KTUL
KLRA
WPAD
WHOP
WREC
WLAC
WHUB
WWNC
WNOX
WBT
WDOD
WSPA
WAIM
WAGA
WGAU
WRDW
WAPI
WMAZ
WMSC
WCOC
WJQS
WCOV
WGWC
WRBL
WGPC
KWKH
KLOU
WWL
WKRO
WBSR
WTAL
WMBR
WDBO
WDAE
WSPB
WINK
WJR
WWJ
WXYZ
WGAR
WKBN
WCED
WWVA
WHIZ
WMMN
WCHS
WJLS
WRVA
WDBJ
WBIG
WDNC
WGTM
WTOS
WSAZ
WHIS
WCAX
WGUY
WEEI
WNBH
WTAG
WORC
WPRO
WCAU
WHAT
WFIL
WNEW
WOR
WHEC
WHAM
WSYR
WHCU
WBEN
WWNY
WIBX
WENY
WTRY
WHLS
WSNY
WBZA
WBZ
WHDH
WNAC
WCSH
WRDO
WLBZ
WAAB
WTIC
WPRO
WEAN
WJAR
WSAR
WICC
WELI
WNLC
WDRC
WTIC
WTHT
WMAS
WBRK
WHYN
WSPR
WMAS
WACE
WHYN
WREB
WLAW
WCOP
WEEI
WNAC
WORL
WBZ
WBZA
WHDH
WCOP
WNAC
WORL
WEEI

COLUMBIA
Broadcasting System, Inc.

Executives and Staff

485 Madison Avenue, New York 22, N. Y.
Telephone: PLaza 5-2000

Registered Telegraphic Address—COLUMBIA NEW YORK

BOARD OF DIRECTORS

Prescott S. Bush	Isaac D. Levy	Samuel Paley	Dorsey Richardson
Ralph F. Colin	Leon Levy	William S. Paley	Frank Stanton
J. A. W. Iglehart	Edward R. Murrow	Joseph H. Ream	Edward Wallerstein

General Counsel.....Rosenman, Goldmark, Colin & Kaye.

Officers

William S. Paley.....Chairman of the Board
Frank Stanton .....President
Joseph H. Ream.....Executive Vice President
Adrian Murphy
Vice President and General Executive
Howard S. Meighan
Vice President and General Executive
Lawrence W. Lowman
Vice President and General Executive
Daniel O'Shea,
Vice President and General Executive
Frank Falknor
Vice President in Charge of Program Operations
H. V. Akerberg
Vice President in Charge of Station Relations
H. Leslie Atlass
Vice President in Charge of Central Division
Earl H. Gammons
Vice President in Charge of Washington Office
William C. Gittinger
Vice President & Asst. to the President

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Louis Hausman.....Vice President in Charge of Sales Promotion and Advertising
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V. P. in Charge of San Francisco Office
William B. Lodge
Vice President in Charge of General Engineering
Hubbell Robinson, Jr.
Vice President in Charge of Network Programs
James M. Seward....Vice President in Charge of Business Affairs, Network Programs
J. Kelly Smith
V. P. in Charge of Station Administration
J. L. Van Volkenburg
Vice President in Charge of Network Sales
Julius F. Brauner.Secretary and General Attorney
S. R. Dean.....Treasurer
William J. Flynn.....Assistant Treasurer
Arthur S. Padgett.....General Auditor
Edward Saxe .....Controller
Kenneth Yourd .....Assistant Secretary

DEPARTMENTS AND DIVISIONS

General Engineering Department

William B. Lodge..V.P. Chg. of Gen. Engineering
A. B. Chamberlain.....Chief Engineer
H. A. Chinn.....Chief Audio-Video Engineer
J. W. Wright.....Chief Radio Engineer

Accounting Department

S. R. Dean.....Treasurer and Comptroller
William J. Flynn.....Assistant Treasurer
Norman C. Hadley.....Chief Accountant

Business Affairs, Network Programs

James M. Seward.....Vice President in Charge
I. S. Becker.....Director
Henry White.....Business Manager
Merritt Coleman.....Assistant to Director
Janice O'Connell..Supervisor, Literary Clearance and New Program Ideas
Kenneth L. Yourd..Director of Business Affairs, Network Programs, Hollywood
Martin Leeds.....Associate Director

Program Operations

Frank Falknor.....Vice-President in Charge
Gilson Gray..Director of AM Program Operations
Henry Grossman..Dir. of Plant and Construction
Richard Redmond...Dir. General TV Operations
R. L. Hopkins.....Director, Set Construction
James Connors.....TV Business Manager
R. G. Thompson..Manager, Technical Operations, and Chief Engineer of WCBS
Paul Wittlig....Manager, TV Technical Opera.
Harold Meier...Manager of Program Operations
Horace Guillotte..Manager, Network Operations
Hugh Cowham.....Traffic Manager
John E. Forsander.....Purchasing Agent
Albert H. Bryant.....Manager, Transportation, Mail, File, Mimeograph
Julius Mattfeld.....Director, Music Library
Lucile Singleton...Director, Vocal Auditions and Manager, Record and Script Library
Laurette Banks.....Manager, Ticket Division
W. C. Harrington.....Manager, Copyright Div.
Harriet Hess.....Supervisor, Program Typing
Emily Scheiner.....Supervisor of Ediphone
Walter Pierson.....Manager, TV Studio and Playhouse Operations
James Swenson....Manager, Building Operations

Engineering Research and Development Department

Peter C. Goldmark....Vice President in Charge
John W. Christensen.....Chief Engineer
John Martin.....Executive Assistant
Richard Mahler.....Industrial Consultant

Public Affairs

Sig Mickelson.....Director of Public Affairs
Edward R. Murrow...Counselor on Public Affairs
George Crothers.....Dir. of Religious Broadcasts
Helen Sioussat.....Director of Talks
Leon Levine....Director of Discussion Broadcasts
Lewis Shollenberger
Dir. of Talks and Special Events, Wash., D. C.
Walter L. Barber.....Director of Sports Division
John Derr.....Associate Director of Sports

Personal Relations Department

Robert Kalaidjian..Director of Personnel Relations
Charles Burt.....Personnel Administrator
Dr. Jack Nelson.....Director Medical Office

Network Sales Department

J. L. Van Volkenburg.....Vice-Pres. in Charge
John J. Karol.....AM Sales Manager
David Sutton.....TV Sales Manager
William J. Fagan.....Administrative Mgr. AM
Allyn Jay Marsh.....Dir. of Program Sales AM
Eldon Hazard.....Assistant Sales Manager
Thomas Connolly.....Dir. of TV Program Sales
Edward Shurick..Market Research Counsel (A.M.)
Arthur Duram...Market Research Counsel (TV)
T. P. Maguire.....Sales Service Manager
Ben Margolis.....Sales Service Manager (TV)

Chicago Office Network Sales,
410 North Michigan Avenue

Wendell Campbell.....Western Manager

Detroit Office Network Sales
Fisher Building

Joseph Spadea .....Manager

Legal Department

Julius F. Brauner....Secretary and Gen. Attorney
Henry Howard, Jr.....Senior Attorney

Budget Department

Paul Nagel .....Director

Auditing and Tax Department

Arthur S. Padgett.....General Auditor
Norman DuFrane.....Chief Auditor

Program Department

Hubbell Robinson, Jr., ..Vice-Pres. in Charge of Network Programs (AM & TV)
Harry S. Ackerman....Exec. Head of Production
Lester Gottlieb....N. P. Dir. of Programs (AM)
Harry Ommerle.....Director, TV Programs
Guy della Cioppa..Associate Director of Network Programs, Hollywood (AM & TV)
Gerald Maulsby....Manager of Broadcasts (AM)
Charles Underhill.....General Manager, NY
Jerome Danzig.....Associate Dir., TV Programs
Allan Parr.....TV Program Manager
James Fassett.....Director, Serious Music
Charles Monroe.....Associate Script Editor
Hal Hudson....Manager, TV Network Programs, Hollywood

News

Edmund A. Chester.....Director, CBS News
Wells Church..... Editor-in-Chief
Robert Bendick.....Director, Special Events
Theodore Koop..Director of News, Washington

Press Information

George Crandall — Director of Press Information
Michael J. Foster — Assistant Director
Michael Bosica — Executive Assistant
Harry Feeney — Trade News Editor
Harry Warner — Manager of Operations
Walter Seigal — Mgr. of Photographic Division
Anne Harding — Manager of Service Division
Dorothy Leffler — Manager of Magazine Division

Reference Department

William C. Ackerman
Director of Reference Department
Agnes Law — Librarian

Research Department

Oscar Katz — Director of Research
Harper Carraine — Asst. Dir. Research
Edward Reeve — Research Projects Manager

Housewives' Protective League Productions

Edward W. Wood — General Sales Manager

Station Relations Department

Herbert V. Akerberg
Vice President in Charge of Station Relations
William A. Schudt, Jr.
Director of Station Relations
Edward E. Hall — Eastern Division Manager

Radio Sales, Radio and TV Stations' Rep.

Carl Burkland — General Sales Manager
H. A. Carlborg — Manager Sales Development
George Dunham — Eastern Television Sales Manager
William Shaw — Eastern Sales Manager
Gordon F. Hayes — AM Sales Manager, Chicago
Sam Digges — TV Sales Manager, Chicago
H. H. Holtshouser
Southern Sales Manager (AM), Memphis
Hugh Stump — AM Sales Manager, San Francisco
Lamont Thompson
TV Sales Manager, San Francisco
Richard Elpers
AM-TV Sales Manager, Los Angeles
Ralph Patt — AM-TV Sales Manager, Detroit

Sales Promotion and Advertising Department

Louis Hausman
Vice President, Dir. Sales Prom. & Adv.
William Golden — Associate Director
John P. Cowden — General Manager
Charles Oppenheim
Manager of Program Promotion
Henry Brenner — Manager of Trade Promotion

Station Administration Department

J. Kelly Smith
V.P. in Charge of Station Administration
Edward DeGray — Executive Asst. to the President

COLUMBIA BROADCASTING SYSTEM

Standard Stations:

KMOX, St. Louis
KNX, Los Angeles
WBBM, Chicago
WCBS, New York
WCCO, Minneapolis
WEEI, Boston
KCBS, San Francisco

FM Stations:

KNX-FM, Los Angeles
WBBM-FM, Chicago
WCBS-FM, New York
WEEI-FM, Boston

TV Station:

CBS-TV, New York



FRANK WHITE
President

Mutual Broadcasting System

IT seems to me that one of the purposes served by the Annual Statement tradition lies in the fact that the writing of a president's yearly review requires a time-out look at things from a better perspective than can be had during day-to-day operations. So, let's take time out and see how things look at the beginning of 1951.

●

One sound effect still being heard throughout the advertising business is the tinkle of the crystal balls belonging to those seers who only a few months back could still see nothing but the prompt obsolescence of all AM radio at the hands of TV. The figures now available reveal that television had a most handsome year in 1950—but so did that segment of network radio with which I am most familiar. So, it is especially gratifying to hear these sages now repudiating their premature AM obituaries.

●

In this same connection it is also a pleasure for me to report that throughout a large part of 1950 more people were listening to Mutual stations than in 1949. The first December ratings are the latest available from Nielsen as I write this, and they show that nearly 10 per cent more homes were tuned to the average commercial program on Mutual than a year ago. An amiable year-end chat like this is hardly the place to labor the fact that Mutual does seem to be peculiarly resistant to TV—since it is the *only* network to show *any* audience gain during the year.

●

Why this special improvement against the general trend? Twelve months ago we felt that 1950 was a year for sensible, ear-to-ground, eye-to-horizon planning . . . a time for consolidating assets and accurately weighing thir potential value. As to the working out of these plans, the daily pages of this journal have offered a better chronicle of our progress, month by month, than I could attempt to detail here. But the precise measurement of certain plusses, which helped the progress along, does merit mention in this review.

●

In the spring of last year, we got Crossley to blaze some trails into little-known areas of the U. S., well off the highways of regular research. His methods were regular enough (coincidental-telephone technique) but his field was that unexplored territory where only one network has a station inside each market. Half a million interviews made this the biggest such study ever made—and advertiser-interest in the findings has fully justified the effort they took.

●

Home-town audiences listen most to home-town stations . . . in retrospect, that conclusion seems obvious. But since we have far and away the most home-town stations, and since our home-town America adds up to a full fourth of the U. S., it was clearly up to us to prove that conclusion, down to decimal points. So we did—and came up with corollary evidence that TV, significantly, gets into that whole, aggregate market to the extent of less than one-tenth of 1 per cent.

●

No report on Mutual is complete without a nod to Mister Plus—largely because this trade character is charged with the job of keeping people posted on all the specific advantages that work here. Mister Plus hit his first regular stride in 1950, and he has made it our job to keep him supplied with practical, proven advantages to report. Between us, we plan to keep each other busy through all of the foreseeable future.

●

What else can I say about the future? Strictly on its performance in 1950, network radio has earned itself the soundest prospects in its history. The only thing original about my own optimism regarding the future of AM lies in the methods of Mutual and its 500-plus AM stations in helping the medium fulfill those prospects.

MUTUAL BROAD

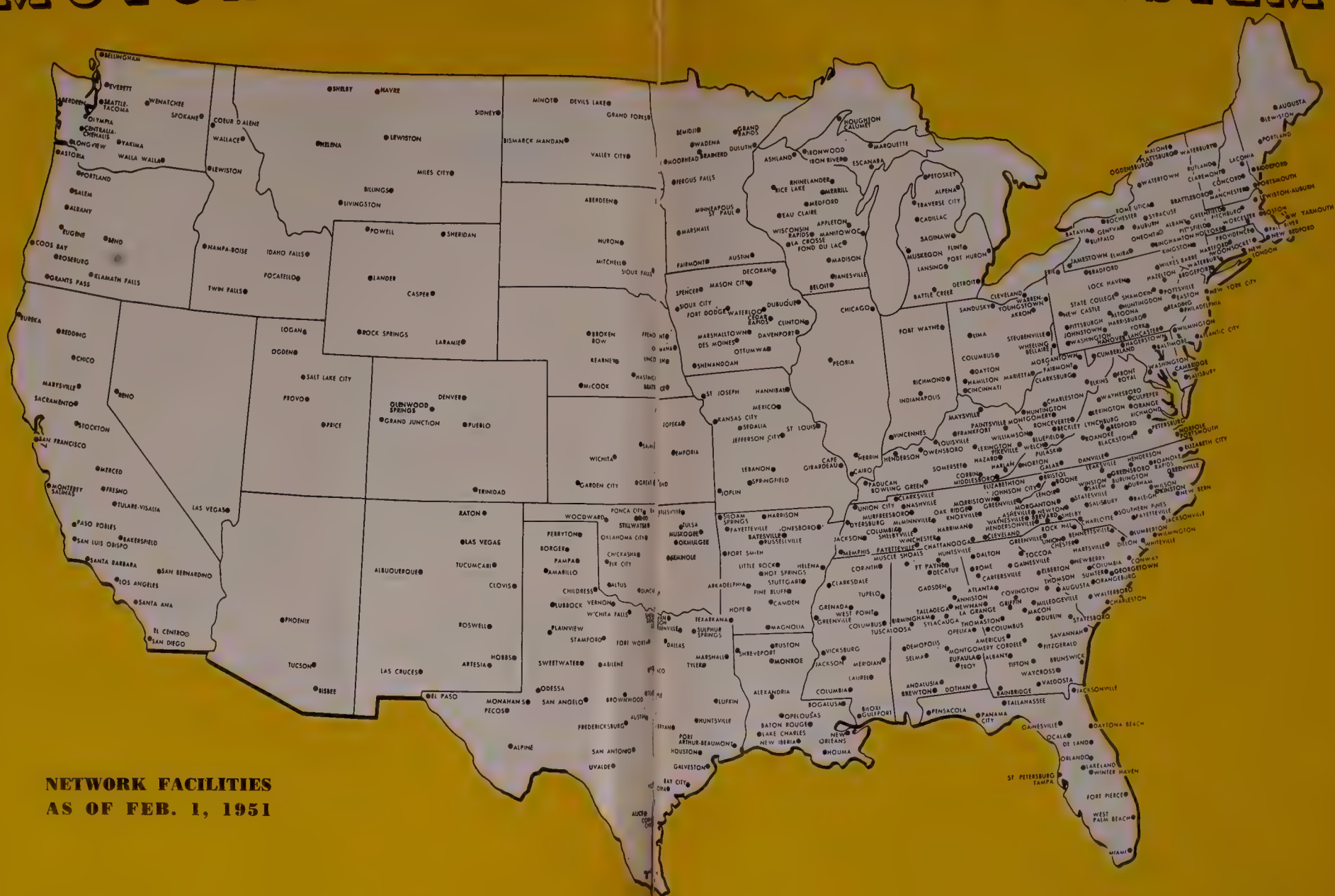


NETWORK FACILITIES
AS OF FEB. 1, 1951

CASTING SYSTEM



MUTUAL BROAD CASTING SYSTEM



NETWORK FACILITIES
AS OF FEB. 1, 1951

MUTUAL
Broadcasting System

Executives and Staff

1440 Broadway, New York 18, N. Y.
Phone, PEnnsylvania 6,9600

Executive Personnel

Board of Directors

Theodore C. Streibert..WOR, New York, Chmn.
Thomas O'Neil
Yankee Network, Boston, Vice-Chmn.
E. M. Antrim.....WGN, Chicago
Willet H. Brown...Don Lee Network, Hollywood
Benedict Gimbel, Jr.....WIP, Philadelphia
J. R. Poppele.....WOR, New York
Frank Schreiber.....WGN, Chicago
Linus Travers.....Yankee Network, Boston
H. K. Carpenter.....WHK, Cleveland
Frank White.....MBS, New York

Officers

Frank White.....President
William H. Fineshriber
V.P. in Chg of Programs
Adolf N. Hult.....V.P. in Chg. of Sales
E. M. Johnson
V.P. in Chg. of Station Rel. and Engineering
Robert A. Schmid.....V.P. in Chg of Adv.,
Publicity, Planning and Research
E. M. Antrim.....Secretary
James E. Wallen.....Treasurer

Legal Counsel

Louis C. Caldwell, Keith Masters
Andrew C. Hamilton....of Kirkland, Fleming,
Green, Martin & Ellis, Washington, D. C.
and Chicago.
McGoldrick & Dannett.....New York
Elisha Goldfarb.....MBS Counsel

Office Management

James E. Wallen.....Treasurer
Beatrice M. Marschner.....Personnel Director
Ruth Hendler.....Purchasing Agent
Gaile Dody.....Supervisor, Central Steno
Sigrid Ramberg.....Supervisor, File & Reception

Program Department

William H. Fineshriber, Jr.....Vice-President
Adoph Opfinger.....Assistant Program Director
Milton Burgh.....Director of News
Arthur Feldman.....Director of Special Events
Paul Jonas.....Director of Sports
Herbert Rice.....Director of Production
B. J. Hauser.....Director of Co-op Programs
Sally Raynor...Asst. Director of Co-op Programs
Harold M. Wagner...Mgr. of Program Operations

John Newhouse . . . Asst. Mgr. of Program Operatons

Edwin Otis . . . . . Commercial Program Supervisor

Dorothy Kemble . . . . . Director of Continuity Acceptance, Religious & Educational Programs

Marion Lennox
Asst. Director of Continuity Acceptance

Isabel S. Biasini
Asst. Director of Religious Programs

Dolores Goudsward . . . Supervisor of Program Traffic

Hugo Seiler, Frank Miller
Night Program Supervisors

Idella Grindlay . . . . . Day Program Supervisor

Station Relations and Engineering

E. M. Johnson . . . . . Vice-President

Charles Godwin . . . . . Southern Mgr.-Sta. Rel.

Robert Carpenter . . . . . Eastern Mgr.-Sta. Rel.

Roy Danish . . . . . Western Mgr.-Sta. Rel.

Ruth Jaffe . . . . . Supervisor of Station Traffic

Robert O'Connor . . . . Mgr. of Station Information

Leslie Learned . . . . . Chief of Engineering Traffic

James Chapman . . . . . Supt. of Engineering Traffic

Margaret Riordan . . . Supv. of Wire Communications

Lewis Tower . . . . . Chief Facilities Engineer

Margaret Kelly . . . . . Telephone Supervisor

Advertising, Publicity, Planning and Research

Robert A. Schmid . . . . . Vice-President

Harold Coulter . . . . . Director of Promotion

James Tyler . . . . . Manager of Adv. and Promotion

James E. O'Bryon . . . . . Director of Publicity

Francis X. Zuzulo . . . . . Asst. Director of Publicity

Richard Puff . . . Director of Research and Planning

Paul Benson . . . . . Assistant Director of Research

F. Carleton McVarish . . . . Mgr. of Audience Prom.

Arnold Roston . . . . . Art Director

Winifred Hall . . . . . Production Supervisor

Sales Department

Adolf N. Hult . . . . . Vice-President

Sidney P. Allen
Administrative Manager Network Sales

John R. Overall . . . . . Eastern Sales Mgr.

Carroll Marts . . . . . Midwestern Sales Mgr.

Alma Graef . . . . . Manager of Sales Service

Torrence Danley . . . . . Manager of Sales Traffic

Eda Purcell . . . . . Manager of Contracts

Accounting Department

George Ruppel . . . . . Assistant Controller

Richard Groome . . . . . Auditor

George Westby . . . . . Budget Director

Madeline Pellinger . . . . . Supervisor of Affidavit

Chicago Staff

Carroll Marts . . . . . Midwestern Sales Manager

Dorothy Reynolds . . . Midwest Sales Service Mgr.

Myrtle Goulet . . . . Office Mgr. & Program Traffic

George Herro . . . . . Director of Prom. & Publicity

Washington Staff

Hollis Seavey . . . Washington Program Coordinator

William Hillman . . . . . Presidential Correspondent

Hollywood Staff

Ned Tollinger . . . . . Program Manager

Harriet Crouse . . . . . Publicity Director

IF KSTP WORE SERVICE BARS FOR RENEWALS...

Average Spot Contract Life on KSTP since 1928 . . . 11¼ years. Proof of KSTP's remarkable Consumer Influence.



KSTP-TV is the Television Service of . . .

KSTP
MINNEAPOLIS . . . ST. PAUL

50,000 WATTS — CLEAR CHANNEL
KEY STATION FOR THE NORTHWEST NETWORK
EXCLUSIVE NBC AFFILIATE FOR THE TWIN CITIES
Represented Nationally by Edward Petry & Co.

National Broadcasting Company



J. H. McCONNELL
President

IN a world of change the radio and television industry is at home. Growth and constant innovation are the nature of our industry. Indeed, a world of change, of development and expansion, creates the climate in which our versatile industry thrives. These are the very elements which give us stability. Thoughtful men are rightfully concerned for the future, but we would fail to understand the basic characteristics of our own business if we did not look ahead to 1951 with confidence.

●

Of course 1951 will be a year of growth for radio and television. To my mind, it is a question only of velocity, of the rate of growth. The nation's defense needs, beyond question, will be our No. 1 priority. Production facilities may be required for military purposes. The field of scientific research will also give precedence to defense needs. In whatever degree these requirements may develop, they will not affect the quality of programming of either radio or television.

Television, in a few swift months in 1950 expanded from its bare infancy to a truly first-rank medium for advertising and entertainment. This was a momentous development. But as we look ahead we ought steadily to remember that in 1950 we recaptured our self-confidence, and then the advertiser's confidence in radio as the great medium of high circulation and low cost. There were some hard lessons learned in both radio and television. These—what we have learned—are our assurance that we will continue to progress through 1951 in the face of all the imponderables.

At the end of this year, television covered areas in which live 90,000,000 people! Advertisers, through experience, demonstrated increased appreciation for its pulling power. Picture quality, programming and production were all immensely improved. There was no question that television had come of age as a truly national advertising medium. Should the government rescind its freeze on new stations, television will be extended to new areas in 1951. Additional stations and receivers will mean more hours of broadcasting, better programs.

●

Besides finding ways to meet Television's drain on creative talent, at NBC we have pioneered in finding ways for smaller advertisers to join in major shows previously only available to high budget sponsors. This should provide a wider economic base for television and make it available to more sponsors in the coming year.

Public response to NBC's Sunday night "Big Show" brought the entertainment value of Radio to a fresh summit. And "Operation Tandem" proved that new techniques can sell radio on a basis which is healthy for both the Network and the advertiser, and yet bring the cost of radio advertising to a new low.

●

Radio is the basic advertising medium of the country and will remain a vital and effective force in our economy and society as far ahead as anyone can see. It will undergo changes in the years ahead. No institution can remain static and survive. Radio has been accommodating itself to shifting conditions ever since it was established a generation ago, responding to new requirements and reshaping itself as it went along.

Today, radio is being affected by the new force of television, but the elder broadcasting medium, which has lived and grown throughout the social and economic upheavals of the 30's and 40's, will adapt itself successfully to the new environment of the 50's and 60's.

The prime potency of television lies in the extension of the individual's ability to experience—in his own home—things the average viewer never dreamed of before.

●

Through the newest broadcasting medium, people can effortlessly visit other cities and learn more of their institutions and personalities. They can drop in on Broadway shows, see famed conductors lead symphony orchestras, sit with Congressional committees, watch world events being shaped at the United Nations, or even go under the sea in a submarine, sail out on maneuvers on a Navy carrier, or fly with the Air Force. By thus broadening public experience and bringing the people closer together, television will reduce sectionalism and bring greater unity to the nation.

NATIONAL BROAD



The Alaska Broadcasting System
KFQD Anchorage
KFRB Fairbanks
KIBH Seward
KJNY Juneau
KTKN Ketchikan
KFIW Sitka

Midnight Sun Broadcasting Company
KENI Anchorage
KFAR Fairbanks

KGU Honolulu
DZFM Manila

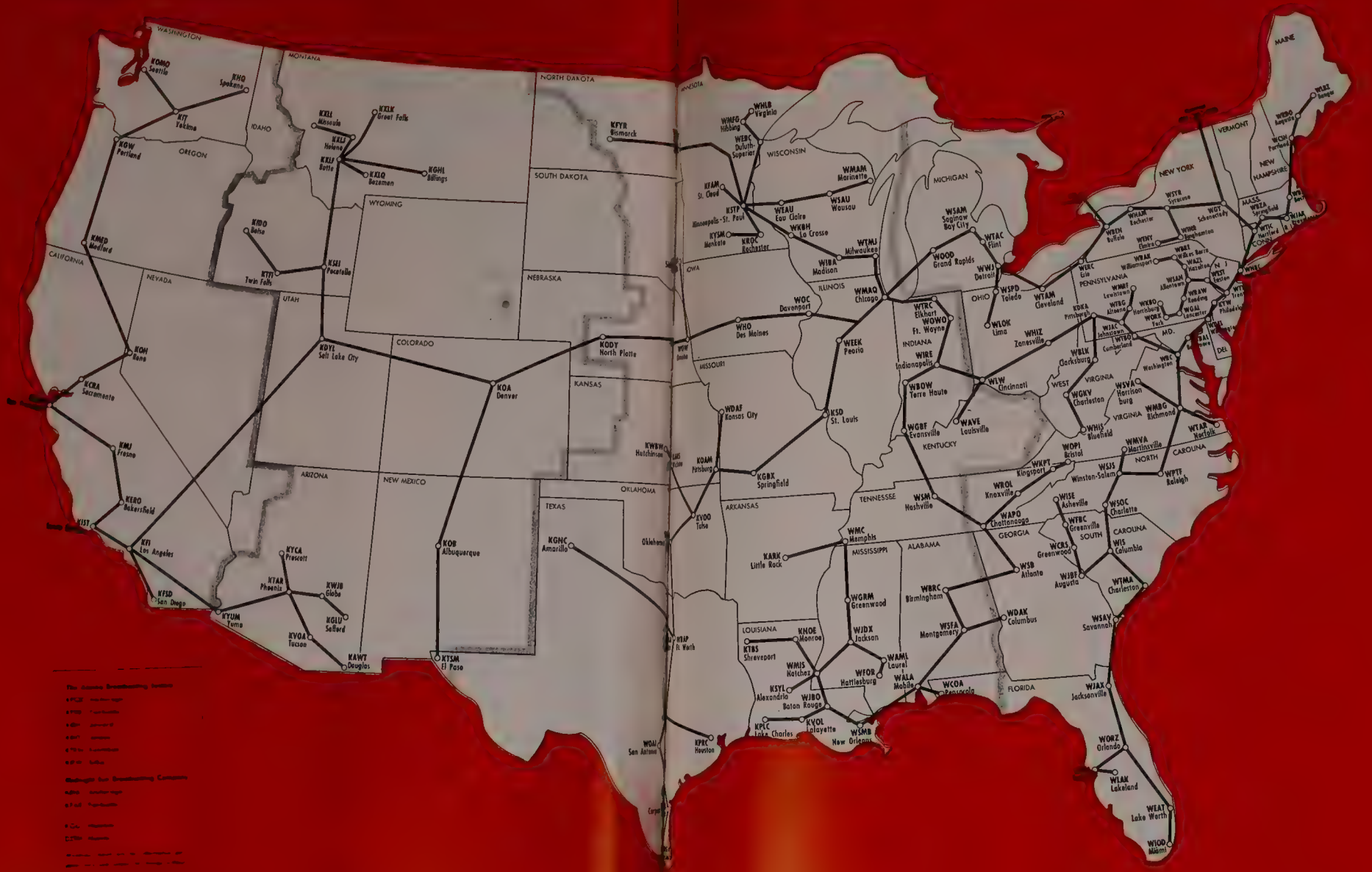
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NETWORK FACILITIES AS OF FEB. 1, 1951

CASTING COMPANY



NATIONAL BROADCASTING COMPANY



NETWORK FACILITIES
AS OF FEB. 1, 1951

NATIONAL
Broadcasting Company

30 Rockefeller Plaza 20, New York City
(Telephone number, CIrcle 7-8300)
Registered Telegraphic Address
NATBROCAST NEW YORK

BOARD OF DIRECTORS

Niles Trammell Chairman of the Board

Arthur E. Braun
John T. Cahill
Charles R. Denny
Gano Dunn
Frank M. Folsom
George L. Harrison
Harry C. Ingles
Charles B. Jolliffe
Joseph H. McConnell
Edward F. McGrady
Mrs. Douglas Horton
Brig. Gen. David Sarnoff

Executive

Niles Trammell.....Chairman of the Board
Joseph H. McConnell.....President
Charles R. Denny.....Executive Vice President
John F. Royal.....Vice President
David C. Adams.....Asst. to Exec. V.P.
Frank Russell.....Vice President (Washington)
William F. Brooks..V.P. Chg. of Public Relations
Carleton D. Smith..V.P. Chg. of Station Relations

ADMINISTRATION

Victor T. Norton.....V.P. for Administration

Finance Departments

John H. MacDonald....V.P. in Chg. of Finance & Treasurer

BUDGET DEPARTMENT

John Tiedeman.....Budget Officer
Stephen Riddleberger....Asst. to Budget Offiicer

CONTROLLERS DEPARTMENT

Harry F. McKeon.....Controller
Harold M. Kelly.....Assistant Controller
Hugh McGeachie.....Assistant Controller
Raymond Porrier.....Accounting Supervisor
Arthur Nelson.....Payroll Supervisor
Joseph A. Kent.....Tax Accountant

TREASURERS DEPARTMENT

William A. Williams.....Asst. to Treasurer
Herbert Schumm.....Collection & Credit Supr.
Giovanna Boconne.....Cashier
Ernestine Thomas.....Cashier

PURCHASING

William D. Bloxham.....Purchasing Agent
Edwin W. Deming....Assistant Purchasing Agent
Henry Martin.....Asst. Purchasing Agent
Victoria Galvin.....Buyer

Traffic Department

Harry A. Woodman.....Manager
Steere Mathew.....Assistant Manager
John Boylan...Supr. of Station Notification Divn.
John Hilton.....Supr. of Traffic Operations
Angela Caramore....Supr. of Sustaining Program Section
Margaret Riebhoff.....Supr. of Station Reports

Legal Department

Gustav B. Margraf.....V.P. & Gen. Atty.
Thomas E. Ervin.....Asst. Gen. Atty.
George H. Halbert.....Senior Atty.
John V. Shute.....Senior Atty.
Paul B. Lynch.....Attorney
Charles Moos.....Attorney
Arthur B. Cuddihy, Jr.....Attorney
Doris M. Crooker.....Office Manager

Press Department

Sydney Eiges..Vice President in Charge of Press & Information
Josef Dine.....Director
Allan Kalmus.....Television Manager
Donald Bishop.....Magazine Editor
William Lauten.....Trade News Editor
Sidney Desfor.....Photo Editor
Ursula Halloran.....Column Editor
Leo Hershdorfer.....Feature & Copy Editor
Samuel Kaufman.....Superv. of Radio Publicity
Leonard Meyers.....Music Editor
Anita Barnard.....Manager of Information

Engineering Department

O. B. Hanson.....V.P. & Ch. Engineer
William A. Clarke.....Administrative Asst.
Edward R. Cullen.....Liaison Engineer
Joseph D'Agostino.....Liaison Engineer
Raymond Guy.....Manager of Radio & Allo. Engineering
George M. Nixon.....Mgr. of Engr. Dev.
Chester A. Rackey....Mgr. of Audio-Video Engr.
James Wood.....Mgr. of Technical Services

Integrated Services Department

William S. Hedges.....V.P. Chg. of Integrated Services
Willard Frech .....Cost Acct.
Albert Walker.Exec. Asst. Chg. of Spec. Services
Wm. Burke Miller.....Night Exec. Officer
Arch Robb.....Mgr. of Program Serv. Dept.
Isabel Finnie.....Supervisor, Business Office
Thomas H. Belviso....Supervisor of Music Rights & Music Library
Thomas Adams..Supr. Lit. Rts. & Script Readers
Patrick J. Kelly....Supr. of Announcing Division
Frederick C. Knopfke...Supr. of Sound Effects Division
Patrick Cahill.....Supervisor of Set-up Division
Audrey Hanse..Supr. of Studio Scheduling Divn.
Marilyn Hollyword..Supr. of Script Routing Divn.
John Curran.....Supr. of Night Operations Divn.
Miriam Hoffmeir..Supr. of Program Analysis Div.
Mary Cooper.....Supr. of Central Booking Divn.

ORCHESTRA DIVISION

Joan Gordon.....Supr. of Schedules & Payroll

Personnel Department

Ernest de la Ossa.....Director of Personnel
Theodore M. Thompson.....Manager
Edmund Souhami....Labor Relations Asst. to the Dir. of Personnel
Doris Ann.....Executive Placement Supr.
Elizabeth Haglund.....Administrative Supr. of Placement Divn.
Seth Faison.....Placement Interviewer
John Steeves.....Interviewer
John Michel..Supervisor of Employee Serv. Divn.
Edward Starr.....Admin. Asst. Chg. Training & Services
Robert DeBeer..Supr. of Records & Research Div.
Jerome Duff..Asst. Supr. of Records & Res. Divn.
Eleanor Nadeje .....Job Analyst
Jean Collins .....Pers. Records Supr.
Dr. Bernard J. Handler.....Physician

Building & General Services Department

Edward M. Lowell.....Manager
Eleanor Gardella .....Budget Clerk

BUILDING MAINTENANCE DIVISION

Albert Humbert .....Supervisor
Frank Mocarski.....Communication Supr.
Louis Anderson.....Bldg. Services Supr.
Maude Archer.....PBX Supr.
Patrick Curley .....Night Supr.
Robert Keowen...Supr. of Air Conditioning Divn.

Office Services Division

Helen Davis .....Supervisor
Ruth Preston .....Supr. of Central Files Section
Martin Devine .....Supr. of Duplicating & Bindery Section
William J. Kelly...Supr. of Mail-Messenger Sec.
Henry Allard..Night Supr. of Mail-Messenger Sec.
Helen M. Thompson..Supr. of Stenographic Sec.
Marie Freda....Night Supr. of Stenographic Sec.
Leonard Lucas..Supr. of Supply & Receiving Sec.
George Monahan.....Supr. of Protection Divn.

Guest Relations Department

Peter M. Tintle.....Manager
Joseph Phillips .....Supr. of Reception Division
Alton Porter.....Supr. of Tour Operations & Promot. Div.
James Van Gaasbeek....Supr. of Ticket Division
Julia Dougherty.....Office Supervisor

General Library

Frances Sprague .....Chief Librarian

Radio Recording

Charles C. Hicks.....Manager

Transportation

Marie Dolan .....Manager

Plans & Research Department

Hugh M. Beville.....Director
George Trimble .....Rate Specialist
Barry T. Rumple.....Plans Specialist
Harold Bell .....Survey Specialist

RADIO NETWORK

Henry T. Sjogren..Controller for Radio Network
Curtis Lewis.....Assistant Controller

Sales Departments

John K. Herbert.....V.P. & Gen. Sales Mgr. for Radio Network
Walter D. Scott.....Eastern Sales Manager
Sackett Miles .....Sales Service Manager

Sales Planning & Research Department

George MacGovern .....Manager
Howard Gardner.....Sales Planning Supervisor
Kenneth E. Greene.....Research Supervisor
Calvin Morris.....Program Research Supr.
Dwayne L. Moore...Ratings Research Supervisor

Public Affairs & Education Department

Edward Stanley .....Manager
Margaret Cuthbert.....Supvr. of Public Affairs
Doris Corwith.Supvr. of Religious B'casts & Talks
Hilda Watson .....Office Supervisor

Program Departments

Charles Barry.....Vice President in Charge
Leslie Harris.....Eastern Program Mgr.
Robert Wamboldt..Eastern Prod. Mgr. & Supvr. of Script Directors

PACKAGE PROGRAM & TALENT CONTRACTS DEPARTMENT

Mitchell Benson .....Manager

SCRIPT DIVISION

Van Woodward.....Supr. of Script Preparations

CONTINUITY ACCEPTANCE DIVISION

Stockton Helffrich...Supr. of Continuity Accept.
Carl Watson .....Assistant Mgr.

Operations Department

Grant Tinker.....Supr. of Pgm. Operations
Leonard Goldstein ....Supr. of Talent Auditions
Claire Trainor.....Supr. of Talent Casting

Music Department

Samuel Chotzinoff.....General Music Director
Ernest La Prade.....Supr. of Music Research

Advertising & Promotion Department

George Wallace . . . Manager of Advertising & Promotion
Allen Hurlburt . . . . . Art Director
Edward Antonioli . . . . . Supr. of Program Service
Pat Steel . . . . . Supr. of Audience Promotion
Clyde Clem . . . . Supr. of Station Promotion Sec.
Norman Glenn . . . Senior Presentation Writer & Sales Promotion Mgr.

Station Relations Department

Norman Cash . . . . . Director
Paul Hancock . . . . . Contract Repr.
Paul Rittenhouse . . . . . Contract Repr.
William M. Kelly . . Supr. of Affiliation Contracts

News, Special Events & Sports Department

Henry Cassidy . . Director of News, Special Events & Public Affairs
Joseph O. Meyers . . . . . Mgr. of Operations
Francis Littlejohn . . . . . News Desk Supervisor
Bill Stern . . . . . Director of Sports
Jeannette Kriendler . . . . . Office Supervisor

Technical Operations

George McElrath . . . . . Director of Radio Network Technical Operations
Thomas H. Phelan . . . . Mgr. N. Y. Radio Technical Operations
Paul Gallant . . . . . Supr. of Radio B'cast. Oper.
John Flynn . . . . . WNBC Station Engineer
John Gullans . . . . . East Coast Intern. Sta. Engr.
Charles Phelan . . Supr. of Radio Equipment Maint.

TELEVISION NETWORK

Executive

Sylvester L. Weaver . . . . Vice Pres. for Television
Edward Madden . . . . V-G chg. of TV Net Oper. and Sales

Operations Departments

Edward L. Muson . . . . Dir. of Television Operations
Stanton Osgood . . . . Asst. to Dir. of TV Oper. & Mgr. of Theatre TV
J. Robert Myers . Admin. Asst. to Dir. of TV Oper.
William Roden . . . TV Personnel Supvr. Fin. Dept.

Finance Department

Charles Creswell . . . . Controller for TV Network
Joseph Berhalter . . . . . Supvr. of Budget Div.
Leslie Vaughan . . . . . TV Cost & Billing Supvr.
William Sargent . . Supvr. of Systems & Proc. Div.
Station Relations Department

Sales Planning & Research Department

Robert McFadyen . . Mgr. of TV Sales Planning & Research
Lewis M. Marcy . . . . . Supr. of Sales Planning Div.
Thomas Coffin . . . Supr. of Program Research Div.
Richard Paige . . . . . Supr. of Ratings Div.

Production Services Department

Fred Shawn . . . . . Dir. of TV Prod. Services
Benjamin L. Webster . . . . . Asst. to Dir.
Ernest Theiss . . . . . Supvr. of B'cast Oper.
James Kovach . . . . . Operations Coordinator

Staging Services

Robert Wade . . . . . Mgr. of Staging Services
Robert Brunton . . . . Supr. of Staging Oper. Section Film Dept.

Film Department

Frank Lepore . . . . Mgr. of Film & Kinesc. Op. Div.

Technical Operations

Robert E. Shelby . . . . . Dir. of Tech. Oper.
F. A. Wankel . . . . . Mgr. of TV Tech. Oper.
Reid R. Davis . . . . . Supvr. of N. Y. TV Oper.

Program Department

Ernest Walling . . . . . TV Prog. Mgr.
Leonard Hole . . . . . TV Prod. Mgr.
Fred Coe . . . . . Mgr. of New Prog. Develop.
Merritt Barnum . . TV Commercial Prog. Planning Mgr.

Talent & Program Procurement Department

Carl Stanton . . . . . Manager
Jack Rayel . . . . . Program Procurement Supvr.
Martin Begley . . . . . Talent Procurement Supvr.

PUBLIC AFFAIRS —

News, Special Events & Sports Department

Davidson Taylor . . Director of TV Public Affairs, News, Special Events & Sports
Francis C. McCall . . . . Dir. of TV News & Special Events
Adolph Schneider . . Mgr. of TV News & Special Events
James Dolan . . . . . Asst. Dir. of Sports
Clarence Thoman . . . . . TV Newsreel Supvr.

Sales Departments

George Frey . . . . V.P. & Dir. of TV Network Sales
Hamilton Robinson . . . . . Asst. to V.P.
Ruddick Lawrence . . . . . Dir. of TV Sales Develop.

EASTERN DIVISION

Edward R. Hitz . . . . . TV Eastern Sales Mgr.

SALES SERVICE DIVISION

Frank Reed . . . . . Mgr. of TV Sales Service

PROGRAM SALES

Robert Sarnoff . . . . . Mgr. of TV Program Sales
Michael Dann . . . Coordinator of TV Prog Package Sales

Advertising & Promotion Department

James Nelson . . . Mgr. of TV Advertising & Prom.
John Hurlbut . . . . . Supr. of Audience Prom.
Fred Viet . . . . . Art Dir.
John Fuller . . . . . Sales Presentation Writer

Station Relations Department

Sheldon B. Hickox . . . . . Director
Elmore B. Lyford . . . . . TV Contact Repr.
Thomas Knode . . . . . TV Contact Repr.
Stephen Flynn . . . . . TV Contact Repr.
Raymond O'Connell . . . . . TV Contact Repr.
Robert Guthrie . . . . Supvr. of Affiliaton Contracts Production Services Department

Production Operations

Frederic W. Wile . . . . . V.P. & Dir. of TV Prod.

Owned & Operated Stations

James M. Gaines..VP for Owned & Opertd. Sta.
Hamilton Shea .....Controller
H. Norman Neubert.....Merchandising Mgr.

National Spot Sales Department

James V. McConnell.....Director
Richard Close .....Manager
Jacob Evans..Mgr. of Sales Dev., Advtg. & Prom.
Charles Phillips.....Eastern TV Sales Mgr.

WNBC, WNBC-FM, WNBT

Ted Cott..Mgr. of WNBC, WNBC-FM, WNBT
Theodore Zaer .....Controller
Berry Long .....Mgr. of Radio Sales
Leonard Safir.....Supvr. of Radio & TV Advtg. & Prom.
Winifred Schaefer.....Supvr. of Publicity
George Wallach...News & Special Events Supvr.
Harvey Gannon.....Radio Program Mgr.
John Reber.....Sales Manager, WNBT
Ivan Reiner.....Pgm. Mgr., WNBT

Stations Owned and Operated by the NATIONAL BROADCASTING COMPANY

WNBC, WNBC-FM	New York	Owned and operated by NBC
WMAQ, WMAQ-FM	Chicago	Owned and operated by NBC
WRC, WRC-FM	Washington	Owned and operated by NBC
WTAM, WTAM-FM	Cleveland	Owned and operated by NBC
KNBC,KNBC-FM	San Francisco	Owned and operated by NBC
KOA, KOA-FM	Denver	Owned and operated by NBC
WNBT	New York (Television)	Owned and operated by NBC
WNBW	Washington (Television)	Owned and operated by NBC
WNBK	Cleveland (Television)	Owned and operated by NBC
WNBQ	Chicago (Television)	Owned and operated by NBC
KNBH	Hollywood (Television)	Owned and operated by NBC

AFFILIATED STATIONS—Interconnected Network

WBAL-TV, WBZ-TV, WBEN-TV, WNBQ, WNBK, WWJ-TV, WICU, WLAV-TV, WGAL-TV, WTMJ-TV, WNHC-TV, WNBT, WPTZ, WNBQ, WDTV, WJAR-TV, WHAM-TV, WRGB, KSD-TV, WSPD-TV, WNBW, WDEL-TV, WOI-TV, WSB-TV, WBRC-TV, WTTV, WBTV, WLW-T, WLW-C, WOC-TV, WLW-D, WFMY-TV, WSAZ-TV, WFBM-TV, WMBR-TV, WJAC-TV, WKZO-TV, WDAF-TV, WJIM-TV, WAVE-TV, WMCT, KSTP-TV, WSM-TV, WTAR-TV, WOW-TV, WTVR, WSYR-TV, WKTV.

Central Division

Merchandise Mart, Chicago 54, Illinois
Superior 7-8300

Harry C. Kopf.....VP & General Mgr.
John Whalley .....Controller
Homer Heck.....Mgr. of Radio Program Dept.
Edward Cunningham...Mgr. of Radio Sales Dept.
Leonard Anderson.Mgr. of Integrated Serv. Dept.
William Ray.....Mgr. of News, Press & Public Affairs Dept.
John McPartlin.....Mgr. of TV Sales Dept.
Jules Herbuveaux.....Dir. of TV Operations
Frederick Jacobson.....TV Program Mgr.
Howard Luttgens.....Engineer in Charge

Western Division

Sunset Blvd. & Vine St., Hollywood 28, Calif.
Hollywood 9-6161

John K. West....VP in charge of Western Div.
Louis Frost.....Asst. to the VP & Dir. of Integrated Services Dept.
Frank Dellett .....Controller
Donald Honrath.....Mgr. of Continuity Accep.
Roger Sprague....Mgr. of News, Spec. Events & Sports
Henry Maas....Supr. of Sales & Program Traffic
Thomas McCray....Dir. of Radio Network Oper.
Frank Berend....Mgr. of Radio Net Sales Dept.
Homer Canfield.....Mgr. of Radio Programs & Public Affairs Dept.
Harry Bubeck .....Production Mgr.
Leslie Raddatz.....Mgr. of Radio Press Dept.
Alfred Saxton....Mgr. of Radio Technical Oper.

KNBH

Thomas McFadden.....General Mgr.
C. P. Ewing.....Controller
Robert Clark.....Mgr. of TV Technical Oper.
Robert Brown .....Mgr. of TV Program Dept.
Robert Thompson .....Supr. of TV Operations
Donald Norman .....Mgr. of TV Sales Dept.
Robert Pelgram—.....Mgr. of TV Press Dept.

NBC Stations Planning & Advisory Committee

Howard Pill.....WSEA, Montgomery, Ala.
Milton Greenebaum.....WSAM, Saginaw, Mich.
John Murphy.Dir. of TV for Crosley B'castg. Corp.
C. Robert Thompson.....Gen. Mgr., WBEN, Buffalo, N. Y.
B. T. Whitmore.....Gen. Mgr., WFBC, Greenville, S. C.
Ralph Evans...Exec. V. P., Central B'casting Co., (WHO, Des Moines, Iowa; WOC, Davenport, Iowa)
Jack Harris....Gen. Mgr., KPRC, Houston, Texas
S. S. Fox.....Pres., KDYL, Salt Lake City, Utah
Richard O. Dunning....Pres. & Gen. Mgr., KHQ, Spokane, Wash.
artin Campbell..Gen. Mgr., WFAA, Dallas, Txeas
E. R. Vadeboncoeur..VP & Gen. Mgr., WSYR-TV, Syracuse, N. Y.
Dean Fitzer.....Gen. Mgr., WDAF-TV, Kansas City, Mo.

KEYSTONE Broadcasting System, Inc.

Offices

134 North LaSalle Street
Chicago 2, Illinois
STate 2-4590

580 Fifth Avenue
New York 19, New York
PLaza 7-1460

Officers & Directors

President (Director) ..... Sidney J. Wolf
Exec. Vice-President (Director) ..... Naylor Rogers
Vice-President (Director) ..... Joseph Bayer
Vice-President ..... Noel Rhys
Secretary-Treasurer (Director) ..... Arthur Wolf

New York

580 Fifth Avenue

Vice-Pres. & Eastern Sales Mgr. ..... Noel Rhys
Office Manager ..... Eve Bannier
Research Director ..... James A. Yergin

Chicago

134 North LaSalle St.

President ..... Sidney J. Wolf
Exec. Vice President ..... Naylor Rogers
Secretary-Treasurer ..... Arthur Wolf
Special Representative ..... Edwin R. Peterson
Director of Station Relations ..... Emma G. Rogers
Accountant ..... Ethel D. Harris

☆

SERVICES OFFERED: Keystone Broadcasting System is a transcription network principally covering BEYOND-METROPOLITAN markets from coast to coast. Its affiliated stations are joined together in a national system by means of transcription, eliminating wire charges. At time of going to press, the network includes 400 affiliated stations. This is the only national network in the United States offering national radio advertisers the opportunity to cover the BEYOND-METROPOLITAN markets exclusively, in a single transaction, by means of electrical transcription. The System offers its facilities in time periods from one hour down to five minutes, and also makes available announcement periods of one-minute, half-minute and twenty-five words in length. Keystone makes its facilities available nationally or in selected groups.

LIBERTY Broadcasting System

2100 Jackson Street, Dallas, Texas

Phone: Randolph 2424

Officers & Directors

Chairman of the Board ..... Barton R. McLendon
President ..... Gordon B. McLendon
Executive Vice-President ..... James H. Foster

Departments

National Sales ..... Cal Perley, V.-P.
Programming & Production ..... H. W. Bumpas, V.-P.
Advertising ..... Harry Gage, Dir.
Sports ..... Jerry Doggett, Dir.
Engineering ..... Glenn Callison, V.-P.

New York

509 Madison Avenue, Phone: MU 8-5580

Vice-President, National Sales ..... Cal Perley
Regional Vice-President ..... Edmund Burke

Los Angeles

KMPC Building, 5939 Sunset Blvd.

Vice-President, West Coast Operations ..... Benton Paschal

Chicago

75 North Wacker Drive

Regional Vice-President ..... John M. Dunnagan

Atlanta

101 Marietta Street

Regional Vice-President ..... Tom Carr

Washington

1000 Connecticut Avenue

Regional Vice-President ..... Fred Palmer

☆

SERVICES OFFERED: The Liberty Broadcasting System is a national network, stations are joined together through the facilities of the American Telephone & Telegraph Co. At the time of going to press, there are 268 affiliate stations.

400 LOCAL LEVEL

Leading brands using KEYSTONE BROADCASTING SYSTEM know that the KBS local level 400 reaches the rich, high income, small town and rural markets! As the ONLY established and growing Transcription Network, every local KBS affiliate is a home town station . . . and, according to BMB studies, native stations produce more impact with their higher listener-loyalty.

The Keystone Network consists of more than 400 stations located in towns with populations of 10,000 to 50,000 . . . PLUS the RURAL BUYING POWER of that area! These areas are largely beyond the dependable service of major wired networks . . . and effective TV! AND . . . these same markets contain more than HALF OF THE NATION'S RETAIL STORES which do nearly HALF OF THE NATION'S RETAIL BUSINESS!

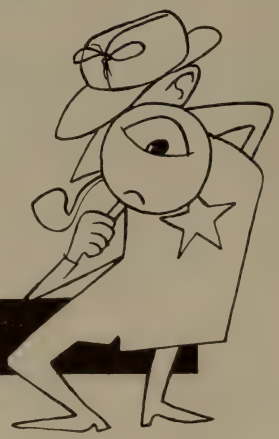
Investigate this rich and loyal KBS small town and rural market NOW!

KEYSTONE BROADCASTING SYSTEM, INC.

KBS STATIONS REACH THE SMALL TOWN AND RURAL MARKETS— —*FREE* FROM EFFECTIVE TV!

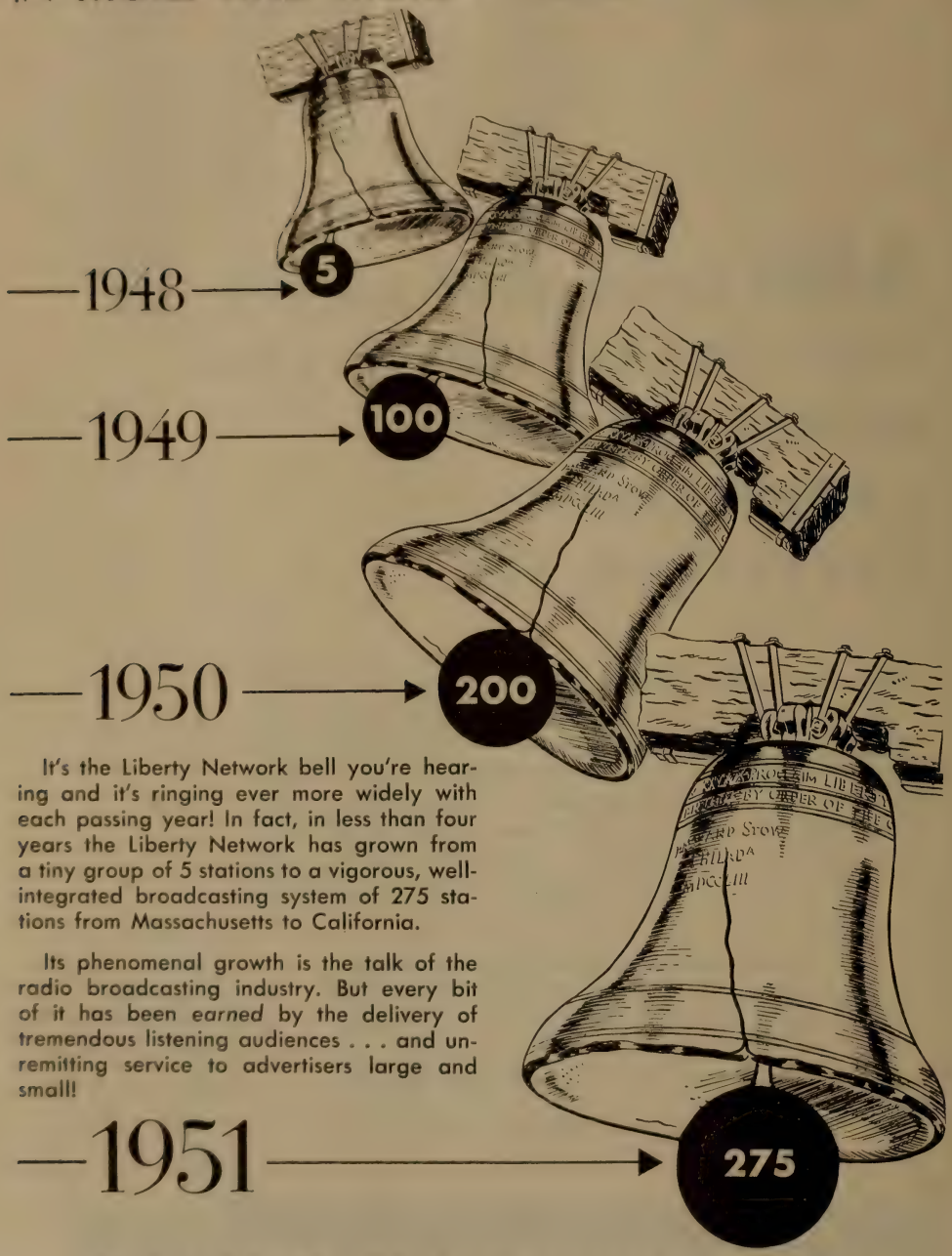
ONE ORDER ONLY BUYS AN ATTRACTIVE PACKAGE RATE! Think of it! The Keystone Network operates in the same manner as wired networks . . . WITH THE SAME ADVANTAGES! Instead of a large number of clerical, time consuming hours of transactions, KBS reduces your problem to ONE order, ONE time clearance, ONE series of Affidavits of Performance, and ONE invoice . . . for all 400 KBS stations . . . or as few stations as needed to meet your needs.

SEARCHING FOR AN ANSWER TO TV-itis? KBS is the only National radio network without a *single* station located in a TV City. As a result, many advertisers are using KBS to supplement their TV schedule which doesn't reach the KBS small town and rural market!



580 FIFTH AVE., NEW YORK • 134 N. LaSALLE ST., CHICAGO.

EVERY DAY THIS BELL RINGS IN **MORE AND MORE** AMERICAN HOMES



It's the Liberty Network bell you're hearing and it's ringing ever more widely with each passing year! In fact, in less than four years the Liberty Network has grown from a tiny group of 5 stations to a vigorous, well-integrated broadcasting system of 275 stations from Massachusetts to California.

Its phenomenal growth is the talk of the radio broadcasting industry. But every bit of it has been *earned* by the delivery of tremendous listening audiences . . . and unremitting service to advertisers large and small!

THE **LIBERTY BROADCASTING SYSTEM**

New York, N. Y.
509 Madison Ave.

Dallas, Texas
2100 Jackson St.

REGIONAL NETWORKS

Alaska Broadcasting System

CBS, NBC
830 Securities Building, Seattle 1, Wash.
Phone: SEneca 6333

PERSONNEL

General Manager.....Wm. J. Wagner
Commercial Manager.....Kenneth Laughlin
Chief Engineer.....W. R. Nichols
Traffic Manager.....A. L. Christensen
Auditor.....F. Daniel McLean
Recording Engineer.....Harold H. Kaden

BRANCH OFFICES

Station KFQD, Box 1040, Anchorage, Wm. Warner, Station Mgr.; Station KTKN, Box 1308, Ketchikan, Jim Kemp, Station Mgr.; Station KINY, Box 1091, Juneau, John Ashbaugh, Station Mgr.; Station KFRB, Box 950, Fairbanks, Jack McCahill, Station Mgr.; Station KIBH, Box 250, Seward, Jay Stauter, Station Mgr.; Station KIFW, Box 699, Sitka, R. E. von Postel, Jr., Station Mgr.

STATIONS

KFQD, Anchorage; KTKN, Ketchikan; KINY, Juneau; KFRB, Fairbanks; KIBH, Saward; KIFW, Sitka.

The Aloha Network

P. O. Box 1380, Honolulu, T. H.
Phone: 95295

PERSONNEL

General Manager.....R. M. Fitkin
Vice-Presidents .....A. H. Green, C. J. Fern, E. J. Crane

STATIONS

KHON, Honolulu; KIPA, Hilo; KMVI, Wailuku; KTOH, Lihue.

Arizona Broadcasting System

(ABS Network)
711 Heard Bldg., Phoenix, Ariz.
Phone 4-4161

PERSONNEL

General Manager.....Richard O. Lewis
Commercial Manager.....Bill Harvey
Promotion Manager.....Fred Gerletti

STATIONS

KTAR, Phoenix; KVOA, Tucson; KYUM, Yuma; KGLU, Safford; KWJB, Globe-Miami; KYCA, Prescott; KAWT, Douglas-Bisbee.

The Arizona Network

Radio Station KOY
836-838 N. Central Ave., Phoenix, Ariz.
Phone: 4-4144

PERSONNEL

Manager.....Albert D. Johnson
Program Manager.....John R. Williams
Commercial Manager.....John L. Hogg
KTUC Manager.....Lee Little
KSUN Mgr., Owner.....Carlton W. Morris
KYMA Manager.....William L. Lindsey

BRANCH OFFICES

Station KTUC, Broadway & Tyndall, Tucson, Ariz.; Phone: 2-3344; Station KSUN, Lowell, Ariz., Phone 3; Station KYMA, 8th St. and "B" Ave., Yuma. ....

STATIONS

KOY, Phoenix, KTUC, Tucson; KSUN, Lowell; KYMA, Yuma.

NATIONAL REPRESENTATIVE

John Blair & Company

Arrowhead Network

WEBC Building, Duluth 2, Minn.
Phone: Melrose 2-2873

PERSONNEL

President .....Morgan Murphy
V.-P. & Gen. Mgr.....Walter C. Bridges
Dir. of Engineering.....Charles P. Persons
News Editor.....Earl Henton
Mgr. WEBC .....Greg Rouleau
Mgr. WMFG.....Oscar Peterson
Mgr. WHLB.....Chet Thurston
Mgr. WJMC.....Russ Brown
Mgr. WEAU.....Harry Hyett
Mgr. WISC.....Ralph O'Connor

BRANCH OFFICES

WEBC Building (WEBC), Duluth, Minn., Phone Melrose 2-2873, Mgr. Greg Rouleau; Androy Hotel (WMFG), Hibbing Minn., Phone Hibbing 1150, Mgr. Oscar Peterson; Sixth Ave. & 2nd Street (WHLB), Virginia, Minn., Phone Virginia 2000, Mgr. Chet Thurston; 1615 So. Main Street (WJMC), Rice Lake, Wis., Phone R. L. 550, Mgr. Russ Brown; 203 So. Barstow Street (WEAU), Eau Claire, Wis., Phone E. C. 6149, Mgr. Harry Hyett; 114 No. Carroll Street (WISC), Madison, Wis., Phone Madison 7-2588, Mgr. Ralph O'Connor.

STATIONS

WEBC, Duluth, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; WJMC, Rice Lake, Wis.; WEAU Eau Claire, Wis.; WISC, Madison, Wis.

Broadcasting Corp. of America

(Western Network)
P. O. Box 987, Riverside, Calif.
Phone: Riverside 6293

PERSONNEL

President & Gen. Mgr.....W. L. Gleeson

BRANCH OFFICE

402 Katz Bldg., San Bernardino, Calif.; Phone: 5157. Duane Wanamaker, 610 So. B'way, Los Angeles, Phone: Van Dike 9363.

STATIONS

KPRO, Riverside; KPOR, San Bernardino; KREO, Indio; KROP, Brawley; KYOR, Blythe; KRPO, San Jose, Calif.

★

Columbia Pacific Network

Columbia Square, Los Angeles, Calif.

PERSONNEL

Manager.....Wayne R. Steffner

STATIONS

KNX, Los Angeles; KCBS, San Francisco; KCBQ, San Diego; KFRE, Fresno; KGDM, Stockton; KROY, Sacramento; KCMJ, Palm Springs; KOIN, Portland; KIRO, Seattle; KXLY, Spokane.

★

The Connecticut State Network, Inc.

555 Asylum St., Hartford 5, Conn.
Phone: 2-0237

PERSONNEL

President.....C. Glover DeLaney

STATIONS

WNAB, Bridgeport; WTHT, Hartford; WNHC, New Haven; WNLC, New London; WSTC, Stamford; WTOR, Torrington; WATR, Waterbury, Conn.

★

Don Lee Broadcasting System

1313 North Vine St., Hollywood 28, Calif.
Phone: Hudson 2-2133

PERSONNEL

President.....Willet H. Brown
Secretary-Treasurer.....A. M. Quinn
V.-P. in Charge of Sales.....Ward D. Ingrim
V.-P. and General Counsel.....Donn B. Tatum
V.-P. in Charge of Engring..Walter Carruthers
Director of Operations.....Anthony J. LaFrano
National Advertising Mgr...Henry Gerstenkorn
KHJ Sales Manager.....Leon Wray
Dir. of Station Relations.....Norman Ostby
Dir. of Public Relations....James Parsons, Jr.
Program Director.....J. Carlton Adair
News and Special Events Dir...Les Mawhinney
Sales Promotion Mgr.....Herbert Sonnenburg
Program Promotion Dir.....Robert Hartnett

STATIONS

KHJ, Los Angeles; KFRC, San Francisco; KAFY, Bakersfield; KHSL, Chico; KXO, El Centro; KIEM, Eureka; KYNO, Fresno; KMYC, Marysville; KYOS, Merced; KPRL, Paso Robles; KVCV, Redding; KXOA, Sacramento; KSBW, Salinas; KFXM, San Bernardino; KGB, San Diego; KVEC, San Luis Obispo; KVOE, Santa Ana; KDB, Santa Barbara; KXOB, Stockton; KCOK, Tulare, Calif.; KPOJ, Portland; KWIL, Albany; KAST, Astoria; KBND, Bend; KOOS, Coos Bay; KORE, Eugene; KUIN, Grants Pass; KFJI, Klamath Falls; KRNR, Roseburg; KSLM, Salem, Ore.; KVI, Seattle; KNEW, Spokane; KXRO, Aberdeen; KPUG, Bellingham; KELA, Centralia; KRKO, Everett; KWLK, Longview; KGY, Olympia; KUJ, Walla Walla; KWNW, Wenatchee; KYAK, Yakima, Wash.; KVNI, Coeur d'Alene; KRLC, Lewiston; KWAL, Wallace, Idaho; KATO, Reno, Nev.; KOY, Phoenix; KTUC, Tucson; KSUN, Bisbee, Ariz.; KPOA, Honolulu; KILA, Hilo, T. H.; KENI, Anchorage; KFAR, Fairbanks, Alaska.

★

Georgia Associations of Local Stations

Atlantan Hotel, Atlanta, Ga.
Phone: Alpine 5132

PERSONNEL

Sales Director.....Tom Carr

STATIONS

WDEC, Americus; WGAU, Athens; WBBQ, Augusta; WGIG, Brunswick; WLBB, Carrollton; WBHF, Cartersville; WGAA, Cedartown; WMJM, Cordele; WMOC, Covington; WBLJ, Dalton; WDWD, Dawson; WMLT, Dublin; WBHB, Fitzgerald; WDUN, Gainesville; WKEU, Griffin; WIBB, Macon; WFOM, Marietta; WIBB, Macon; WMVG, Milledgeville; WMGA, Moultrie; WFRP, Savannah; WWNS, Statesboro; WSFT, Thomaston; WKTG, Thomasville; WWGS, Tifton; WLET, Toccoa; WVOP, Vidalia; WAYX, Waycross; WRLD, West Point.

★

Georgia Major Market Trio

(Address any station or The Katz Agency)

STATIONS

WAGA, Atlanta; WMAZ, Macon; WTOC, Savannah, Ga.

★

Great Northern Broadcasting System

107 First Ave., N.W., Mandan, N. D.
Phone: 561

PERSONNEL

Secy. & Treas.....M. J. Reichert

STATIONS

KMHL, Marshall; KGDE, Fergus Falls; KVOX, Moorhead; KWLM, Willmar, Minn.; KGCX, Sidney, Montana; KOVC, Valley City; KNOX, Grand Forks; KDLR, Devils Lake; KLPM, Minot; KGCU, Mandan & Bismarck, N. D.

★

Intermountain Network

146 S. Main St., Salt Lake City 1, Utah
Phone: 4-3561

PERSONNEL

President .....George C. Hatch
V.-P. Chg. of Sales.....Lynn L. Meyer
V.-P. Chg. of Programs.....Jack Paige
V.-P. Chg. of Engineering...W. D'Orr Cozzens
Regional Account Exec.....Ross B. Strong
Office Manager.....Ernest W. Campbell

BRANCH OFFICES

Avery-Knodel, Inc., 608 Fifth Ave., New York, N. Y., Phone: JUdson 6-5536, Exec., Lewis H. Avery; Avery-Knodel, Inc., 333 North Michigan,

Chicago, Ill., Phone: And. 3-4710, Exec., J. W. Knodel; Avery-Knodel, Inc., Russ Building, San Francisco, Calif., Phone: Yucon 2-3877, Exec., David H. Sandeberg; Avery-Knodel, Inc., 315 W. 9th St., Los Angeles, Calif., Phone: Tucker 2435, Exec., Richard I. Hasbrook; Avery-Knodel, Inc., 120 Marietta St., N.W., Atlanta, Ga., Phone: Cypress 7545, Exec., Charles Coleman.

STATIONS

KALL, Salt Lake City; KLO, Ogden; KOAL, Price; KOVO, Provo; KSUB, Cedar City; KSVC, Richfield; KVNU, Logan, Utah; KEYY, Pocatello; KFXD-FM, Boise-Nampa; KID, Idaho Falls; KVWV, Twin Falls, Idaho; KAVR, Havre; KBMY.. Billings; KFDW, Helena; KIYI, Shelby; KMON, Great Falls; KOPR, Butte; KPRK, Livingston; KRJF, Miles City; KXLO, Lewistown, Montana; KOVE, Lander; KOWB, Laramie; KSPR, Casper; KWYO, Sheridan; KPOW, Powell; KVRS, Rock Springs, Wyoming; KRAM, Las Vegas, Nevada.

★

Iowa Tall Corn Network

407 5 St., Des Moines, Ia.
Phone: 2-0225

STATIONS

KWCR, Cedar Rapids; KROS, Clinton; KSWI, Council Bluffs; KSIB, Creston; KSTT, Davenport; KDEC, Decorah; KWDM, Des Moines; KFJB, Marshalltown; KICM, Mason City; KCOM, Sioux City; KICD, Spencer; KDTH, Dubuque; KVFD, Fort Dodge; KOKX, Keokuk; KAYX, Waterloo; KRIB, Mason City; KWPO, Muscatine, Iowa.

★

Lone Star Chain, Inc.

3012 Douglas St., Dallas 19, Tex.
Phone: LAkeside 1041

PERSONNEL

President.....Harold V. Hough
Vice-President .....Fred Nahas
Secretary-Treasurer.....O. L. Ted Taylor
General Manager.....H. H. Dunavan

STATIONS

KEYS, Corpus Christi; KFDM, Beaumont; KFDX, Wichita Falls; KFYO, Lubbock; KGNC, Amarillo; KOSA, Odessa; KRGV, Weslaco; KROD, El Paso; KTBB, Tyler; KTBC, Austin; KTRE, Lufkin; KTSA, San Antonio; KTXL, San Angelo; KWKC, Abilene; KXYZ, Houston; WBAP-820, Fort Worth; WBAP-570, Fort Worth, Texas.

★

Maine Broadcasting System

157 High St., Portland 3, Me.
Phone: 2-0181

PERSONNEL

Manager.....William H. Rines
Technical Director.....Daniel H. Smith

BRANCH OFFICES

100 Main St., Bangor, Me., Phone: 6023, Edward E. Guernsey; 175 Water St., Phone: 2285, Augusta, Me., Jack S. Atwood.

STATIONS

WCSH, Portland; WLBZ, Bangor; WRDO, Bangor, Me.

★

McClatchy Beeline

911 Seventh St., Sacramento, Calif.

PERSONNEL

President..... .. ..Eleanor McClathy
Sales Director.....Leo O. Ricketts

STATIONS

KFBK (AM, FM), Sacramento; KMJ (AM, FM), Fresno; KWG, Stockton; KERN (AM, FM), Bakersfiled; KOH, Reno; KBEE, Modesto.

★

Michigan Radio Network

1700 Stroh Bldg., Detroit 26, Mich.
Phone: Woodward 3-8321

PERSONNEL

President .....James G. Riddell
Sales Manager.....H. S. Christian
Dir. Adv. & Sales Prom.....H. L. Neal, Jr.

STATIONS

WBCM, Bay City; WFDF, Flint; WJIM, Lansing; WIBM, Jackson; WELL, Battle Creek; WLAV, Grand Rapids; WGFG, Kalamazoo; WKBZ, Muskegon; WSOO, Saulte Ste. Marie; WKLA, Ludington; WHRV, Ann Arbor.

★

New England Major Markets Group

PERSONNEL

Chairman.....E. E. Hill

STATIONS

WLAW, Lawrence, Mass.; WPRO, Providence; WDRC, Hartford; WTAG, Worcester, Mass.; WGAN, Portland, Me.; WGUY, Bangor, Me.

★

New England Regional Network

26 Grove St., Hartford 15, Conn.
Phone: Hartford 2-3181

DIRECTORS

Chairman.....Paul W. Morency
Walter E. Benoit, John J. Boyle, William H. Rines.

STATIONS

WBZ, Boston, Mass.; WCSH, Portland, Me.; WJAR, Providence, R. I.; WLBZ, Bangor, Me.; WTIC, Hartford, Conn.; WRDO, Augusta, Me.

REPRESENTATIVE

Weed & Company

★

North Eastern Broadcasting System

John Hancock Bldg., Boston 16, Mass.

PERSONNEL

Sales Director.....Elmer Kettell

STATIONS

WABI, Bangor; WLAM, Lewiston-Auburn; WPOR, Portland; WTVL, Waterville, Maine; WFEA, Manchester; WKNE, Keene; KLNH, Laconia; WMOU, Berlin, New Hampshire;

WJOY, Burlington; WSKI, Montpelier-Barre, Vermont; WACE, Chicopee-Springfield; WALE, Fall River; WBEC, Pittsfield; WBSM, New Bedford; WEIM, Fitchburg; WHAV, Haverhill; WKOX, Framingham; WNEB, Worcester, Mass.; WHIM, Providence, R. I.; WTHT, Hartford; WBRY, Waterbury, Conn.

★

Northwest Network

3415 University Ave., St. Paul W4, Minn.; 3415 University Ave., S.E., Minneapolis 18, Minn.
Phone: PRior 2717

PERSONNEL

General Manager.....Stanley E. Hubbard
Treasurer.....Kenneth M. Hance
Sales Manager.....Miller C. Robertson

STATIONS

KSTP, St. Paul-Minneapolis, Minn. (Key station); WEBC, Duluth, Minn.; KYSM, Mankato, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; KROC, Rochester, Minn.; KFAM, St. Cloud, Minn.; KFYR, Bismarck, N. D.; WDAY, Fargo, N. D.; WEAU, Eau Claire, Wisc., WJMC, Rice Lake, Wisc.

NATIONAL REPRESENTATIVE

Edward Petry & Co.

★

The Oklahoma Network

1800 West Main, Oklahoma City 2, Okla.
Phone: 3-8352

PERSONNEL

Managing Director.....Edgar T. Bell

STATIONS

KTOK, Oklahoma City; KGFF, Shawnee; KBIX, Muskogee; KCRC, Enid; KADA, Ada; KVSO, Ardmore; KTMC, McAlester; KSWO, Lawton.

NATIONAL REPRESENTATIVE

Taylor-Borroff & Co.

★

The Pacific Regional Network

6540 Sunset Blvd., Hollywood 28, Calif.
Phone: HIllside 7406

PERSONNEL

General Manager.....Cliff Gill
Sales Manager.....Ted MacMurray
Program Manager.....Dan Russell

BRANCH OFFICE

William A. Ayres Co., 544 Russ Building, San Francisco 4, Cal., Phone: Douglas 2-4586, William A. Ayres, Pres.

STATIONS

KSDO, San Diego; KVOE, Santa Ana; KPMO, Pomona; KFOX, Long Beach; KWIK, Burbank; KFWB, Los Angeles; KFMV, Los Angeles; KVEN, Ventura; KSPA, Santa Paula; KIST, Santa Barbara; KSMA, Santa Maria; KVEC, San Luis Obispo; KPRL, Paso Robles; KITO, San Bernardino; KPRO, Riverside; KREO, Indio; KYOR, Blythe; KBUC, Corona; KROP, Brawley; KICO, Calexico; KAFY, Bakersfield; KTKR, Taft; KOCS, Ontario; KTIP, Porterville; KCOK, Tulare-Visalia; KNGS, Hanford; KSGN, Sanger; KYNO, Fresno; KTUR, Turlock; KMOD, Modesto; KSTN, Stockton; KROG, Sonora; KCVR, Lodi; KXOA, Sacramento; YUBA, Yuba City; KDAN, Oroville; KXOC, Chico; KBLF, Red Bluff; KSUE, Susanville; KWSD, Mt. Shasta; KSYC, Yreka; KHUM, Eureka; KDAC, Fort Bragg; KSRO, Santa Rosa; KVON, Napa; KGYW, Vallejo; KYA, San Francisco; KROW, Oakland; KEEN, San Jose; KDON, Santa Cruz, California.

★

Palmetto Broadcasting System

#1 Martin St., Anderson, S. C.
Phone: 3802

PERSONNEL

President.....Wilton E. Hall
General Manager.....Glenn P. Warnock
Production Manager.....Ray Barath
Chief Engineer.....H. B. Greene

STATIONS

WOLS, Florence; WSNW, Seneca; WBCU, Union; WAIM, WCAC, Anderson; WTND, Orangeburg; WESC (AM-FM), Greenville; WGCD, Chester; WKDK, Newberry; WLBG, Laurens, S. C.; WRFC, Athens; WGAC, Augusta; WKLY, Hartwell, Ga.

★

Rocky Mountain Broadcasting System

29 S. State St., Salt Lake City 1, Utah
Phone: 3-2737

PERSONNEL

President & Gen. Mgr.....Frank C. Carman
Vice-Pres. & Sales Mgr.....John Schile
Vice-Pres. & Program Dir.....Ray Fadel
Traffic Director.....Dorothy Janney

STATIONS

KGEM, Boise; KBIO, Burley; KIFI, Idaho Falls; KEIO, Pocatello; KLIX, Twin Falls, Ida.; KOPR, Butte; KOOK, Billings; KMON, Great Falls; KENO, Las Vegas, Nev.; KUTA, Salt Lake City; KCSU, Provo; KVOG, Ogden, Utah; KFBC, Cheyenne; KVOC, Casper; KRAL, Rawlins, Wyo.

★

Rural Radio Network, Inc.

118 N. Tioga St., Ithaca, N. Y.
Phone: 3341

PERSONNEL

President.....C. E. Snyder
Secy-Treas.....R. B. Gervan
General Manager.....M. R. Hanna
Ass't. Gen Mgr. Eng. & Sta. Rel...D. K. deNeuf
Sales Manager.....H. S. Brown
Program Supervisor.....M. K. Knapp
Farm Service Dir.....L. Hammrick
Chief Engineer.....T. R. Humphrey

STATIONS

WHCU-FM, Ithaca, N. Y.; WHLD-FM, Niagara Falls; WFNF, Wethersfield; WHDL-FM, Olean; WVBT, Bristol Center; WVCN, De-Ruyter; WRUN-FM, Utica-Rome; WWNY-FM, Watertown; WMSA-FM, Massena; WVCU,

Cherry Valley; WFLY, Troy; WHVA, Poughkeepsie; WQAN-FM, Scranton, Pa.

★

Steinman Stations

8 W. King St., Lancaster, Pa.
Phone: 5251

PERSONNEL

Gen. Mgr.....Clair R. McCollough

STATIONS

WDEL-AM-FM-TV, Wilmington, Del.; WORK, York, Pa.; WKBO, Harrisburg, Pa.; WGAL-AM-FM-TV, Lancaster, Pa.; WEST-AM-FM, Easton, Pa.; WRAW, Reading, Pa.

NATIONAL REPRESENTATIVE

Robert Meeker Associates

★

Texas Quality Network

(Address Station)

Manager (KTBS).....C K. Beaver

BRANCH OFFICE

312 East Kings Highway, Shreveport, La., Phone: 7-3644, C. K. Beaver, Manager.

STATIONS

KTBS, Shreveport, La.

★

Texas State Network, Inc.

1201 W. Lancaster Ave., Fort Worth 1, Tex.
Phone: ED 3473

PERSONNEL

President.....Gene L. Cagle
Vice-President.....Charles B. Jordan
Secretary-Treasurer.....D. C. Hornburg
Traffic Manager.....Forrest W. Clough
Program Director.....Hal Thompson
Chief Engineer.....James T. Peterson

STATIONS

KFJZ, Fort Worth; KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KCRS, Midland; KRRV, Sherman; KPLT, Paris; KABC, San Antonio; WRR, Dallas; KCMC, Texarkana; WACO, Waco; KFRO, Longview; KMAC, San Antonio; KBWD, Brownwood; KNOW, Austin; KTHT, Houston; KGVL, Greenville, Texas; KRIO, McAllen, Texas.

★

The Tobacco Network, Inc.

806 Odd Fellows Bldg., P. O. Box 1988,
Raleigh, N. C.
Phone: 8885

President.....Floyd Fletcher, WTIK
Vice-President.....Hartwell Campbell, WGTC
Secy. and Treas.....Victor Dawson, WFNC

STATIONS

WFNC, Fayetteville; WRAL, Raleigh; WGTC, Greenville; WHIT, New Bern; WJNC, Jacksonville; WTIK, Durham; WGNI, Wilmington; WCEC, Rocky Mount, N. C.

★

Union Broadcasting System

PERSONNEL

General Manager.....Jim Healy
WOKO, Albany, N. Y.

STATIONS

WXRA, Buffalo; WOKO, Albany; WCSS, Amsterdam; WWSC, Glens Falls; WENT, Gloversville; WHUC, Hudson; WKNY, Kingston; WKIP, Poughkeepsie; WDOS, Oneonta; WKOP, Binghamton; WELM, Elmira; WGAT, Utica; WNDR, Syracuse; WICY, Malone; WEAV, Plattsburg; WNBZ, Saranac Lake, N. Y.; WBEC, Pittsfield, Mass.; WACE, Chicopee; WALE, Fall River; WVOM, Boston, Mass.; WSYB, Rutland; WJOY, Burlington, Vt.; WWCO, Waterbury; WTOR, Torrington, Conn.; WFAU, Augusta, Me.; WKNE, Keene, N. H.

★

Wisconsin Network, Inc.

Nash Block, Wisconsin Rapids, Wis.
Phone: 723

PERSONNEL

Managing Dir.....George T. Frechette
President.....John M. Walter

STATIONS

WRJN, Racine; WCLO, Janesville; WGEZ, Beloit; WIBU, Poynette; KFIZ, Fond du Lac, Wisc.

★

The Yankee Network

21 Brookline Ave., Boston 15, Mass.
Phone: Commonwealth 6-0800

President.....William O'Neil
Executive Vice-Pres. & Gen. Mgr.
Linus Travers
Vice-President.....George Steffy
Vice-President.....Thomas O'Neil
Dir. of Promotion.....James Richdale, Jr.
Dir. of Production.....Paul Keyes
Editor, Yankee Network News Service
Leland Bickford
Technical Director.....I. B. Robinson

BOARD OF DIRECTORS

William O'Neil, Loren Angus McQueen, Samuel Smith Poor, James W. Haggerty, Henry Linus Travers, Frank Knowlton, Thomas O'Neil, George W. Steffy, John B. Poor.

BRANCH OFFICES

Crown Hotel, Providence 2, R. I., Phone: Temple 1-0800, Mowry Lowe, WEAN, Supervisor; 54 Pratt St., Hartford 4, Conn., Phone: Hartford 7-9131, Robert Kennett, WONS Supervisor; Hotel Stratfield, Bridgeport 1, Conn., Phone: Bridgeport 6-1121, Robert Kennett, WICC Supervisor.

STATIONS

WNAC, Boston, Mass.; WFAU, Augusta; WIDE, Biddeford, Me.; WICC, Bridgeport, Conn.; WTSV, Claremont; WKXL, Concord, N. H.; WALE, Fall River; WEIM, Fitchburg; WHAI, Greenfield, Mass.; WONS, Hartford, Conn.; WHYN, Holyoke, Mass.; WOCB, Hyannis, Mass.; WLNH, Laconia, N. H.; WCOU, Lewiston-Auburn, Me.; WLLH, Lowell-Lawrence, Mass.; WKBR, Manchester, N. H.; WNBH, New Bedford, Mass.; WNLC, New London, Conn.; WBRK, Pittsfield, Mass.; WMTW, Portland, Me.; WHEB, Portsmouth-Dover, N. H.; WEAN, Providence, R. I.; WSYB, Rutland, Vt.; WWCO, Waterbury, Conn.; WDEV, Waterbury, Vt.; WWON, Woonsocket, R. I.; WAAB, Worcester, Mass.; WTSA, Brattleboro, Vt.; WTSL, Hanover, N. H.

ESTIMATED RADIO HOMES FOR 1950

	Population	% Increase 1940-1950	Total No. Families	Radio Homes
ALABAMA	3,061,743	+ 8.1	729,000	602,850
ARIZONA	749,587	+50.1	197,200	184,590
ARKANSAS	1,909,511	— 2.0	489,600	411,260
CALIFORNIA	10,586,223	+53.3	3,308,200	3,248,650
COLORADO	1,325,089	+18.0	378,600	366,110
CONNECTICUT	2,007,280	+17.4	542,500	534,910
DELAWARE	318,085	+19.4	83,260	79,350
DISTRICT OF COLUMBIA	802,178	+21.0	205,800	199,630
FLORIDA	2,771,305	+46.1	769,800	689,650
GEORGIA	3,444,578	+10.3	840,100	699,800
IDAHO	588,637	+12.1	163,500	159,100
ILLINOIS	8,712,176	+10.3	2,420,000	2,359,500
INDIANA	3,934,224	+14.8	1,092,800	1,054,550
IOWA	2,621,073	+ 3.3	728,000	725,490
KANSAS	1,905,299	+ 5.8	544,370	517,670
KENTUCKY	2,944,806	+ 3.5	718,240	639,680
LOUISIANA	2,683,516	+13.5	670,880	565,050
MAINE	913,774	+ 7.9	240,470	228,690
MARYLAND	2,343,001	+28.6	600,770	574,940
MASSACHUSETTS	4,690,514	+ 8.7	1,234,350	1,220,770
MICHIGAN	6,371,766	+21.2	1,722,100	1,686,660
MINNESOTA	2,982,483	+ 6.8	785,000	766,160
MISSISSIPPI	2,178,914	— 0.2	543,600	434,340
MISSOURI	3,954,653	+ 4.5	1,040,700	981,380
MONTANA	591,024	+ 5.6	169,000	164,100
NEBRASKA	1,325,510	+ 0.7	358,250	342,840
NEVADA	160,083	+45.2	48,510	45,750
NEW HAMPSHIRE	533,242	+ 8.5	148,120	142,050
NEW JERSEY	4,835,329	+16.2	1,306,850	1,261,110
NEW MEXICO	681,187	+28.1	170,300	154,300
NEW YORK	14,830,192	+10.0	4,008,160	3,879,900
NORTH CAROLINA	4,061,929	+13.7	962,650	786,210
NORTH DAKOTA	619,636	— 3.5	151,130	146,400
OHIO	7,946,627	+15.0	2,207,400	2,150,010
OKLAHOMA	2,233,351	— 4.4	587,720	526,010
OREGON	1,521,341	+39.6	475,420	463,060
PENNSYLVANIA	10,498,012	+ 6.0	2,691,800	2,567,980
RHODE ISLAND	791,896	+11.0	208,390	205,890
SOUTH CAROLINA	2,117,027	+11.4	492,330	409,620
SOUTH DAKOTA	652,740	+ 1.5	167,370	160,340
TENNESSEE	3,291,718	+12.9	802,860	697,690
TEXAS	7,711,194	+20.2	2,029,260	1,789,810
UTAH	688,862	+25.2	176,630	173,810
VERMONT	377,747	+ 5.2	96,860	92,690
VIRGINIA	3,318,680	+23.9	790,160	702,450
WASHINGTON	2,378,963	+37.0	743,430	727,080
WEST VIRGINIA	2,005,552	+ 5.4	466,410	428,160
WISCONSIN	3,434,575	+ 9.5	903,840	882,140
WYOMING	290,529	+15.9	80,700	78,280
TOTAL U. S.	150,697,361	+14.5	40,232,390	37,908,460

Population figures from Bureau of the Census, April 1, 1950. Families derived from persons per family by individual States, Statistical Abstract of the U. S., 1948. Radio Homes, based on BMB, 1948.



AM RADIO STATIONS

U. S. Station Index

☆

Stations Alphabetically
Listed by States—Cities

☆

Key Personnel

☆

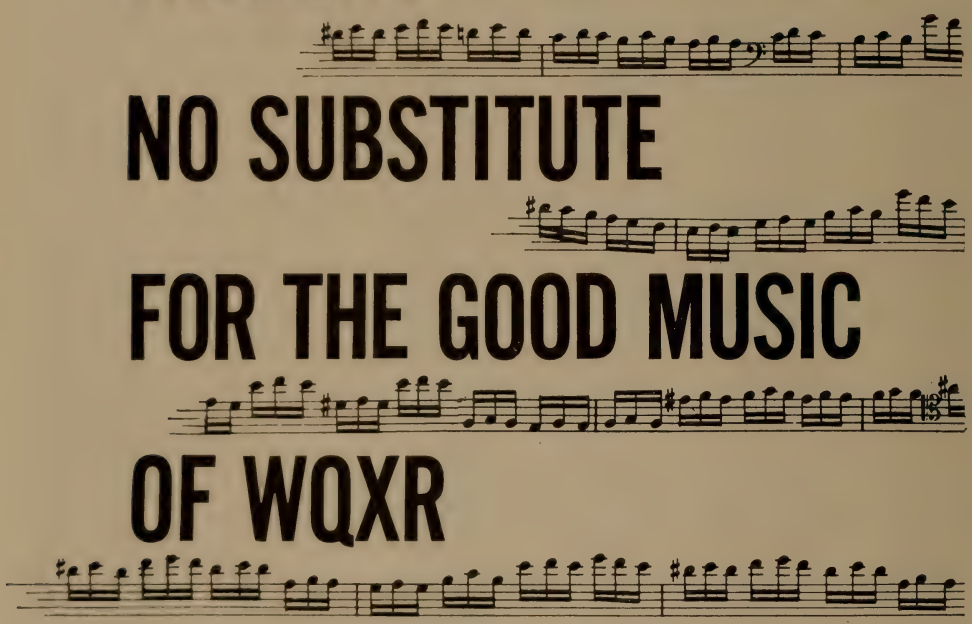
Licensee

☆

Frequency—Power

NINETEEN FIFTY-ONE

THERE IS NO SUBSTITUTE FOR THE GOOD MUSIC OF WQXR



The Radio Station of The New York Times, Times Square, New York 18, N. Y.

Represented nationally by Paul H. Raymer Co.

Index Of The Standard Stations Of The United States

Station	City—State	Page
CKLW	Detroit-Windsor, Mich.	475
KAAA	Red Wing, Minn.	487
KABC	San Antonio, Tex.	669
KADA	Ada, Okla.	586
KAFP	Petaluma, Cal.	348
KAFY	Bakersfield, Cal.	335
KAHU	Waipahu, Hawaii	713
KAKC	Tulsa, Okla.	591
KAKE	Wichita, Kans.	438
KALA	Sitka, Alaska	711
KALB	Alexandria, La.	445
KALE	Richland, Wash.	690
KALG	Alamogardo, N. M.	522
KALI	Pasadena, Cal.	347
KALL	Salt Lake City, Utah	676
KALT	Atlanta, Tex.	647
KAMD	Camden, Ark.	328
KAMQ	Amarillo, Tex.	647
KANA	Anaconda, Mont.	507
KAND	Corsicana, Tex.	653
KANE	New Iberia, La.	449
KANS	Wichita, Kans.	438
KAPA	Raymond, Wash.	690
KARE	Atchison, Kans.	434
KARK	Little Rock, Ark.	331
KARM	Fresno, Cal.	340
KASA	Elk City, Okla.	587
KASH	Eugene, Ore.	596
KASI	Ames, Iowa	427
KASM	Albany, Minn.	483
KAST	Astoria, Ore.	595
KATE	Albert Lea, Minn.	483
KATL	Houston, Tex.	660
KATO	Reno, Nev.	516
KAUS	Austin, Minn.	483
KAVE	Carlsbad, N. M.	523
KAVL	Lancaster, Cal.	343
KAVR	Havre, Mont.	509
KAWT	Douglas, Ariz.	322
KAYL	Storm Lake, Iowa	433
KAYS	Hays, Kans.	435
KBIO	Burley, Idaho	399
KBIS	Bakersfield, Cal.	335
KBIX	Muskogee, Okla.	588
KBIZ	Ottumwa, Iowa	432
KBKH	Pullman, Wash.	690
KBKI	Alice, Tex.	646
KBKO	Portland, Ore.	598
KBKR	Baker, Ore.	595
KBKW	Aberdeen, Wash.	687
KBLF	Red Bluff, Cal.	348
KBMN	Bozeman, Mont.	508
KBMW	Breckenridge, Minn.	484
KBMX	Coalinga, Cal.	339
KBMY	Billings, Mont.	507
KBND	Bend, Ore.	595
KBOA	Kennett, Mo.	501
KBOE	Oskaloosa, Iowa	432
KBOK	Waterloo, Iowa	433
KBOL	Boulder, Col.	359
KBON	Omaha, Neb.	514
KBOR	Brownsville, Tex.	650
KBOW	Butte, Mont.	508
KBRC	Mt. Vernon, Wash.	689
KBRL	McCook, Neb.	513
KBRO	Bremerton, Wash.	687
KBRS	Springdale, Ark.	333
KBST	Big Spring, Tex.	649
KBTA	Batesville, Ark.	328
KBTM	Jonesboro, Ark.	330
KBUC	Corona, Cal.	339
KBUD	Athens, Tex.	647
KBUH	Brigham City, Utah	674
KBUN	Bemidji, Minn.	484
KBUR	Burlington, Iowa	427
KBWD	Brownwood, Tex.	651
KBYE	Oklahoma City, Okla.	589
KBYR	Anchorage, Alaska	710
KBZY	Grand Rapids, Minn.	485
KCBC	Des Moines, Iowa	429
KCBD	Lubbock, Tex.	664
KCBQ	San Diego, Cal.	350
KCBS	San Francisco, Cal.	351
KCFH	Cuero, Tex.	653
KCHA	Charles City, Iowa	428
KCHE	El Reno, Okla.	587
KCHI	Chillicothe, Mo.	498
KCHJ	Delano, Cal.	339
KCHS	Hot Springs, N. M.	524
KCID	Caldwell, Idaho	399
KCIJ	Shreveport, La.	451
KCIL	Houma, La.	447
KCIM	Carroll, Iowa	427
KCJB	Minot, N. D.	574
KCKN	Kansas City, Kans.	436
KCKY	Coolidge, Ariz.	322
KCLA	Pine Bluff, Ark.	332
KCLE	Cleburne, Tex.	651
KCLF	Clifton, Ariz.	322
KCLO	Leavenworth, Kans.	436
KCLS	Flagstaff, Ariz.	323
KCLW	Hamilton, Tex.	660
KCLX	Colfax, Wash.	688
KCMC	Texarkana, Tex.	672
KCMJ	Palm Springs, Cal.	347
KCMO	Kansas City, Mo.	499
KCNA	Tucson, Ariz.	327
KCNC	Ft. Worth, Tex.	657
KCNI	Broken Bow, Neb.	512
KCNY	San Marcos, Tex.	670
KCOG	Centerville, Iowa	428
KCOH	Houston, Tex.	661
KCOK	Tulare, Cal.	357
KCOL	Ft. Collins, Col.	362

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KCOM	Sioux City, Iowa	432
KCON	Conway, Ark.	328
KCOR	San Antonio, Tex.	669
KCOW	Alliance, Neb.	511
KCOY	Santa Maria, Cal	356
KCRA	Sacramento, Cal.	349
KCRC	Enid, Okla.	587
KCRG	Cedar Rapids, Iowa	427
KCRS	Midland, Tex.	665
KCRT	Trinidad, Col.	364
KCRV	Caruthersville, Mo.	498
KCSB	San Bernardino, Cal.	349
KCSJ	Pueblo, Col.	364
KCSU	Provo, Utah	675
KCTI	Gonzales, Tex.	659
KCTX	Childress, Tex.	651
KCUL	Ft. Worth ,Tex.	657
KCVR	Lodi, Cal.	343
KDAC	Ft. Bragg, Cal.	340
KDAL	Duluth, Minn.	484
KDAN	Oroville, Cal.	347
KDB	Santa Barbara, Cal.	355
KDDD	Dumas, Tex.	654
KDEC	Decorah, Iowa	429
KDET	Center, Tex.	651
KDHL	Faribault, Minn.	485
KDIA	Auburn, Cal.	335
KDIX	Dickinson, N. D.	572
KDKA	Pittsburgh, Pa.	617
KDLK	Del Rio, Tex.	654
KDLR	Devils Lake, N. D.	571
KDMO	Carthage, Mo.	497
KDMS	El Dorado, Ark.	328
KDNT	Denton, Tex.	654
KDON	Santa Cruz, Cal.	356
KDRO	Sedalia, Mo.	506
KDRS	Paragould, Ark.	332
KDSH	Boise, Idaho	399
KDSJ	Deadwood, S. D.	635
KDSX	Denison, Tex	654
KDTH	Dubuque, Iowa	430
KDWT	Stamford, Tex.	671
KDYL	Salt Lake City, Utah	676
KDZA	Pueblo, Col.	364
KEBE	Jacksonville, Tex.	662
KECA	Los Angeles, Cal.	341
KECC	Pittsburg, Cal.	348
KECK	Odessa, Tex.	666
KEEN	San Jose, Cal.	354
KEIO	Pocatello, Idaho	400
KELA	Centralia-Chehalis, Wash.	687
KELD	El Dorado, Ark.	329
KELK	Elko, Nev.	515
KELO	Sioux Falls, S. D.	635
KELP	El Paso, Tex.	655
KELS	Kelso, Wash.	688
KELT	Electra, Tex.	655
KELY	Ely, Nev.	515
KENA	Mena, Ark.	332
KENI	Anchorage, Alaska	710
KENO	Las Vegas, Nev.	515
KENT	Shreveport, La.	451
KEPO	El Paso, Tex.	655
KERB	Kermit, Tex.	662
KERG	Eugene, Ore.	596
KERN	Bakersfield, Cal.	335
KERO	Bakersfield, Cal.	335
KEVA	Shamrock, Tex.	670
KEVT	Kerrville, Tex.	662
KEX	Portland, Ore.	598
KEXO	Grand Junction, Col.	362
KEYD	Minneapolis, Minn.	486
KEYE	Perrytown, Tex.	668
KEYS	Corpus Christi, Tex.	652
KEYY	Pocatello, Idaho	400
KFAB	Omaha, Neb.	514
KFAC	Los Angeles, Cal.	343
KFAL	Fulton, Mo.	498
KFAM	St. Cloud, Minn.	489
KFAR	Fairbanks, Alaska	710
KFBB	Great Falls, Mont.	508
KFBC	Cheyenne, Wyo.	708
KFBI	Wichita, Kans.	438
KFBK	Sacramento, Cal.	349
KFDA	Amarillo, Tex.	647
KFDM	Beaumont, Tex.	649
KFDR	Grand Coulee, Wash.	688
KFDW	Helena, Mont.	510
KFDX	Wichita, Falls, Tex.	674
KFEL	Denver, Col.	361
KFEQ	St. Joseph, Mo.	503
KFFA	Helena, Ark.	330
KFGO	Fargo, N. D.	572
KFGR	Forest Grove, Ore.	596
KFGT	Fremont, Neb.	512
KFH	Wichita, Kans.	438
KFI	Los Angeles, Cal.	343
KFIZ	Fond Du Lac, Wis.	701
KFJB	Marshalltown, Iowa	431
KFJI	Klamath Falls, Ore	597
KFJZ	Ft. Worth, Tex.	657
KFKA	Greeley, Col.	363
KFLW	Klamath Falls, Ore.	597
KFMB	San Diego, Cal.	350
KFMJ	Tulsa, Okla.	591
KFMO	Flat River, Mo.	498
KFNF	Shenandoah, Iowa	432
KFOR	Lincoln, Neb.	513
KFOX	Long Beach, Cal.	343
KFQD	Anchorage, Alaska	710
KFPW	Ft. Smith, Ark.	329
KFRB	Fairbanks, Alaska	710
KFRC	San Francisco, Cal.	351
KFRD	Rosenberg, Tex.	668
KFRE	Fresno, Cal.	340
KFRM	Kansas City, Mo.	501
KFRO	Longview, Tex.	663
KFRU	Columbia, Mo.	498
KFSA	Ft. Smith, Ark	329
KFSB	Joplin, Mo.	499
KFSD	San Diego, Cal.	350
KFTM	Ft. Morgan, Col.	362
KFUN	Las Vegas, N. M.	524
KFVD	Los Angeles, Cal.	344
KFVS	Cape Girardeau, Mo.	497
KFWB	Hollywood, Cal.	341
KFXD	Nampa, Idaho	400
KFXJ	Grand Junction, Col.	362
KFXM	San Bernardino, Cal.	350
KFYN	Bonham, Tex.	650
KFYO	Lubbock, Tex.	664
KFYR	Bismarck, N. D.	571
KGA	Spokane, Wash.	691
KGAF	Gainesville, Tex.	659
KGAK	Gallup, N. M.	524
KGAL	Lebanon, Ore.	597
KGAN	Kingman, Ariz.	323
KGAR	Garden City, Kans.	434
KGB	San Diego, Cal.	350
KGBC	Galveston, Tex.	659

Station	City—State	Page
KGBS	Harlingen, Tex.	660
KGBX	Springfield, Mo.	506
KGCU	Mandan, N. D.	572
KGCX	Sidney, Mont.	511
KGDE	Fergus Falls, Minn.	485
KDGM	Stockton, Cal.	357
KGEK	Sterling, Col.	364
KGEM	Boise, Idaho	399
KGER	Long Beach, Cal.	343
KGEZ	Kalispell, Mont.	510
KGFF	Shawnee, Okla.	591
KGFJ	Hollywood, Cal.	341
KGFL	Roswell, N. M.	525
KGFW	Kearney, Neb.	513
KGFX	Pierre, S. D.	635
KGGF	Coffeyville, Kans.	434
KGGM	Albuquerque, N. M.	522
KGHF	Pueblo, Col.	364
KGHI	Little Rock, Ark.	330
KGHL	Billings, Mont.	507
KGIB	Bremerton, Wash.	687
KGIL	San Fernando, Cal.	351
KGIW	Alamosa, Col.	359
KGKB	Tyler, Tex.	672
KGKL	San Angelo, Tex.	669
KGLC	Miami, Okla.	588
KGLN	Glenwood Springs, Col.	362
KGLO	Mason City, Ia.	431
KGLU	Safford, Ariz.	326
KGMB	Honolulu, Hawaii	711
KGNB	New Braunfels, Tex.	666
KGNC	Amarillo, Tex.	647
KGNO	Dodge City, Kans.	434
KGO	San Francisco, Cal.	351
KGON	Oregon City, Ore.	598
KGOS	Torrington, Wyo.	709
KGPH	Flagstaff, Ariz.	323
KGRH	Fayetteville, Ark.	329
KGRI	Henderson, Tex.	660
KGST	Fresno, Cal.	340
KGU	Honolulu, Hawaii	712
KGVL	Greenville, Tex.	660
KGVO	Missoula, Mont.	511
KGW	Portland, Ore.	599
KGY	Olympia, Wash.	689
KGYN	Guymon, Okla.	587
KGYW	Vallejo, Cal.	358
KHAS	Hastings, Neb.	512
KHBC	Hilo, Hawaii	711
KHBG	Okmulgee, Okla.	590
KHBR	Hillsboro, Tex.	660
KHIT	Lampasas, Tex.	663
KHJ	Los Angeles, Cal.	344
KHMO	Hannibal, Mo.	498
KHON	Honolulu, Hawaii	712
KHOZ	Harrison, Ark.	330
KHQ	Spokane, Wash.	692
KHSL	Chico, Cal.	338
KHUB	Watsonville, Cal.	359
KHUM	Eureka, Cal.	339
KHUZ	Borger, Tex.	650
KIBE	Palo Alto, Calif.	347
KIBH	Seward, Alaska	711
KIBL	Beeville, Tex.	649
KICA	Clovis, N. M.	524
KICD	Spencer, Iowa	433
KICO	Calexico, Cal.	338
KICK	Springfield, Mo.	506
KID	Idaho Falls, Idaho	400
KIDO	Boise, Idaho	399
KIEM	Eureka, Cal.	339
KIEV	Glendale, Cal.	341
KIFI	Idaho Falls, Idaho	400
KIFN	Phoenix, Arizona	323
KIFW	Sitka, Alaska	711
KIHN	Hugo, Okla.	588
KIHO	Sioux Falls, S. D.	636
KIHR	Hood River, Ore.	597
KIJV	Huron, S. D.	635
KIKI	Honolulu, Hawaii	712
KILO	Grand Forks, N. D.	572
KIMA	Yakima, Wash.	694
KIMO	Independence, Mo.	498
KIMP	Mt. Pleasant, Tex	665
KIND	Independence, Kans.	435
KINE	Kingsville, Tex.	663
KING	Seattle, Wash.	690
KINY	Juneau, Alaska	710
KIOA	Des Moines, Iowa	429
KIOX	Bay City, Texas	648
KIPA	Hilo, Hawaii	711
KIRO	Seattle, Wash.	690
KIRX	Kirksville, Mo.	501
KISD	Sioux Falls, S. D.	636
KIST	Santa Barbara, Cal.	355
KIT	Yakima, Wash.	694
KITE	San Antonio, Tex.	669
KITO	San Bernardino, Cal.	350
KIUL	Garden City, Kans.	435
KIUN	Pecos, Tex.	668
KIUP	Durango, Col.	362
KIVY	Crockett, Tex.	653
KIWW	San Antonio, Tex.	669
KIXL	Dallas, Tex.	653
KIYI	Shelby, Mont.	511
KJAM	Vernal, Utah	677
KJAN	Atlantic, Iowa	427
KJAY	Topeka, Kans.	437
KJBC	Midland, Tex.	665
KJBS	San Francisco, Cal.	353
KJCK	Junction City, Kans.	436
KJEF	Jennings, La.	447
KJFJ	Webster City, Iowa	433
KJR	Seattle, Wash.	690
KJSK	Columbus, Neb.	512
KKIN	Visalia, Cal.	358
KLAC	Hollywood, Cal.	341
KLAS	Las Vegas, Nev.	516
KLBM	La Grande, Ore.	597
KLCN	Blytheville, Ark.	328
KLEE	Houston, Tex.	661
KLER	Rochester, Minn.	489
KLFY	Lafayette, La.	447
KLIC	Monroe, La.	448
KLIF	Dallas, Tex.	653
KLIZ	Brainer, Minn.	484
KLIX	Twin Falls, Idaho	401
KLKC	Parsons, Kans.	437
KLMO	Longmont, Col.	363
KLMR	Lamar, Col.	363
KLMS	Lincoln, Neb.	513
KLMX	Clayton, N. M.	523
KLO	Ogden, Utah	675
KLOK	San Jose, Cal.	354
KLOU	Lake Charles, La.	448
KLMP	Minot, N. D.	574
KLPR	Oklahoma City, Okla.	589
KLRA	Little Rock, Ark.	331
KLTI	Longview, Tex.	663
KLUF	Galveston, Tex.	659

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KLVC	Leadville, Col.	363
KLVL	Pasadena, Tex.	668
KLVT	Levelland, Tex.	663
KLWT	Lebanon, Mo.	502
KLX	Oakland, Cal.	346
KLYN	Amarillo, Tex.	647
KLZ	Denver, Col.	360
KMA	Shenandoah, Iowa	432
KMAC	San Antonio, Tex.	669
KMAE	McKinney, Tex.	665
KMAN	Manhattan, Kans.	436
KMBC	Kansas City, Mo.	501
KMBY	Monterey, Calif.	346
KMCM	McMinnville ,Ore.	597
KMED	Medford, Ore.	597
KMHL	Marshall, Minn.	486
KMHT	Marshall, Tex.	664
KMJ	Fresno, Cal.	340
KMLB	Monroe, La.	448
KMMJ	Grand Island, Neb.	512
KMMO	Marshall, Mo.	502
KMNS	San Luis Obispo, Cal.	354
KMO	Tacoma, Wash.	692
KMOD	Modesto, Cal.	509
KMON	Great Falls, Mont.	509
KMOX	St. Louis, Mo.	503
KMPC	Los Angeles, Cal.	344
KMUR	Murray, Utah	675
KMUS	Muskogee, Okla.	588
KMVI	Wailuku-Maui, Hawaii	712
KMYC	Marysville, Cal.	344
KMYR	Denver, Col.	361
KNAF	Fredericksburg, Tex.	659
KNAK	Salt Lake City, Utah	676
KNAL	Victoria, Tex.	673
KNBC	San Francisco, Cal.	353
KNBY	Newport, Ark.	332
KNCM	Moberly, Mo.	502
KNEB	Scottsbluff, Neb.	515
KNEL	Brady, Tex.	650
KNEM	Nevada, Mo.	502
KNET	Palestine, Tex.	667
KNEU	Provo, Utah	675
KNEW	Spokane, Wash.	692
KNEX	McPherson, Kans.	436
KNGS	Hanford, Cal.	341
KNOE	Monroe, La.	448
KNOG	Nogales, Ariz.	323
KNOR	Norman, Okla	589
KNOW	Austin, Tex.	648
KNOX	Grand Forks, N. D.	572
KNPT	Newport, Oregon	598
KNUJ	New Ulm, Minn.	487
KNUZ	Houston, Tex.	661
KNX	Los Angeles, Cal.	344
KOA	Denver, Colo.	360
KOAL	Price, Utah	675
KOAM	Pittsburg, Kans.	437
KOAT	Albuquerque, N. M.	523
KOB	Albuquerque, N. M.	523
KOBE	Las Cruces, N. M.	524
KOCA	Kilgore, Texas	663
KOCO	Salem, Ore.	600
KOCS	Ontario, Calif.	347
KOCY	Oklahoma City, Okla.	589
KODI	Cody, Wyo.	708
KODL	The Dalles, Oreg.	596
KODY	North Platte, Neb.	514
KOEL	Oelwein, Iowa	432
KOFO	Ottawa, Kansas	437

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KOGT	Orange, Texas	667
KOH	Reno, Nev.	516
KOIL	Omaha, Neb.	514
KOIN	Portland, Ore.	599
KOJM	Havre, Mont.	510
KOKO	La Junta, Colo.	363
KOKX	Keokuk, Iowa	431
KOL	Seattle, Wash.	691
KOLE	Pt. Arthur, Tex.	668
KOLN	Lincoln, Neb.	513
KOLO	Reno, Nev.	516
KOLS	Pryor, Okla.	590
KOLT	Scottsbluff, Neb.	515
KOMA	Oklahoma City, Okla.	589
KOME	Tulsa, Okla.	591
KOMO	Seattle, Wash.	691
KOMW	Omak, Wash.	689
KONO	San Antonio, Tex.	670
KONP	Port Angeles, Wash.	690
KOOK	Billings, Mont.	508
KOOL	Phoenix, Ariz.	326
KOOS	Coos Bay, Ore.	595
KOPO	Tucson, Ariz.	327
KOPP	Ogden, Utah	675
KOPR	Butte, Mont.	508
KORA	Bryan, Tex.	651
KORC	Mineral Wells, Tex.	665
KORE	Eugene, Ore.	596
KORN	Mitchell, S. D.	635
KOSA	Odessa, Tex.	667
KOSE	Osceola, Ark.	332
KOSF	Nacogdoches, Tex.	666
KOTA	Rapid City, S. D.	635
KOTN	Pine Bluff, Ark.	332
KOVE	Lander, Wyo.	708
KOVO	Provo, Utah	676
KOVC	Valley City, N. D.	574
KOWB	Laramie, Wyo.	708
KOWH	Omaha, Neb.	514
KOWL	Santa Monica, Calif.	356
KOY	Phoenix, Ariz.	326
KQV	Pittsburgh, Pa.	617
KPAC	Pt. Arthur, Tex.	668
KPAN	Hereford, Tex.	660
KPAS	Banning, Calif.	335
KPBM	Carlsbad, N. M.	523
KPBX	Beaumont, Tex.	649
KPDN	Pampa, Tex.	667
KPDQ	Portland, Ore.	599
KPET	Lamesa, Tex.	663
KPHC	Walsenburg, Col.	364
KPHO	Phoenix, Ariz.	326
KPKW	Pasco, Wash.	689
KPLC	Lake Charles, La.	448
KPLT	Paris, Tex.	667
KPMC	Bakersfield, Cal.	335
KPMO	Pomona, Cal.	348
KPOA	Honolulu, Hawaii	712
KPOC	Pocahontas, Ark.	333
KPOJ	Portland, Ore.	599
KPOL	Los Angeles, Cal.	344
KPOW	Powell, Wyo.	708
KPQ	Wenatchee, Wash.	693
KPRC	Houston, Tex.	661
KPRK	Livingston, Mont.	510
KPRL	Paso Robles, Cal.	348
KPRO	Riverside, Cal.	349
KPRS	Olathe, Kansas	436
KPST	Preston, Idaho	401
KPUG	Bellingham, Wash.	687

Station	City—State	Page
KRAI	Craig, Col.	360
KRAL	Rawlins, Wyo.	709
KRAM	Las Vegas, Nev.	516
KRBA	Lufkin, Tex.	664
KRBC	Abilene, Tex.	646
KRCO	Prinevelle, Ore.	600
KRCT	Baytown, Tex.	648
KRDO	Colorado Springs, Col.	360
KRDU	Dinuba, Cal.	339
KRE	Berkeley, Cal.	338
KREI	Farmington, Mo.	498
KREL	Baytown, Tex.	648
KREM	Spokane, Wash.	692
KREO	Indio, Cal.	341
KRES	St. Joseph, Mo.	503
KREW	Sunnyside, Wash.	692
KRGV	Weslaco, Tex.	673
KRHD	Duncan, Okla.	586
KRIB	Mason City, Ia.	431
KRIC	Beaumont, Tex.	649
KRIG	Odessa, Tex.	667
KRIO	McAllan, Tex.	665
KRIS	Corpus Christi, Tex.	652
KRIZ	Phoenix, Ariz.	326
KRJF	Miles City, Mont.	510
KRKD	Los Angeles, Cal.	344
KRKL	Kirkland, Wash.	688
KRKO	Everett, Wash.	688
KRLC	Lewiston, Idaho	400
KRLD	Dallas, Tex.	653
KRLN	Canon City, Col.	359
KRMD	Shreveport, La.	451
KRMG	Tulsa, Okla.	594
KRMO	Monett, Mo.	502
KRNO	San Bernardino, Cal.	350
KRNR	Roseburg, Ore.	600
KRNT	Des Moines, Ia.	429
KROC	Rochester, Minn.	489
KROD	El Paso, Tex.	655
KROF	Abbeville, La.	445
KROG	Sonora, Cal.	356
KROP	Brawley, Cal.	338
KROS	Clinton, Ia.	428
KROW	Oakland, Cal.	346
KROX	Crookston, Minn.	484
KROY	Sacramento, Cal.	349
KRPL	Moscow, Idaho	400
KRRV	Sherman-Dennison, Tex.	671
KRSC	Seattle, Wash.	691
KRSN	Los Alamos, N. M.	524
KRTN	Raton, N. M.	524
KRUL	Corvallis, Ore.	595
KRUN	Ballinger, Tex.	648
KRUS	Ruston, La.	451
KRUX	Phoenix, Ariz.	326
KRVN	Lexington, Neb.	513
KRXL	Roseburg, Ore.	600
KSAL	Salina, Kans.	437
KSAM	Huntsville, Tex.	662
KSAN	San Francisco, Cal.	353
KSBW	Salinas, Cal.	349
KSCB	Liberal, Kans.	436
KSCJ	Sioux City, Ia.	432
KSCO	Santa Cruz, Cal.	356
KSD	St. Louis, Mo.	505
KSDN	Aberdeen, S. D.	635
KSDO	San Diego, Cal.	351
KSEI	Pocatello, Idaho	401
KSEK	Pittsburgh, Pa.	437
KSEL	Lubbock, Tex.	664
KSEM	Moses Lake, Wash.	689
KSEO	Durant, Okla.	587
KSET	El Paso, Tex.	655
KSEY	Seymour, Tex.	670
KSFA	Nacogdoches, Tex.	666
KSFO	San Francisco, Cal.	353
KSFT	Trinidad, Col.	364
KSGM	Ste. Genevieve, Mo.	505
KSGN	Sanger, Cal.	353
KSIB	Creston, Ia.	428
KSIG	Crowley, La.	447
KSIJ	Gladewater, Tex.	659
KSIL	Silver City, N. M.	525
KSIM	Sikeston, Mo.	506
KSIW	Woodward, Okla.	594
KSIX	Corpus Christi, Tex.	652
KSJB	Jamestown, N. D.	572
KSJO	San Jose, Cal.	354
KSKY	Dallas, Tex.	653
KSL	Salt Lake City, Utah	676
KSLM	Salem, Ore.	600
KSLO	Opelousas, La.	451
KSMA	Santa Maria, Cal.	356
KSMI	Seminole, Okla.	590
KSMN	Mason City, Ia.	431
KSMO	San Mateo, Cal.	354
KSNY	Snyder, Tex.	671
KSO	Des Moines, Ia.	429
KSOK	Arkansas City, Kans.	434
KSON	San Diego, Cal.	351
KSOO	Sioux Falls, S. D.	636
KSPA	Santa Paula, Cal.	356
KSPI	Stillwater, Okla.	591
KSPO	Spokane, Wash.	691
KSPR	Casper, Wyo.	708
KSPT	Sandpoint, Idaho	401
KSRO	Santa Rosa, Cal.	356
KSRV	Ontario, Ore.	598
KSST	Sulphur Springs, Tex.	671
KSTA	Coleman, Tex.	651
KSTB	Breckenridge, Tex.	650
KSTL	St. Louis, Mo.	503
KSTN	Stockton, Cal.	357
KSTP	St. Paul-Minneapolis, Minn.	489
KSTT	Davenport, Ia.	428
KSTV	Stephenville, Tex.	671
KSUB	Cedar City, Utah	674
KSUE	Susanville, Cal.	357
KSUM	Fairmont, Minn.	485
KSUN	Bisbee, Ariz.	322
KSVC	Richfield, Utah	676
KSVP	Artesia, N. M.	523
KSWA	Graham, Tex.	660
KSWI	Council Bluffs, Ia.	428
KSWM	Joplin, Mo.	499
KSWO	Lawton, Okla.	588
KSWS	Roswell, N. M.	525
KSYC	Yreka, Cal.	359
KSYL	Alexandria, La.	446
KTAE	Taylor, Tex.	672
KTAN	Sherman, Tex.	671
KTAR	Phoenix, Ariz.	323
KTAT	Frederick, Okla.	587
KTBB	Tyler, Tex.	672
KTBC	Austin, Tex.	648
KTBI	Tacoma, Wash.	693
KTBS	Shreveport, La.	451
KTED	Laguna Beach, Cal.	343
KTEM	Temple, Tex.	672
KTER	Terrell, Tex.	672

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KTHS	Hot Springs, Ark.	330
KTHT	Houston, Tex.	661
KTIL	Tillamook, Ore.	600
KTIM	San Rafael, Cal.	355
KTIP	Porterville, Cal.	348
KTJS	Hobart, Okla.	588
KTKN	Ketchikan, Alaska	711
KTKR	Taft, Cal.	357
KTKT	Tucson, Ariz.	327
KTLN	Denver, Col.	360
KTLW	Texas City, Tex.	672
KTMC	McAlester, Okla.	588
KTMS	Santa Barbara, Cal.	355
KTNM	Tucumcari, N. M.	525
KTOE	Mankato, Minn.	486
KTOH	Lihue-Kauai, Hawaii	712
KTOK	Oklahoma City, Okla.	589
KTOP	Topeka, Kans.	437
KTOW	Oklahoma City, Okla.	590
KTRB	Modesto, Cal.	345
KTRC	Santa Fe, N. M.	525
KTRE	Lufkin, Tex.	664
KTRF	Thief River Falls, Minn.	490
KTRH	Houston, Tex.	662
KTRI	Sioux City, Ia.	433
KTRM	Beaumont, Tex.	649
KTRN	Wichita Falls, Tex.	674
KTRY	Bastrop, La.	446
KTSA	San Antonio, Tex.	670
KTSM	El Paso, Tex.	655
KTSW	Emporia, Kans.	434
KTTR	Rolls, Mo.	503
KTTS	Springfield, Mo.	506
KTUC	Tucson, Ariz.	327
KTUL	Tulsa, Okla.	594
KTUR	Turlock, Cal.	358
KTW	Seattle, Wash.	691
KTXC	Big Spring, Tex.	650
KTXC	Jasper, Tex.	662
KTXL	San Angelo, Tex.	669
KTXN	Austin, Tex.	648
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KUBA	Yuba City, Cal.	359
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KUIN	Grants Pass, Ore.	596
KUJ	Walla Walla, Wash.	693
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KULE	Ephrate, Wash.	688
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KUNO	Corpus Christi, Tex.	652
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KURV	Edinburg, Tex.	654
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KVAL	Brownsville, Tex.	651
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KVAS	Astoria, Ore.	595
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KVEC	San Luis Obispo, Cal.	354
KVEN	Ventura, Cal.	358
KVER	Albuquerque, N. M.	523
KVET	Austin, Tex.	648
KVFD	—Ft. Dodge, Ia.	430
KVGB	Great Bend, Kans.	435
KVI	Seattle, Wash.	691
KVIC	Victoria, Tex.	673
KVIM	New Iberia, La.	449
KVKM	Monahans, Tex.	665
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KVLF	Alpine, Tex.	647
KVLH	Pauls Valley, Okla.	590
KVMA	Magnolia, Ark.	332
KVMC	Colorado City, Tex.	652
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KVNI	Coeur D'Alene, Idaho	399
KVNU	Logan, Utah	675
KVOA	Tucson, Ariz.	327
KVOB	Alexandria, La.	446
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KVOD	Denver, Col.	361
KVOE	Santa Ana, Cal.	355
KVOG	Ogden, Utah	675
KVOL	Lafayette, La.	448
KVON	Napa, Cal.	346
KVOO	Tulsa, Okla.	594
KVOP	Plainview, Tex.	668
KVOR	Colorado Springs, Col.	360
KVOS	Bellingham, Wash.	687
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KVSM	San Mateo, Cal.	355
KVSO	Ardmore, Okla.	586
KVVC	Ventura, Cal.	358
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KWAK	Stuttgart, Ark.	333
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KWBB	Wichita, Kans.	439
KWBC	Ft. Worth, Tex.	657
KWBE	Beatrice, Mont.	511
KWBG	Boone, Ia.	427
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KWBR	Oakland, Cal.	346
KWBU	Corpus Christi, Tex.	652
KWBW	Hutchinson, Kans.	435
KWCJ	Natchitoches, La.	449
KWCO	Chickasha, Okla.	586
KWCR	Cedar Rapids, Ia.	427
KWDM	Des Moines, Ia.	430
KWED	Seguin, Tex.	670
KWEI	Weiser, Idaho	402
KWEM	West Memphis, Ark.	333
KWEW	Hobbs, N. M.	524
KWFC	Hot Springs, Ark.	330
KWFT	Wichita Falls, Tex.	674
KWG	Stockton, Cal.	357
KWGB	Goodland, Kans.	435
KWHI	Brenham, Tex.	650
KWHK	Hutchinson, Kans.	435
KWHN	Ft. Smith, Ark.	329
KWHW	Altus, Okla.	586
KWIE	Kennewick, Wash.	688
KWIK	Burbank, Cal.	338
KWIL	Albany, Ore.	594
KWIN	Ashland, Ore.	595
KWJB	Globe, Ariz.	323
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KWOC	Poplar Bluff, Mo.	502
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KWOS	Jefferson City, Mo.	499
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KWRN	Reno, Nev.	517
KWRO	Coquille, Ore.	595
KWSD	Mt. Shasta, Cal.	346
KWSL	Lake Charles, La.	448
KWSO	Wasco, Cal.	359
KWTC	Barstow, Cal.	338
KWTO	Springfield, Mo.	506
KWTX	Waco, Tex.	673
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KWWL	Waterloo, Ia.	433
KWYO	Sheridan, Wyo.	709
KXA	Seattle, Wash.	691
KXAR	Hope, Ark.	330
KXEL	Waterloo, Ia.	433
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KXGI	Ft. Madison, Ia.	430
KXGN	Glendive, Mont.	508
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KXLE	Ellensburg, Wash.	688
KXLF	Butte, Mont.	508
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KXLJ	Helena, Mont.	510
KXLL	Missoula, Mont.	511
KXLO	Lewiston, Mont.	510
KXLR	Little Rock, Ark.	332
KXLQ	Bozeman, Mont.	508
KXLW	St. Louis, Mo.	505
KXLY	Spokane, Wash.	692
KXO	El Centro, Cal.	339
KXOA	Sacramento, Cal.	349
KXOB	Stockton, Cal.	357
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KXOK	St. Louis, Mo.	505
KXOL	Ft. Worth, Tex.	657
KXOX	Sweetwater, Tex.	671
KXRA	Alexander, Minn.	483
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WAPI	Birmingham, Ala.	314
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WASA	Havre de Grace, Md.	460
WASK	Lafayette, Ind.	423
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WATS	Sayre, Pa.	620
WATT	Cadillac, Mich.	473
WATW	Ashland, Wis.	700
WATZ	Alpena, Mich.	471
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WBBC	Flint, Mich.	476
WBBL	Richmond, Va.	684
WBBM	Chicago, Ill.	407
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WBBQ	Augusta, Ga.	389
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WBIZ	Eau Claire, Wis.	701
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WBNS	Columbus, O.	579
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WBOC	Salisbury, Md.	460
WBOW	Terre Haute, Ind.	425
WBPZ	Lock Haven, Pa.	610
WBRC	Birmingham, Ala.	314
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WBRE	Wilkes-Barre, Pa.	624
WBRK	Pittsfield, Mass.	467
WBRM	Marion, N. C.	565
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WBRY	Waterbury, Conn.	370
WBSC	Bennettsville, S. C.	629
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WBT	Charlotte, N. C.	557
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WCAU	Philadelphia, Pa.	613
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WCAX	Burlington, Vt.	677
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WCBA	Corning, N. Y.	531
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WCBD	Chicago, Ill.	407
WCBI	Columbus, Miss.	492
WCBM	Baltimore, Md.	457
WCBS	New York, N. Y.	537
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WCCC	Hartford, Conn.	366
WCCM	Lawrence, Mass.	465
WCCO	Minneapolis, Minn.	486
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WCEM	Cambridge, Md.	459
WCEN	Mt. Pleasant, Mich.	480
WCFC	Beckley, W. Va.	694
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WCFV	Clifton Forge, Va.	680
WCHA	Chambersburg, Pa.	604
WCHS	Charleston, W. Va.	695
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WCIL	Carbondale, Ill.	403
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WCRO	Johnstown, Pa.	609
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WDHL	Bradenton, Fla.	374
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WDUN	Gainesville, Ga.	393
WDUZ	Green Bay, Wis.	702
WDVA	Danville, Va.	680
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WEBC	Duluth, Minn.	484
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WEBK	Tampa, Fla.	385
WEBQ	Harrisburg, Ill.	413
WEBR	Buffalo, N. Y.	529
WEDC	Chicago, Ill.	407
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WEDR	Birmingham, Ala.	314
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WEW	St. Louis, Mo.	505
WEWO	Laurinburg, N. C.	563
WEXL	Royal Oak, Mich.	482
WFAA	Dallas, Tex.	654
WFAS	White Plains, N. Y.	555
WFAU	Augusta, Me.	452
WFAX	Falls Church, Va.	681
WFBC	Greenville, S. C.	631
WFBG	Altoona, Pa.	601
WFBL	Syracuse, N. Y.	553
WFBM	Indianapolis, Ind.	422
WFBR	Baltimore, Md.	457
WFCB	Dunkirk, N. Y.	531
WFCI	Providence, R. I.	627
WFDF	Flint, Mich.	476
WFEA	Manchester, N. H.	518
WFEB	Sylacauga, Ala.	321
WFEC	Miami, Fla.	380
WFGM	Fitchburg, Mass.	465
WFGN	Gaffney, S. C.	631
WFHG	Bristol, Va.	679
WFHR	Wisconsin Rapids, Wis.	707
WFIG	Sumter, S. C.	634
WFIL	Philadelphia, Pa.	615
WFIN	Findlay, O.	581
WFKY	Frankfort, Ky.	440
WFLA	Tampa, Fla.	385
WFLB	Fayetteville, N. C.	559
WFLO	Farmville, Va.	681
WFMD	Frederick, Md.	459
WFMH	Cullman, Ala.	315
WFMJ	Youngstown, O.	585
WFMW	Madisonville, Ky.	443
WFNC	Fayetteville, N. C.	559
WFNS	Burlington, N. C.	557
WFOM	Marietta, Ga.	394
WFOR	Hattiesburg, Miss.	494
WFOY	St. Augustine, Fla.	383
WFOX	Milwaukee, Wis.	704
WFPA	Ft. Payne, Ala.	317
WFPG	Atlantic City, N. J.	519
WFRC	Reidsville, N. C.	567
WFRL	Freeport, Ill.	412
WFRO	Freemont, O.	581
WFRP	Savannah, Ga.	396
WFTC	Kinston, N. C.	563
WFTR	Front Royal, Va.	681
WFTL	Ft. Lauderdale, Fla.	376
WFTM	Maysville, Ky.	443
WFUN	Huntsville, Ala.	318
WFUR	Grand Rapids, Mich.	477
WFVA	Fredericksburg, Va.	681
WFVG	Fuquay Springs, N. C.	560
WFYC	Alma, Mich.	471
WGAA	Cedartown, Ga.	391
WGAC	Augusta, Ga.	390
WGAD	Gadsden, Ala.	317
WGAI	Elizabeth City, N. C.	559
WGAL	Lancaster, Pa.	609
WGAN	Portland, Me.	454
WGAP	Maryville, Tenn.	642
WGAR	Cleveland, O.	578
WGAT	Utica, N. Y.	554
WGAU	Athens, Ga.	386
WGAY	Silver Spring, Md.	460
WGBA	Columbus, Ga.	391
WGBB	Freeport, N. Y.	533
WGBF	Evansville, Ind.	421
WGBG	Greensboro, N. C.	561
WGBI	Scranton, Pa.	621
WGBR	Goldsboro, N. C.	560
WGBS	Miami, Fla.	380
WGCB	Red Lion, Pa.	620
WGCD	Chester, S. C.	630
WGSM	Gulfport, Miss.	493
WGEM	Quincy, Ill.	416
WGES	Chicago, Ill.	407
WGET	Gettysburg, Pa.	605
WGEZ	Beloit, Wis.	701
WGFG	Kalamazoo, Mich.	479
WGGA	Gainesville, Ga.	393
WGGG	Gainesville, Fla.	376
WGGH	Marion, Ill.	414
WGH	Newport News, Va.	682
WGHN	Grand Haven, Mich.	477
WGIG	Brunswick, Ga.	390
WGIL	Galesburg, Ill.	412
WGIV	Charlotte, N. C.	558
WGKV	Charleston, W. Va.	695
WGL	Ft. Wayne, Ind.	421
WGLS	Decatur, Ga.	392
WGMS	Washington, D. C.	371
WGN	Chicago, Il.	407
WGNC	Gastonia, N. C.	560
WGNI	Wilmington, N. C.	570
WGNR	New Rochelle, N. Y.	537
WGNS	Murfreesboro, Tenn.	644
WGNY	Newburgh, N. Y.	536
WGOV	Valdosta, Ga.	398
WGPA	Bethlehem, Pa.	602
WGPC	Albany, Ga.	386
WGRA	Cairo, Ga.	390
WGRC	Louisville, Ky.	442
WGRD	Grand Rapids, Mich.	478
WGRM	Greenwood, Miss.	493
WGRO	Bay City, Mich.	473
WGR	Buffalo, N. Y.	529
WGRV	Greeneville, Tenn.	639
WGRY	Gary, Ind.	422
WGST	Atlanta, Ga.	387
WGSV	Guntersville, Ala.	318
WGTA	Summerville, Ga.	397
WGTC	Greenville, N. C.	562
WGTL	Kannapolis, N. C.	563
WGTM	Wilson, N. C.	570
WGTN	Georgetown, S. C.	631
WGUY	Bangor, Me.	452
WGVA	Geneva, N. Y.	533
WGVM	Greenville, Miss.	493
WGWC	Selma, Ala.	321
WGWD	Gadsden, Ala.	317
WGWR	Asheboro, N. C.	556
WGYU	Greenville, Ala.	317
WGY	Schenectady, N. Y.	552
WHAI	Greenfield, Mass.	465
WHAK	Rogers City, Mich.	482
WHAL	Shelbyville, Tenn.	645
WHAM	Rochester, N. Y.	551
WHAN	Charleston, S. C.	629
WHAP	Hopewell, Va.	681
WHAR	Clarksburg, W. Va.	695
WHAS	Louisville, Ky.	442
WHAT	Philadelphia, Pa.	613
WHAV	Haverhill, Mass.	465
WHAW	Weston, W. Va.	699

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WHAZ	Troy, N. Y.	553
WHB	Kansas City, Mo.	501
WHBB	Selma, Ala.	321
WHBC	Canton, O.	576
WHBF	Rock Island, Ill.	416
WHBI	Newark, N. J.	521
WHBL	Sheboygan, Wis.	706
WHBO	Tampa, Fla.	385
WHBQ	Memphis, Tenn.	642
WHBS	Huntsville, Ala.	318
WHBT	Harriman, Tenn.	639
WHBU	Anderson, Ind.	418
WHBY	Appleton, Wis.	700
WHCC	Waynesville, N. C.	570
WHCU	Ithaca, N. Y.	534
WHDF	Houghton, Mich.	478
WHDH	Boston, Mass.	461
WHDL	Olean, N. Y.	547
WHEB	Portsmouth, N. H.	518
WHEC	Rochester, N. Y.	551
WHED	Washington, N. C.	569
WHFB	Benton Harbor, Mich.	473
WHFC	Cicero, Ill.	411
WHGB	Harrisburg, Pa.	606
WHHH	Warren, O.	584
WHHM	Memphis, Tenn.	643
WHIM	Providence, R. I.	627
WHIN	Gallatin, Tenn.	639
WHIO	Dayton, O.	580
WHIP	Mooresville, N. C.	565
WHIR	Danville, Ky.	440
WHIS	Bluefield, W. Va.	695
WHIT	New Bern, N. C.	565
WHIZ	Zanesville, O.	585
WHJB	Greensburg, Pa.	606
WHK	Cleveland, O.	578
WHKC	Columbus, O.	579
WHKK	Akron, O.	575
WHKY	Hickory, N. C.	562
WHKP	Hendersonville, N. C.	562
WHLB	Virginia, Minn.	490
WHLD	Niagara Falls, N. Y.	547
WHLF	S. Boston, Va.	686
WHLL	Wheeling, W. Va.	699
WHLI	Hempstead, N. Y.	533
WHLN	Harlan, Ky.	441
WHLS	Port Huron, Mich.	481
WHMA	Anniston, Ala.	313
WHMP	Northampton, Mass.	467
WHNC	Henderson, N. C.	562
WHOB	Gardner, Mass.	465
WHOC	Philadelphia, Miss.	496
WHOD	Homestead, Pa.	607
WHOK	Lancaster, O.	582
WHOL	Allentown, Pa.	601
WHO	Des Moines, Ia.	430
WHOM	New York, N. Y.	539
WHOO	Orlando, Fla.	381
WHOP	Hopkinsville, Ky.	441
WHOS	Decatur, Ala.	315
WHOT	South Bend, Ind.	425
WHOW	Clinton, Ill.	411
WHPE	High Point, N. C.	562
WHP	Harrisburg, Pa.	607
WHRV	Ann Arbor, Mich.	471
WHSC	Hartsville, S. C.	632
WHSY	Hattiesburg, Miss.	494
WHTB	Talladega, Ala.	321
WHTC	Holland, Mich.	478
WHTN	Huntington, W. Va.	696
WHUB	Cookeville, Tenn.	638
WHUC	Hudson, N. Y.	534
WHUM	Reading, Pa.	620
WHUN	Huntingdon, Pa.	607
WHVR	Hanover, Pa.	606
WHWB	Rutland, Vt.	678
WHWL	Nanticoke, Pa.	611
WHYN	Holyoke, Mass.	465
WHYU	Newport News, Va.	683
WIAC	San Juan, P. R.	717
WIAM	Williamston, N. C.	570
WIBA	Madison, Wis.	703
WIBB	Macon, Ga.	394
WIBC	Indianapolis, Ind.	422
WIBG	Philadelphia, Pa.	615
WIBK	Knoxville, Tenn.	641
WIBM	Jackson, Mich.	479
WIBR	Baton Rouge, La.	446
WIBS	Santurce, P. R.	719
WIBU	Poynette, Wis.	705
WIBV	Belleville, Ill.	403
WIBW	Topeka, Kans.	438
WIBX	Utica, N. Y.	554
WICA	Ashtabula, O.	575
WICC	Bridgeport, Conn.	366
WICH	Norwich, Conn.	369
WICY	Malone, N. Y.	536
WIDE	Biddeford, Me.	453
WIEL	Elizabethtown, Ky.	440
WIGM	Medford, Wis.	704
WIHL	Hammond, La.	447
WIKB	Iron River, Mich.	479
WIKC	Bogalusa, La.	447
WIKK	Erie, Pa.	606
WIKY	Evansville, Ind.	421
WILE	Cambridge, O.	576
WIL	St. Louis, Mo.	505
WILK	Wilkes-Barre, Pa.	624
WILM	Wilmington, Del.	371
WILS	Lansing, Mich.	480
WIMA	Lima, O.	582
WIMS	Michigan City, Ind.	424
WINA	Charlottesville, Va.	680
WINC	Winchester, Va.	686
WIND	Chicago, Ill.	409
WING	Dayton, O.	580
WINK	Ft. Meyers, Fla.	376
WINN	Louisville, Ky.	442
WINR	Binghamton, N. Y.	528
WINS	New York, N. Y.	539
WINX	Washington, D. C.	371
WINZ	Miami Beach, Fla.	380
WIOD	Miami, Fla.	379
WIOU	Kokomo, Ind.	423
WIP	Philadelphia, Pa.	617
WIPR	San Juan, P. R.	717
WIRA	Ft. Pierce, Fla.	376
WIRB	Enterprise, Ala.	316
WIRC	Hickory, N. C.	562
WIRE	Indianapolis, Ind.	423
WIRJ	Humboldt, Tenn.	639
WIRK	West Palm Beach, Fla.	385
WIRL	Peoria, Ill.	416
WIRY	Plattsburgh, N. Y.	549
WISC	Madison, Wis.	703
WISE	Asheville, N. C.	556
WISH	Indianapolis, Ind.	423
WISL	Shamokin, Pa.	621
WISN	Milwaukee, Wis.	704

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WISR	Butler, Pa.	604
WITA	San Juan, P. R.	717
WITH	Baltimore, Md.	459
WITZ	Jasper, Ind.	423
WIVY	Jacksonville, Fla.	377
WIZE	Springfield, O.	583
WJAC	Johnstown, Pa.	609
WJAG	Norfolk, Neb.	513
WJAR	Providence, R. I.	628
WJAS	Pittsburgh, Pa.	619
WJAT	Swainsboro, Ga.	397
WJAX	Jacksonville, Fla.	377
WJAY	Mullins, S. C.	633
WJBB	Haleyville, Ala.	318
WJBC	Bloomington, Ill.	403
WJBF	Augusta, Ga.	390
WJBK	Detroit, Mich.	475
WJBO	Baton Rouge, La.	446
WJBS	Deland, Fla.	376
WJBW	New Orleans, La.	450
WJBY	Gadsen, Ala.	317
WJCD	Seymour, Ind.	425
WJCM	Sebring, Fla.	384
WJDA	Quincy, Mass.	467
WJDX	Jackson, Miss.	494
WJEF	Grand Rapids, Mich.	478
WJEJ	Hagerstown, Md.	460
WJEL	Springfield, O.	583
WJER	Dover, O.	580
WJHL	Johnson City, Tenn.	640
WJHO	Opelika, Ala.	320
WJHP	Jacksonville, Fla.	377
WJIG	Tullahoma, Tenn.	645
WJIM	Lansing, Mich.	480
WJIV	Savannah, Ga.	396
WJJD	Chicago, Ill.	409
WJJJ	Montgomery, Ala.	320
WJJL	Niagara Falls, N. Y.	547
WJJM	Lewisburg, Tenn.	642
WJLB	Detroit, Mich.	475
WJLD	Bessemer, Ala.	314
WJLK	Asbury Park, N. J.	519
WJLS	Beckley, W. Va.	694
WJMA	Orange, Va.	683
WJMB	Brookhaven, Miss.	492
WJMC	Rice Lake, Wis.	706
WJMJ	Philadelphia, Pa.	615
WJMO	Cleveland, O.	578
WJMR	New Orleans, La.	450
WJMS	Ironwood, Mich.	479
WJMW	Athens, Ala.	313
WJMX	Florence, S. C.	631
WJNC	Jacksonville, N. C.	563
WJNO	West Palm Beach, Fla.	385
WJOB	Hammond, Ind.	422
WJOC	Jamestown, N. Y.	535
WJOI	Florence, Ala.	317
WJOL	Joliet, Ill.	413
WJON	St. Cloud, Minn.	489
WJOY	Burlington, Vt.	677
WJPA	Washington, Pa.	623
WJPD	Ishpeming, Mich.	479
WJPF	Herrin, Ill.	413
WJPG	Green Bay, Wis.	702
WJPR	Greenville, Miss.	493
WJPS	Evansville, Ind.	421
WPQS	Jackson, Miss.	494
WJR	Detroit, Mich.	475
WPRD	Tuscaloosa, Ala.	322

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WJSW	Altoona, Pa.	601
WJTN	Jamestown, N. Y.	535
WJVA	South Bend, Ind.	425
WJVB	Jacksonville Beach, Fla.	378
WJW	Cleveland, O.	578
WJXN	Jackson, Miss.	494
WJZ	New York, N. Y.	539
WJZM	Clarksville, Tenn.	638
WKAB	Mobile, Ala.	319
WKAI	Macomb, Ill.	414
WKAL	Rome, N. Y.	552
WKAM	Warsaw, Ind.	426
WKAN	Kankakee, Ill.	413
WKAP	Allentown, Pa.	601
WKAQ	San Juan, P. R.	719
WKAT	Miami Beach, Fla.	381
WKAX	Birmingham, Ala.	314
WKAY	Glasgow, Ky.	440
WKBB	Dubuque, Ia.	430
WKBC	No. Wilkesboro, N. C.	566
WKBH	La Crosse, Wis.	702
WKBI	St. Mary's, Pa.	623
WKBN	Youngstown, O.	585
WKBO	Harrisburg, Pa.	607
WKBR	Manchester, N. H.	518
WKBS	Oyster Bay, N. Y.	549
WKBV	Richmond, Ind.	424
WKBW	Buffalo, N. Y.	531
WKBZ	Muskegon, Mich.	481
WKCT	Bowling Green, Ky.	439
WKDA	Nashville, Tenn.	644
WKDK	Newberry, S. C.	633
WKDN	Camden, N. J.	520
WKEU	Griffin, Ga.	393
WKEY	Covington, Va.	680
WKGN	Knoxville, Tenn.	641
WKIC	Hazard, Ky.	441
WKID	Urbana, Ill.	418
WKIP	Poughkeepsie, N. Y.	551
WKJB	Mayaguez, P. R.	715
WKJG	Ft. Wayne, Ind.	421
WKLA	Luddington, Mich.	480
WKLF	Clanton, Ala.	315
WKLO	Louisville, Ky.	442
WKLV	Blackstone, Va.	679
WKLX	Lexington, Ky.	441
WKLY	Hartwell, Ga.	393
WKMA	Quitman, Ga.	395
WKMH	Dearborn, Mich.	475
WKNA	Charleston, W. Va.	695
WKNB	New Britain, Conn.	368
WKNE	Keene, N. H.	517
WKNK	Muskegon, Mich.	481
WKNX	Saginaw, Mich.	482
WKNY	Kingston, N. Y.	535
WKOK	Sunbury, Pa.	623
WKOP	Binghamton, N. Y.	528
WKOW	Madison, Wis.	703
WKOX	Framingham, Mass.	465
WKOY	Bluefield, W. Va.	695
WKOZ	Kosciusko, Miss.	495
WKPA	New Kensington, Pa.	611
WKPT	Kingsport, Tenn.	641
WKRC	Cincinnati, O.	577
WKRG	Mobile, Ala.	319
WKRM	Columbia, Tenn.	638
WKRO	Cairo, Ill.	403
WKRS	Waukegan, Ill.	418
WKRT	Cortland, N. Y.	531

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WKSR	Pulaski, Tenn.	645
WKST	New Castle, Pa.	611
WKTG	Thomasville, Ga.	397
WKTM	Mayfield, Ky.	443
WKTY	La Crosse, Wis.	702
WKUL	Cullman, Ala.	315
WKVA	Lewistown, Pa.	610
WKVM	Arecibo, P. R.	713
WKWF	Key West, Fla.	378
WKWK	Wheeling, W. Va.	700
WKXL	Concord, N. H.	517
WKXY	Sarasota, Fla.	384
WKY	Oklahoma City, Okla.	590
WKYB	Paducah, Ky.	444
WKYW	Louisville, Ky.	442
WKZO	Kalamazoo, Mich.	479
WLAC	Nashville, Tenn.	644
WLAD	Danbury, Conn.	366
WLAG	La Grange, Ga.	393
WLAK	Lakeland, Fla.	378
WLAM	Lewiston, Me.	453
WLAN	Lancaster, Pa.	609
WLAP	Lexington, Ky.	441
WLAQ	Rome, Ga.	395
WLAR	Athens, Tenn.	637
WLAT	Conway, S. C.	630
WLAU	Laurel, Miss.	495
WLAV	Grand Rapids, Mich.	478
WLAW	Lawrence, Mass.	466
WLAY	Muscle Shoals, Ala.	320
WLBB	Carrollton, Ga.	390
WLBC	Muncie, Ind.	424
WLBE	Leesburg-Eustis, Fla.	378
WLBG	Laurens, S. C.	633
WLBH	Mattoon, Ill.	414
WLBJ	Bowling Green, Ky.	439
WLBK	De Kalb, Ill.	412
WLBR	Lebanon, Pa.	610
WLBZ	Bangor, Me.	453
WLCR	Torrington, Conn.	369
WLCS	Baton Rouge, La.	447
WLCX	La Crosse, Wis.	702
WLDS	Jacksonville, Ill.	413
WLDY	Ladysmith, Wis.	703
WLEA	Hornell, N. Y.	534
WLEC	Sandusky, O.	583
WLEE	Richmond, Va.	684
WLET	Toccoa, Ga.	397
WLEU	Erie, Pa.	606
WLEW	Bad Axe, Mich.	471
WLEX	Lexington, Ky.	441
WLIB	New York, N. Y.	539
WLIL	Lenoir City, Tenn.	642
WLIN	Merrill, Wis.	704
WLIO	E. Liverpool, O.	581
WLIP	Kenosha, Wis.	702
WLIZ	Bridgeport, Conn.	366
WLLH	Lowell-Lawrence, Mass.	466
WLNA	Peekskill, N. Y.	549
WLNH	Laconia, N. H.	517
WLOA	Braddock, Pa.	603
WLOE	Leaksville, N. C.	563
WLOF	Orlando, Fla.	382
WLOG	Logan, W. Va.	697
WLOH	Princeton, W. Va.	698
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WLOK	Lima, O.	582
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WLOW	Norfolk, Va.	683
WLOX	Biloxi, Miss.	491
WLPM	Suffolk, Va.	686
WLPO	La Salle, Ill.	414
WLRP	New Albany, Ind.	424
WLSI	Pikeville, Ky.	444
WLS	Chicago, Ill.	409
WLTC	Gastonia, N. C.	560
WLTR	Hazleton, Pa.	607
WLVA	Lynchburg, Va.	682
WLW	Cincinnati, O.	577
WLXW	Carlisle, Pa.	604
WLYN	Lynn, Mass.	466
WMAJ	State College, Pa.	621
WMAK	Nashville, Tenn.	644
WMAL	Washington, D. C.	371
WMAM	Marinette, Wis.	703
WMAN	Mansfield, O.	582
WMAS	Monroe, N. C.	565
WMAP	Chicago, Ill.	411
WMAQ	Springfield, Mass.	467
WMAW	Milwaukee, Wis.	705
WMAY	Springfield, Ill.	417
WMAZ	Macon, Ga.	394
WMBC	Macon, Miss.	495
WMBD	Peoria, Ill.	416
WMBG	Richmond, Va.	684
WMBH	Joplin, Md.	499
WMBL	Morehead City, N. C.	565
WMBM	Miami Beach, Fla.	381
WMBN	Petoskey, Mich.	481
WMBO	Auburn, N. Y.	528
WMBR	Jacksonville, Fla.	377
WMBS	Uniontown, Pa.	623
WMC	Memphis, Tenn.	643
WMCA	New York, N. Y.	541
WMCK	McKeesport, Pa.	611
WMDD	Fajardo, P. R.	713
WMDN	Midland, Mich.	480
WMEV	Marion, Va.	682
WMEX	Boston, Mass.	463
WMFD	Wilmington, N. C.	570
WMFG	Hibbing, Minn.	486
WMFJ	Daytona Beach, Fla.	375
WMFR	High Point, N. C.	563
WMFT	Florence, Ala.	317
WMGA	Moultrie, Ga.	395
WMGM	New York, N. Y.	541
WMGR	Bainbridge, Ga.	390
WMGW	Meadville, Pa.	611
WMGY	Montgomery, Ala.	320
WMID	Atlantic City, N. J.	519
WMIE	Miami, Fla.	380
WMIK	Middleboro, Ky.	443
WMIL	Milwaunkee, Wis.	705
WMIN	St. Paul, Minn.	489
WMIQ	Iron Mountain, Mich.	479
WMIS	Natchez, Miss.	496
WMIX	Mt. Vernon, Ill.	415
WMJM	Cordele, Ga.	391
WMLS	Sylacauga, Ala.	321
WMLT	Dublin, Ga.	392
WMMB	Melbourne, Fla.	379
WMMN	Fairmont, W. Va.	696
WMMT	McMinnville, Tenn.	642
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WMNB	North Adams, Mass.	466
WMNC	Morganton, N. C.	565
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WMON	Montgomery, W. Va.	697
WMOU	Berlin, N. H.	517
WMOX	Meridian, Miss.	496
WMPS	Memphis, Tenn.	643
WMRA	Myrtle Beach, S. C.	633
WMRC	Greenville, S. C.	632
WMRF	Lewistown, Pa.	610
WMRN	Marion, O.	582
WMRO	Aurora, Ill.	403
WMRP	Flint, Mich.	476
WMRY	New Orleans, La.	450
WMSA	Massena, N. Y.	536
WMSC	Columbia, S. C.	630
WMSL	Decatur, Ala.	316
WMT	Cedar Rapids, Ia.	428
WMTC	Vancleve, Ky.	445
WMTR	Morristown, N. J.	520
WMTW	Portland, Me.	454
WMUR	Manchester, N. H.	518
WMUS	Muskegon, Mich.	481
WMUU	Greenville, S. C.	632
WMVA	Martinsville, Pa.	682
WMVG	Milledgeville, Ga.	394
WNAB	Bridgeport, Conn.	366
WNAC	Boston, Mass.	463
WNAE	Warren, Pa.	623
WNAG	Grenada, Miss.	493
WNAH	Nashville, Tenn.	644
WNAM	Neenah-Menasha, Wis.	705
WNAO	Raleigh, N. C.	566
WNAR	Norristown, Pa.	613
WNAT	Natchez, Miss.	496
WNAV	Annapolis, Md.	456
WNAW	North Adams, Mass.	467
WNAX	Yankton, S. D.	637
WNBC	New York, N. Y.	541
WNBF	Binghamton, N. Y.	528
WNBH	New Bedford, Mass.	466
WNBS	Murray, Ky.	443
WNBZ	Saranac Lake, N. Y.	552
WNCC	Barnsboro, Pa.	602
WNDB	Daytona Beach, Fla.	375
WNDR	Syracuse, N. Y.	553
WNEB	Worcester, Mass.	469
WNEL	San Juan, P. R.	719
WNER	Live Oak, Fla.	379
WNEW	New York, N. Y.	543
WNEX	Macon, Ga.	394
WNGO	Mayfield, Ky.	443
WNHC	New Haven, Conn.	368
WNJR	Newark, N. J.	521
WNLC	New London, Conn.	369
WNLK	Norwalk, Conn.	369
WNMP	Evanston, Ill.	412
WNNC	Newton, N. C.	566
WNNT	Warsaw, Va.	686
WNOE	New Orleans, La.	450
WNOK	Columbia, S. C.	630
WNOP	Newport, Ky.	443
WNOR	Norfolk, Va.	683
WNOW	York, Pa.	625
WNOX	Knoxville, Tenn.	641
WNVA	Norton, Va.	683
WOAI	San Antonio, Tex.	670
WOAP	Owosso, Mich.	481
WOAY	Oak Hill, W. Va.	698
WOBS	Jacksonville, Fla.	377
WOBT	Rhinelander, Wis.	706
WOC	Davenport, Ia.	429
WOCB	West Yarmouth, Mass.	468
WOHI	E. Liverpool, O.	581
WOHS	Shelby, N. C.	568
WOKO	Albany, N. Y.	527
WOKY	Milwaukee, Wis.	704
WOKZ	Alton, Ill.	403
WOL	Washington, D. C.	372
WOLF	Syracuse, N. Y.	553
WOLS	Florence, S. C.	631
WOMI	Owensboro, Ky.	444
WOMT	Manitowoc, Wis.	703
WOND	Pleasantville, N. J.	522
WONE	Dayton, O.	580
WONN	Lakeland, Fla.	378
WONS	Hartford, Conn.	367
WONW	Defiance, O.	580
WOOK	Grand Rapids, Mich.	478
WOOD	Dothan, Ala.	316
WOOF	Silver Spring, Md.	460
WOPA	Oak Park, Ill.	415
WOPI	Bristol, Tenn.	637
WOR	New York, N. Y.	543
WORA	Mayaguez, P. R.	715
WORC	Worcester, Mass.	469
WORD	Spartanburg, S. C.	634
WORK	York, Pa.	625
WORL	Boston, Mass.	464
WORZ	Orlando, Fla.	382
WOSC	Fulton, N. Y.	533
WOSH	Oshkosh, Wis.	705
WOTW	Nashua, N. H.	518
WOV	New York, N. Y.	547
WOW	Omaha, Neb.	515
WOWO	Ft. Wayne, Ind.	422
WOXF	Oxford, N. C.	566
WPAB	Ponce, P. R.	715
WPAD	Paducah, Ky.	444
WPAG	Ann Arbor, Mich.	471
WPAL	Charleston, S. C.	629
WPAM	Pottsville, Pa.	619
WPAQ	Mt. Airy, N. C.	565
WPAR	Parkersburg, W. Va.	698
WPAT	Paterson, N. J.	521
WPAW	Pawtucket, R. I.	627
WPAX	Thomasville, Ga.	397
WPAY	Portsmouth, O.	583
WPBB	Jackson, Ala.	319
WPBC	Minneapolis, Minn.	487
WPCF	Panama City, Fla.	382
WPDQ	Jacksonville, Fla.	377
WPDX	Clarksburg, W. Va.	696
WPEN	Philadelphia, Pa.	617
WPEO	Peoria, Ill.	416
WPEP	Taunton, Mass.	468
WPFB	Middletown, O.	582
WPGH	Pittsburgh, Pa.	619
WPGW	Portland, Ind.	424
WPIC	Sharon, Pa.	621
WPIK	Alexandria, Va.	679
WPIN	St. Petersburg-Clearwater, Fla.	383
WPIT	Pittsburgh, Pa.	619
WPKE	Pikeville, Ky.	445
WPKY	Princeton, Ky.	445
WPLA	Plant City, Fla.	383
WPLH	Huntington, W. Va.	697
WPLI	Jackson, Tenn.	640
WPNF	Brevard, N. C.	557

Station	City—State	Page
WPOR	Portland, Me.	454
WPPA	Pottsville, Pa.	619
WPRA	Mayaguez, P. R.	715
WPRC	Lincoln, Ill.	414
WPRO	Providence, R. I.	627
WPRP	Ponce, P. R.	715
WPTF	Raleigh, N. C.	566
WPTR	Albany, N. Y.	527
WPTW	Piqua, O.	583
WPUV	Pulaski, Va.	684
WPWA	Chester, Pa.	604
WQAM	Miami, Fla.	380
WQAN	Scranton, Pa.	621
WQBC	Vicksburg, Miss.	497
WQUA	Moline, Ill.	414
WQXR	New York, N. Y.	547
WQXI	Atlanta, Ga.	389
WRAC	Racine, Wis.	705
WRAD	Radford, Va.	684
WRAK	Williamsport, Pa.	624
WRAL	Raleigh, N. C.	566
WRAW	Reading, Pa.	620
WRAY	Portland, Ind.	424
WRBC	Jackson, Miss.	494
WRBL	Columbus, Ga.	391
WRC	Washington, D. C.	372
WRCO	Richland Center, Wis.	706
WRCS	Ahoskie, N. C.	556
WRDO	Augusta, Me.	452
WRDW	Augusta, Ga.	390
WREB	Holyoke, Mass.	465
WREC	Memphis, Tenn.	643
WREL	Lexington, Va.	682
WREN	Topeka, Kans.	438
WREV	Reidsville, N. C.	567
WREX	Duluth, Minn.	485
WRFC	Athens, Ga.	386
WRFD	Worthington, O.	585
WRFS	Alexander City, Ala.	313
WRFW	Eau Claire, Wis.	701
WRGA	Rome, Ga.	395
WRHC	Jacksonville, Fla.	378
WRHI	Rock Hill, S. C.	633
WRIA	Caguas, P. R.	713
WRIB	Providence, R. I.	628
WRIO	Rio Pedras, P. R.	715
WRJM	Newport, R. I.	627
WRJN	Racine, Wis.	706
WRJW	Pacayune, Miss.	496
WRLD	West Point, Ga.	398
WRMN	Elgin, Ill.	412
WRNL	Richmond, Va.	685
WRNO	Orangeburg, S. C.	633
WRNY	Rochester, N. Y.	551
WROD	Daytona Beach, Fla.	375
WROB	West Point, Miss.	497
WROK	Rockford, Ill.	417
WROL	Knoxville, Tenn.	641
WROM	Rome, Ga.	395
WRON	Ronceverte, W. Va.	698
WROV	Roanoke, Va.	685
WROW	Albany, N. Y.	527
WROX	Clarksdale, Miss.	492
WROY	Carmi, Ill.	405
WRR	Dallas, Tex.	654
WRRF	Washington, N. C.	569
WRRZ	Clinton, N. C.	558
WRTA	Altoona, Pa.	602
WRUF	Gainesville, Fla.	376
WRUN	Utica, N. Y.	554
WRVA	Richmond, Va.	685
WRXO	Roxboro, N. C.	567
WRYO	Rochester, Pa.	620
WSAI	Cincinnati, O.	577
WSAL	Logansport, Ind.	424
WSAM	Saginaw, Mich.	482
WSAN	Allentown, Pa.	601
WSAP	Portsmouth, Va.	684
WSAR	Fall River, Mass.	464
WSAT	Salisbury, N. C.	568
WSAU	Wausau, Wis.	707
WSAV	Savannah, Ga.	396
WSAY	Rochester, N. Y.	551
WSAZ	Huntington, W. Va.	697
WSB	Atlanta, Ga.	389
WSBA	York, Pa.	625
WSBC	Chicago, Ill.	411
WSBT	South Bend, Ind.	425
WSCR	Scranton, Pa.	621
WSDR	Sterling, Ill.	418
WSFA	Montgomery, Ala.	320
WSFC	Somerset, Ky.	445
WSFL	Springfield, Mass.	467
WSFT	Thomaston, Ga.	397
WSGC	Elberton, Ga.	393
WSGN	Birmingham, Ala.	315
WSGW	Saginaw, Mich.	482
WSHB	Stillwater, Minn.	490
WSIC	Statesville, N. C.	569
WSID	Baltimore, Md.	457
WSIP	Paintsville, Ky.	444
WSIR	Winter Haven, Fla.	386
WSIV	Pekin, Ill.	415
WSIX	Nashville, Tenn.	644
WSJS	Winston-Salem, N. C.	571
WSKB	McComb, Miss.	495
WSKI	Montpelier-Barre, Vt.	677
WSKY	Asheville, N. Y.	556
WSLB	Ogdensburg, N. Y.	547
WSLI	Jackson, Miss.	495
WSLS	Roanoke, Va.	685
WSM	Nashville, Tenn.	645
WSMB	New Orleans, La.	450
WSMI	Litchfield, Ill.	414
WSNJ	Bridgeton, N. J.	519
WSNW	Seneca, S. C.	634
WSNY	Schenectady, N. Y.	552
WSOC	Charlotte, N. C.	558
WSON	Henderson, Ky.	441
WSOO	Saulte Ste. Marie, Mich.	483
WSOY	Decatur, Ill.	411
WSPA	Spartansburg, S. C.	634
WSPB	Sarasota, Fla.	384
WSPC	Anniston, Ala.	313
WSPD	Toledo, O.	584
WSPR	Springfield, Mass.	468
WSRS	Cleveland, O.	579
WSSB	Durham, N. C.	559
WSSO	Starkville, Miss.	496
WSSV	Petersburg, Va.	684
WSTC	Stamford, Conn.	369
WSTP	Salisbury, N. C.	568
WSTS	Southern Pines, N. C.	568
WSTV	Steubenville, O.	584
WSUN	St. Petersburg, Fla.	383
WSVA	Harrisonburg, Va.	681
WSVS	Crewe, Va.	680
WSWN	Belle Glade, Fla.	374
WSYB	Rutland, Vt.	678
WSYR	Syracuse, N. Y.	553
WTAC	Flint, Mich.	477
WTAD	Quincy, Ill.	416

Station	City—State	Page
WTAG	Worcester, Mass.	469
WTAM	Cleveland, O.	579
WTAL	Tallahassee, Fla.	384
WTAN	Clearwater, Fla.	374
WTAO	Cambridge, Mass.	464
WTAQ	La Grange, Ill.	413
WTAR	Norfolk, Va.	683
WTAW	College Station, Tex.	652
WTAX	Springfield, Ill.	418
WTBC	Tuscaloosa, Ala.	322
WTBF	Troy, Ala.	321
WTBO	Cumberland, Md.	459
WTCH	Shawano, Wis.	706
WTCJ	Tell City, Ind.	425
WTCM	Traverse City, Mich.	483
WTCN	Minneapolis-St. Paul, Minn.	487
WTCO	Campbellsville, Ky.	440
WTEL	Philadelphia, Pa.	617
WTHI	Terre Haute, Ind.	426
WTHT	Hartford, Conn.	367
WTIC	Hartford, Conn.	367
WTIK	Durham, N. C.	559
WTIP	Charleston, W. Va.	695
WTJH	East Point, Ga.	392
WTJS	Jackson, Tenn.	640
WTMA	Charleston, S. C.	629
WTMC	Ocala, Fla.	381
WTMJ	Milwaukee, Wis.	705
WTMV	East St. Louis, Ill.	412
WTNB	Birmingham, Ala.	315
WTNC	Thomasville, N. C.	569
WTND	Orangeburg, S. C.	633
WTNJ	Trenton, N. J.	522
WTNS	Coshocton, O.	580
WTNT	Tallahassee, Fla.	384
WTOB	Winston-Salem, N. C.	571
WTOC	Savannah, Ga.	396
WTOD	Toledo, O.	584
WTOK	Meridian, Miss.	496
WTOL	Toledo, O.	584
WTOM	Bloomington, Ind.	420
WTON	Staunton, Va.	686
WTOP	Washington, D. C.	372
WTOR	Torrington, Conn.	369
WTPR	Paris, Tenn.	645
WTPS	New Orleans, La.	450
WTRC	Elkhart, Ind.	420
WTRF	Bellaire, O.	576
WTRR	Sanford, Fla.	384
WTRY	Troy, N. Y.	553
WTSA	Brattleboro, Vt.	677
WTSB	Lumberton, N. C.	564
WTSL	Hanover-Lebanon, N. H.	517
WTSP	St. Petersburg, Fla.	384
WTSV	Claremont, N. H.	517
WTTH	Port Huron, Mich.	482
WTTM	Trenton, N. J.	522
WTTN	Watertown, Wis.	707
WTTS	Bloomington, Ind.	420
WTTT	Coral Gables, Fla.	374
WTUX	Wilmington, Del.	371
WTVB	Coldwater, Mich.	473
WTVL	Waterville, Me.	454
WTWA	Thomson, Ga.	397
WTWN	St. Johnsbury, Vt.	678
WTWT	Stevens Point, Wis.	706
WTXL	West Springfield, Mass.	468
WTYC	Rock Hill, S. C.	634
WTYS	Marianna, Fla.	379
WULA	Eufaula, Ala.	316
WUSJ	Lockport, N. Y.	536
WUSN	Charleston, S. C.	629
WVAM	Altoona, Pa.	602
WVCG	Coral Gables, Fla.	374
WVCH	Chester, Pa.	605
WVEC	Hampton, Va.	681
WVET	Rochester, N. Y.	551
WVIM	Vicksburg, Miss.	497
WVJP	Caguas, P. R.	713
WVJS	Owensboro, Ky.	444
WVLK	Versailles, Ky.	445
WVLN	Olney, Ill.	415
WVMC	Mt. Carmel, Ill.	415
WVMI	Biloxi, Miss.	491
WVNJ	Newark, N. J.	520
WVOK	Birmingham, Ala.	315
WVOM	Boston, Mass.	464
WVOP	Vidalia, Ga.	398
WVOS	Liberty, N. Y.	536
WVOT	Wilson, N. C.	570
WVPO	Stroudsburg, Pa.	623
WVVW	Fairmont, W. Va.	696
WWBZ	Vineland, N. J.	522
WWCA	Gary, Ind.	422
WWCO	Waterbury, Conn.	370
WWDC	Washington, D. C.	373
WWEZ	New Orleans, La.	450
WWGP	Sanford, N. C.	568
WWGS	Tifton, Ga.	397
WWHG	Hornell, N. Y.	534
WWIN	Baltimore, Md.	459
WWJ	Detroit, Mich.	475
WWL	New Orleans, La.	451
WWNC	Asheville, N. C.	557
WWNF	Fayetteville, N. C.	560
WWNH	Rochester, N. H.	518
WWNR	Beckley, W. Va.	694
WWNS	Statesboro, Ga.	396
WWNY	Watertown, N. Y.	554
WWOD	Lynchburg, Va.	682
WWOL	Buffalo, N. Y.	529
WWON	Woonsocket, R. I.	628
WWPA	Williamsport, Pa.	625
WWPB	Miami, Fla.	380
WWPF	Palatka, Fla.	392
WWPG	Palm Beach, Fla.	382
WWRL	Woodside, N. Y.	555
WWSC	Glens Falls, N. Y.	534
WWSO	Springfield, O.	584
WWSR	St. Albans, Vt.	678
WWST	Wooster, O.	585
WWSW	Pittsburgh, Pa.	619
WWVA	Wheeling, W. Va.	700
WWWB	Jasper, Ala.	319
WWWF	Fayette, Ala.	316
WWWR	Russellville, Ala.	321
WWWW	Rio Pedras, P. R.	715
WWXL	Peoria, Ill.	416
WWYO	Pineville, W. Va.	698
WXAL	Demopolis, Ala.	316
WXGI	Richmond, Va.	685
WXKW	Albany, N. Y.	527
WXLT	Ely, Minn.	485
WXLW	Indianapolis, Ind.	423
WXRA	Buffalo-Kenmore, N. Y.	531
WXRF	Guayama, P. R.	713
WXYZ	Detroit, Mich.	476
WYVE	Wytheville, Va.	686
WZIP	Covington, Ky.	440
WZOB	Ft. Payne, Ala.	317

ALABAMA

Estimated Population 2,920000—Increase +3.1%—Homes 744,500
Radio—766,000—Stations in State 61

WAVU
ALBERTVILLE—1948

Frequency: 630 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Sand Mt. Bcstg. Service
Business-Studio Address.....P. O. Box 149
Phone Number 630
News Service .....AP
Transcription Service .....World
Pres., Comm. Gen. Mgr.....Pat M. Courington
Commercial Mgr.....Eaton P. Govan, Jr.
Program Director.....Annette Abercrombie
Chief Engineer.....Glenn Abercrombie

WRFS
ALEXANDER CITY—1947

Frequency: 1050 Kc.....Power: 1,000 Watts d.
Owned-Operated By...Pieomont Service Corp.
Business-Studio Address .....Main St.
Phone Number 1050
Transmitter Location.....West End
News Service .....UP
Transcription Service .....Thesaurus
Representative.....Sears & Ayer
Membership .....NAB
President.....James L. Coley
Gen.-Station-Com. Mgr.....Lem Coley
Program Director .....Bob McKinnon
Publicity Director.....Jim Murphy
Chief Engineer.....James W. Whatley
Consulting Engineer.....Claude Grey

WCTA
ANDALUSIA—1946—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Andalusia Bcstg. Co., Inc.
Address .....Sanford Rd.
Phone Number 844
Air Time.....5:30 a.m.-10:30 p.m.
Transmitter .....Sanford Rd.
News Service .....UP
Transcription Service .....World
Membership .....NAB
Executive V.P., Gen. Mgr.....J. Dige Bishop
Commercial Manager.....James Miller
Sales Prom. Mgr.....Guy Williams
Prog. Dir.....Christine Hardage
Chief Engineer & Comm. Mgr.....Bill Bates
Consulting Engineer.....Claude Gray

WHMA
ANNISTON—1938—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Anniston Bcstg. Co., Inc.
Business-Studio Address.....Radio Bldg.
Phone Number 2380-368
Air Time.....5:45 a.m.-11 p.m.
Transmitter.....1401 W. 15th St.
News Service .....UP
Transcription Service .....World
Representative.....Sears & Ayer
Membership .....NAB
President.....Harry M. Ayers
Gen.-Sta. Mgr.....Malcolm Street
Prom. Mgr.....Fletcher Walker
Commercial Mgr.....Lurline M. Smollon
Program Director.....Rose Ponder
Prod. Dir.....Bob Sanders
Publicity Dir.....Dewitt Carmichael
Chief Engineer.....James A. Hudson
Farm Editor.....A. S. Mathews
Chief Engineer.....James A. Hudson
Consulting Engineer.....Claude M. Gray

WSPC
ANNISTON—1949—MBS

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Operated By....Model City Bcstg. Co.
Business Address.....Jefferson Davis Hotel
Phone 1850
Air Time.....Unlimited
News Service .....AP
Transcription Service .....Standard
Representative .....Walker
President.....Stanton B. Ingram
Gen., Sta. Mgr.....W. S. Weatherly
Commerical Manager.....John Orrison
Sales Prom. Mgr.....Walter Rankin, Jr.
Program Director.....Mary Ethel Rosenberg
Production Director.....Robert W. Bandy
Publicity Director.....Sara F. Jackson
Chief Announcer.....Lou Garris
News Director.....Bill Roberson
Musical Director.....Bettie Russell
Chief Engineer.....Thomas B. Atkins
Consulting Engineer.....Claude M. Gray

WJMW
ATHENS—1948—ABS

Frequency: 1010 Kc.....Power: 250 Watts d.
Owned-Operated By...Athens Bcstg. Co., Inc.
Business-Studio-Transmitter Address..Hines St.
Phone Number 565
News Service .....AP
Transcription Service .....Capitol
Pres.-Gen.-Comm. Mgr....Homer F. Dunnavant
Pgm.-Mus.-Pub. Dir.....Robert V. Dunnavant
Production Director.....Virginia Miller
Chief Engineer.....William G. Mitchell
Farm Editor.....Robert E. Lankford
Consulting Engineer.....Charles Dorris

WATM
ATMORE—1949

Frequency: 1580 Kc.....Power: 250 Watts
Owned-Operated By.....Southland Bcstg. Co.
Address .....Main St.

News Service ..... UP
President ..... John B. McCrary
General Manager ..... Cyril W. Reddoch
Program Director ..... Herbert R. Weston

WAUD

AUBURN—1947—LIBERTY

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Operated by ..... Auburn Bcstg. Co.
Business Address ..... Box 350
Phone Number 1240-1
Studio Transmitter ..... Montgomery Hway.
Air Time ..... 6 a.m.-Midnight
News Service ..... AP
Transcription Service ..... World
Pres., Gen.-Station Mgr. ..... Elmer G. Salter
Pgm., Prod., Pub. Dir. ..... Earl Andrews
Chief Engineer ..... Ted Bellon
Consulting Engineer ..... C. I. Shelkofsky

WBCO

BESSEMER—1950

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Bessemer Bcstg. Co.
Address ..... 1720 Third Ave.
Phone Number 4880
News Service ..... INS
Transcription Service ..... Langworth
Pres., Gen. Mgr. ..... J. E. Lanier
Commercial Manager ..... W. L. Jarrard
Program Director ..... Lloyd Williams
Chief Engineer ..... Jack Warden

WJLD

BESSEMER—1942

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned By ..... Johnston Bcstg. Co.
Business Address ..... Box 147
Phone Nos. Bessemer 2300; Birmingham 6-6172
Transmitter Birmingham Bessemer Super H'way
News Service ..... INS
Pres.-Gen. Mgr. ..... George Johnston, Jr.
Station Mgr. ..... James E. Connolly
Comm. Mgr. ..... Clay Coe
Sales Prom. Mgr. ..... Ganus Scarborough
Program Director ..... Jane Marlindale
Prod., Mus. Dir. ..... Annette Simmons
Publicity Director ..... Mary Patterson
News Director ..... Bob Umbach
Farm Editor ..... Otis Dodge
Chief Engineer ..... Maurice McKinney
Consulting Engineer ..... Lohres & Culver

WAPI

BIRMINGHAM—1922—CBS

Frequency: 1070 Kc. ..... Power: 5000 Watts
Owned By ..... Univ. of Ala., Ala. Polytechnic Inst., Ala. Coll.
Operated By ..... Voice of Ala., Inc.
Address ..... 701 Protective Life Bldg.
Phone Number 3-8116
Transmitter ..... Sandusky, Ala.
News Service ..... UP
Transcription Service ..... World
Representative ..... Radio Sales
Membership ..... NAB, BMB, BAB
Chairman of the Board ..... Edward L. Norton
President-General Mgr. ..... Thad Holt
Comm. Mgr. ..... C. P. Persons, Jr.
Program Director ..... Lionel F. Baxter
Production Director ..... Maury J. Farrell
News Dir., Farm Editor ..... John McCune
Chief Announcer ..... Clint Blakely
Chief Engineer ..... James L. Evans

WBRC

BIRMINGHAM—1925—NBC

Frequency: 960 Kc. ..... Power: 5000 Watts
Owned-Oper. By ..... Birmingham Bcstg. Co., Inc.
Address ..... 1727½ 2nd Ave., N.
Phone Number 4-7741
Transmitter Location ..... 2400 Arkedelphia Rd.
News Service ..... INS, AP
Transcription Service ..... Standard, Lang Worth
Representative ..... Paul H. Raymer Co.
Membership ..... NAB, FMA
President ..... Eloise S. Hanna
Gen. Manager ..... G. P. Hamann
Commercial Manager ..... Don D. Campbell
News, Pgm. Dir. ..... W. H. McCain
Prom. Mgr. ..... John T. Orr
Chief Engineer ..... G. P. Hamann
Farm Editor ..... Don Norman

WEDR

BIRMINGHAM—1949

Frequency: 1220 Kc. ..... Power: 1000 Watts d.
Owned-Operated By ..... Magic City Bcstg. Co.
Business Address ..... 1417 Fourth Ave. N.
Phone Number 4-0925
President, Gen. Mgr. ..... J. E. Reynolds
V. P. ..... Mrs. Leah L. Doss
Secty.-Treas., Comm. Mgr. ..... John A. Thompson
News Director ..... W. E. Daniels, Jr.
Pgm. Dir. ..... Claudia Jackson
Chief Engineer ..... John F. Cram

WKAX

BIRMINGHAM—1945

Frequency: 900 Kc. ..... Power: 1000 Watts d.
Owned-Operated ..... Courier Bcstg. Service, Inc.
Address ..... 216½ N. 21 St.
Phone Number 54-2541
Transmitter Location ..... 231 21st Ave., West
News Service ..... UP
Representative ..... Hal Holman Co.
Pres., Sta. Mgr. ..... Glenn V. Tingley
Sales Prom. Mgr. ..... Harold Tingley
Program Director ..... Jimmy Kirby
Chief Announcer ..... Stan Vainrib
Chief Engineer ..... Stanley L. Hawkins
Consulting Engineer ..... Claude Gray

WSGN

BIRMINGHAM—1927—ABC

Frequency: 610 Kc....Power: 5000d.; 1000 n.
Owned-Operated.....Birmingham News Co.
Business Address.....P. O. Box 2553
Phone Number.....4-3434
Studio Address.....YWCA Bldg.
Transmitter Location.....Fair Grounds
Newspaper Affiliation.....Birmingham News
News Service.....AP
Air Time.....5 a.m.-Midnight
Representative.....Headley-Reed
Membership.....NAB
Managing Director.....Henry P. Johnston
Commercial Manager.....J. Harry Calloway
Pgm. Dir.....Craig Lowe
Dir. of Prom. & Res.....Alfred Greenberg
Chief Engineer.....J. V. Sanderson
Consulting Engineer.....Gautney & Ray

WTNB

BIRMINGHAM—1946—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Pilot Bcstg. Corp.
Address.....3427 27th Ave. N.
Phone Number.....4-4511
Air Time.....6-12 Midnight
Representative.....Taylor Co.
President.....Roy F. Hofheintz
General Manager.....Gerard N. Irwin
Program Director.....Charles White McGehee
Chief Announcer.....Bill Henning
Chief Engineer.....Ray Lowery

WVOK

BIRMINGHAM—1947

Frequency: 690 Kc....Power: 50,000 Watts d.
Owned-Operated By.....Voice of Dixie Inc.
Business Address.....P. O. Box 2468,
Phone Number.....6-2924
Transmitter.....Bessemer Super Highway
News Service.....UP
Transcription Service.....Capitol
Representative.....Radio Reps., Inc.
Pres., Gen. Sta. Mgr.....Iralee W. Benns
Com. Sales Prom. Mgr.....William J. Brennan
News Director.....Dan Brennan
Program Director.....Ira Leslie
Farm Editor.....Fred Wamble
Chief Engineer.....William J. Brennan
Consulting Engineer.....W. E. Berns, Jr.

WEBJ

BREWTON—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Brewton Bcstg. Co.
Address.....Brewton, Ala.
Air Time.....6 a.m.-11 p.m.
Phone Number.....1000
News Service.....AP
Transcription Service.....SESAC, Associated
Membership.....NAB
Pres., Sta. Mgr.....W. Emmett Brooks
Vice-Pres.....William E. Brooks, Jr.
Commercial Manager.....W. Emmett Brooks
Program Director.....Charles Land
Chief Engineer.....R. D. Craig
Consulting Engineer.....Claude Gray

WKLF

CLANTON—1949—KBS

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Operated By..Southeastern Bcstg. Co.
Bus.-Studio Address.....Clanton
Phone Number.....449
Transmitter Location.....Selma Highway
News Service.....AP
Transcription Service.....World, Capitol
Representative.....Thomas F. Clarke
President.....Dr. J. Kelley Robinson
Gen.-Station-Comm. Mgr.....Robert B. Taber
Program Director.....Paul Reid
Chief Engineer.....Lester Carter
Consulting Engineer.....Claude Gray

WFMH

CULLMAN—1950

Frequency: 1300 Kc.....Power: 1000 Watts d.
The Voice of Cullman

WKUL

CULLMAN—1946—LIBERTY

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Cullman Bcstg. Co.
Business, Studio, Trans. Address.....Cullman
Phone Number.....864
News Service.....AP
Transcription Service.....World
Pres., Gen. Mgr.....Hudson C. Millar, Jr.
Program Director.....Lon Waters
Chief Announcer.....Jay Aldredge
Chief Engineer.....Arthur Bachmann
Consulting Engineer.....Claude Gray

WHOS

DECATUR—1948

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Operated By..No. Alabama Bcstg. Co.
Business-Studio Address.....212 Jackson St.
Transmitter Location.....Flynn Street
Air Time.....Sunrise-Sunset
Phone Number.....991
News Service.....UP
Transcription Service.....Capitol
Partners....Claudia E. Kinney, D. T. Kinney
Gen., Comm. Mgr.....Louis C. Blizzard
Sales Prom. Mgr.....W. H. Gibson
Pgm. Farm Dir.....Jim Fust
Chief Engr.....Melvin Cryer

WMSL

DECATUR—1935—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Address.....P. O. Box 411
Phone Number 802-803
Transmitter Location.....Danville Rd.
Air Time.....6:00 a.m.-10:15 p.m.
News Service .....AP
Transcription Service .....World
Pres., Gen., Sta. Mgr.....Frank Whisenant
Comm. Mgr.....Cletus Quick (Natl.)
Prom. Mgr. (Local Sales Mgr.)....Frank Hood
Prog. Dir., Chief Announcer.....Cletus Quick
Musical Director.....Wayne Sims
Chief Engineer.....J. V. Roser

WXAL

DEMOPOLIS—1947—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Demopolis Bcstg. Co.
Business Address.....Radio Bldg.
Phone Number 400
News Service .....AP
Transcription Service .....World
General Manager.....W. M. Jordan
Station Manager.....T. H. Gaillard, Jr.
Pgm. Dir.....Leo Hart
Chief Engineer.....John T. Larkin, Jr.

WAGF

DOTHAN—1932—MBS

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Operated By.....Dothan Bcstg. Co.
Address.....204½ E. Main Street
Phone Number.....2-9100
Transmitter Location.....Headland Highway
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service .....World
Representative.....Joseph Hershey McGillvra
Membership .....NAB
General Manager.....Julian C. Smith
Comm. Mgr.....Fred C. Moseley
Program Director.....J. Arthur Creamer
Chief Engineer.....John T. Hubbard

WDIG

DOTHAN—1947—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Houston Bcsters.
Business-Studio Address.....107 E. Adams St.
Phone Number.....3-4100
Transmitter.....State Hway., 52.1 Mi. E. City
News Service .....UP
Representative .....Cummings Reiner
Pres., Gen. Mgr.....Jess Swicegood
News Director.....Wayne Mosely
Pgm. Dir.....John Ingersoll
Chief Engineer.....Charles Lawshe
Farm Editor.....Joe Holloway

WOOF

DOTHAN—1948

Frequency: 560 Kc.....Power: 1000 Watts d.
Owned-Operated By....Dowlander Bcstg. Co.
Business-Studio Address.....110½ So. Foster
Phone Number 2-5600
Transmitter Location.....Radio Road
News Service .....UP
Transcription Service .....Capitol
Representative.....Sears & Ayer
Membership .....BMB
Gen., Sta. Mgr.....R. A. Dowling, Jr.
Commercial Manager.....Johnny LaCarter
Chief Engineer.....Sam Campbell
Consulting Engineer.....William E. Bennes

WIRB

ENTERPRISE—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..The Wiregrass Bcstg. Co.
Business Address.....Dothan Hiway.
Phone Number 30
News Service .....UP
Transcription Service .....World
Partners.....R. E. James, F. H. James, R. M. Stanford
Gen., Comm. Mgr.....J. Wesley Gardner
Pgm. Dir.....Harry Gilder
Chief Engineer.....James C. Smith

WULA

EUFAULA—1948—MBS—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Ala.-Ga. Bcstrs., Inc.
Business-Studio-Trans. Address....Radio Bldg.
Phone Number 745
Transmitter Loc.....Dothan Hway. 1 mi. So.
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service .....World
Representative .....Dodson
Membership .....NAB
President.....Edward P. Fussell
Gen. Comm.-Pgm. Dir.....Lee S. Bullis
Chief Engineer.....Hugh G. Chastain
Consulting Engr.....Claude M. Gray

WWWF

FAYETTE—1949

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Operated By.Bankhead Bcstg. Co., Inc.
Address .....Jasper
Phone Number 200
Transmitter Loc.....Hway. 43
Air Time.....Sunrise-Sunset
News Service .....UP
President.....W. W. Bankhead
General Manager.....James Reeese
Station Manager.....Jack Black
Chief Engineer.....Orval Herman

WJOI

FLORENCE—1946—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Florence Bcstg. Co., Inc.
Address.....850 S. Court St.
Phone Number 2608
Air Time .....6 a.m.-M.
Pres., Gen.-Sta. Mgr.....Joe T. Van Sandt
Commercial Manager.....Dorothy S. Lester
Sales Prom. Mgr., Pgm. Dir.....Harry Hearst
Chief Announcer.....Pete Bingham
Chief Engineer.....Paul Shannon

WMFT

FLORENCE—1945—KBS-ALA.

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Tri-Cities Bcst. Co.
Bus. Add..800 Cypress Mill Rd., P. O. Box 477
Phone Number.....42 & 1934
Studio-Transmitter.....800 Cypress Mill Rd.
News Service.....AP
Air Time.....6 a.m.-Midnight
President.....Milton S. Killen
General Manager.....James L. Garrett
Commercial Manager.....Charles Dickson
Sales Prom. Mgr.....Theda C. England
Program Director.....Len Hensel
Chief Engr. & Anncr.....Lee Malone
Consulting Engineer.....Claude Gray

WFPA

FT. PAYNE—1950—MBS-ABS

Frequency: 1400 Kc.....Power: 250 watts
Owned-Operated By.....Killian Bcstg. Co.
Address: .....Stallworth Building
Phone Number 850
News Service .....INS
Pres., Gen. Mgr.....J. Louis Killian
Commercial Manager.....Jim Bell

WZOB

FT. PAYNE—1950

Frequency: 1250 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Ft. Payne on the Air
Address.....P. O. Box 255
Phone Number 1096
News Service .....UP
Transcription Service .....Thesaurus
Gen. Comm. Manager.....Glenn M. Cravitt
Program Director.....Lester Haston
News Dir., Chief Engr.....Jess R. Moore

WGAD

GADSDEN—1947—ABC—ABS
ALA. BROADCASTING SYSTEM

Frequency: 1350 Kc.
Power: 5000 Watts d., 1000 n.
Owned-Oper. By....General Newspapers, Inc.
Address.....520 Chestnut St.
Phone Number.....5641, 5642
Transmitter Location.....Attalla, Ala.
Newspaper Affiliation.....Gadsden Times
News Service .....UP
Transcription Service .....World
Station Rep.....General Advertising Service
Membership.....NAB, BMB, BAB
President .....Carmage Walls
Gen., Comm. Mgr.....Joel Robertson
Sales Prom. Mgr.....Joel Robertson
Program Director.....Frances Seal
Publicity Director.....Joel Robertson
News Dir., Chief Anncr.....Bob Foster
Chief Engineer.....Halley D. Williams
Consulting Engineer.....Claude M. Gray

WGWD

GADSDEN—1947

Frequency: 570 Kc.....Power: 1000 Watts d.
Business Address.....P. O. Box 128
Phone Number 6-6301-2
Transmitter Location.....Cranford Chapel Rd.
Air Time.....4 a.m.-Sunset
News Service .....UP
Transcription Service.....Associated
Representative.....O. L. Taylor Co.
Membership.....NAB, BAB, ABA
Gen., Comm. Mgr.....Kenneth L. Wood
Music Director.....Neal Miller
Chief Engineer.....Gaston Anderson
Consulting Engineer.....Claude M. Gray

WJBY

GADSEN—1928—ABS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Gadsden Bcstg. Co., Inc.
Address.....108 Broad Street
Phone Number 6-3381
Transmitter Location.....108 Broad St.
News Service .....AP
Representative.....Sears & Ayer
President.....Bascom H. Hopson
Gen. Mgr., Pgm. Dir.....Beatrice Tate Benton
Comm. Mgr.....Sam A. Benton
Chief Engineer.....Glen Nichols
Consulting Engineer.....Claude Gray

WGYV

GREENVILLE—1948—ABS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Greenville Bcstg. Corp.
Business Address.....P. O. Box 227
Air Time.....6 a.m.-10 p.m.
Phone Number 585
Transmitter Location.....Luverne Highway
News Service .....UP
Transcription Service .....World
Representative .....Continental

Gen., Sta., Comm. Mgr.....W. H. Miller, Jr.
Chief Engineer.....Winton Beaver
Consulting Engineer.....Claude Gray

WGSV

GUNTERSVILLE—1950

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Operated By....Guntersville Bcstg. Co.
Address.....P. O. Box 32
Phone Number 4131
News Service .....UP
Transcription Service .....Capitol
President .....Trent Moore
Vice-Pres.....Hon. Albert Rains
Secy.-Treas.....E. L. Roberts
Gen., Comm. Mgr.....Edward Z. Carrell
Program Director Ray McClendon
Chief Engineer.....Welch Huckaby

WJBB

HALEYVILLE—1949—ABS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Haleyville Bcstg. Co.
Phone Number 389
Air Time.....6 a.m.-10 p.m.
News Service .....UP
Transcription Service .....Capitol
Partners....H. E. Ray, Guy Ray, Roy Mayhall
Gen., Comm., Mgr.-Pgm. Dir...S. L. Masden, Jr.
Program Director.....Carl Pugh
Chief Engineer.....Chris Christensen
Consulting Engineer.....Claude Gray

WERH

HAMILTON—1950

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned-Operated By.Marion County Bcstg. Co.
Phone Number 120
News Service .....AP
Transcription Service .....Langworth
Station Representative .....McGillvra
Pres., Gen., Prom. Mgr.....Hugh J. Fite
Commercial Manager.....Lecil C. Mixon
News Director.....Don W. Hall
Chief Engineer.....Charles B. Tucker
Farm Editor.....Johnnie Lott

WBHP

HUNTSVILLE—1937—MBS—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Wilton H. Pollard
Bus.-Studio Address.....318 W. Clinton.
Phone Number.....313
Transmitter Location.....Athens Pike
Air Time.....6 a.m.-11 p.m.
News Service .....UP
President.....Wilton H. Pollard
Gen. Mgr.-Pgm. Director,
Chief Engineer.....William G. Harris
Commercial Manager.....Mrs. Ruth Harris
News Dir., Chief Anncr.....Grady Reeves

WFUN

HUNTSVILLE—1946—ABS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Huntsville Bcstg. Co., Inc.
Transmitter Address.....410 W. Holmes St.
Phone Number 2424
Air Time.....6 a.m.-M.
News Service.....AP
Representative.....Sears & Ayers
Pres., Gen., Comm. Mgr.....J. B. Falt, Jr.
Prom. Sta. Mgr.-Prog. Dir.....John Garrison
Chief Announcer.....Earl Fisher
Musical Director.....Malcolm Tate
Chief Engineer.....John Garrison
Farm Editor.....Lloyd Little

WHBS

HUNTSVILLE—1946—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By...The Huntsville Times Co.
Phone Number.....2345
Transmitter.....N. Church St.
Air Time.....5:55 a.m.-11:05 p.m.
News Service.....AP
Membership .....NAB, BAB

AP SELLS

For Stations and Sponsors —

For instance . . . . WSFA

"In addition to our network news, we produce four 15-minute, two 10-minute and two 5-minute AP news and sports programs of our own daily. These are 100 per cent sponsored. Our 5:30 p.m. 'Standard Oil Reporter' is especially popular."

HOWARD E. PILL,
President,
WSFA, Montgomery, Ala.

Representative ..... Headley-Reed
President.....Henry P. Johnston
General Manager.....Jack Langland
Station Manager.....B. W. Randa
Production Director.....Lillian Woedall
Chief Annor., Pgm. Dir.....N. C. Milwee, Jr.
Chief Engineer.....J. V. Sande son
Farm Editor.....Boyd Evans
Consulting Engineer.....Gautney & Ray

WPBB

JACKSON—1950

Frequency: 1290.....Power: 1000 Watts d.
Owned-Operated By.....W. P. Thielens, W. M. Jordan, T. H. Gaillard, Jr.
News Service .....AP
Transcription Service .....Sesac
General Manager.....T. H. Gaillard, Jr.
Commercial Manager...Philip G. English, Jr.
Pgm., News Dir.....Charles Ballas
Chief Engineer.....Edgar C. Henson
Farm Editor.....Leeonard Miller

WWWB

JASPER—1946—KBS, LBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By .Bankhead Bcstg. Co., Inc.
Business Studio Address.....Bankhead-Long Building
Phone Number 100
Transmitter Location:.....W. 20th St.
Air Time .....6 a.m.-M.
News Service .....AP
Membership .....NAB
President.....W. W. Bankhead
Prom., Gen. Mgr.....James E. Reese
Commercial Mgr.....Wm. C. Edgemon
Program News Director.....Bobby Jones
Chief Engineer.....Roger A. Wells

WABB

MOBILE—1948—ABC

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Oper. By...Mobile Press Register, Inc.
Business Address.....304 Government St.
Phone Number 3-1551
Transmitter.....Eight Mile, Ala.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service.....World, SESAC
Representative .....Branham Co.
Membership .....NAB
President.....R. B. Chandler
Executive V.P.....W. J. Hearin, Jr.
Sta., Comm. Mgr.....Dewey H. Long
Program Director.....Carl G. Haug
Publicity Director.....Phillip Forrest
News Director.....Jack Bitterman
Chief Engineer.....William H. Murphree
Consulting Engineer.....Chambers Harrison

WALA

MOBILE—1930—NBC

Frequency: 1410 Kc.....Power: 5000 Watts
Owned-Operated By.....Pape Bcstg. Co., Inc.
Bus.-Studio Address.....210 Government St.
Phone Number 3-3756
Transmitter.....Cochran Bridge Causeway
Air Time .....6 a.m.-M.
News Service .....AP
Transcription Service .....Standard
Representative .....Headley-Reed
President .....W. O. Pape
General Sta. Mgr.....H. K. Martin
Commercial Manager.....A. Treadway
Program Director.....Al Homan
Chief Engineer.....R. B. Hurley

WKAB

MOBILE—1947—LIBERTY

Frequency: 840 Kc.....Power: 1000 Watts d.
Owned-Operated By...Pursley Bcstg. Service
Business-Studio Address.....Box 1306
Phone Number 7-6345
Transmitter .....Donald St.
Air Time.....Local sunrise-local sunset
Transcription Service.....SESAC, Langworth
Representative.....Ind. Met. Sales; Dodson
Membership .....NAB
General Manager.....Louise P. Pursley
Commercial Mgr.....R. H. Moore
Program Director.....J. T. Jackson
Sales Prom. Mgr.....J. H. Johnson
Publicity Director.....R. H. Moore
Production Director.....Mary L. Lemon
Chief Announcer.....Ross Smitherman
Chief Engineer.....Gene Miller

WKRG

MOBILE—1946—CBS

Frequency: 710 Kc Power: 1000 W. d.; 250 W. n.
Owned-Operated By.....Giddens & Rester
Bus.-Studio-Trans. Address.....Telegraph Rd.
Phone Number 2-6789
Air Time.....Unlimited
News Service.....AP
Transcription Service...Lang-Worth, Standard
Representative.....Adam J. Young, Jr.
Gen., Station Mgr.....F. E. Busby
Commercial Manager.....John E. Waller
Pgm., Prod. Dir.....Walter Turner
Chief Engineer.....Richard M. Cole
Consulting Engineer..Comm. Radio Equipment Co.

WAPX

MONTGOMERY—1947—ABC

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Operated By.....United Bcstg. Co.
Business, Studio Address....116 Catoma St.
Phone Number 3-7569

Transmitter Location.....End of Blackburn St.
News Service.....UP
Transcription Service.....Lang-Worth, SESAC
Representative.....Walker Co.
Pres., Gen. Mgr.....Thomas E. Martin
Comm.-Sales Prom. Mgr.....Hoke Williford
Pgm., Musical Dir.....James Reed
Chief Engineer.....Owen Lehr
Farm Editor.....Bob Chisholm

WCOV

MONTGOMERY—1939—CBS

Frequency: 1240Kc.....Power: 250 Watts
Owned-Oper. By.Estate of G. W. Covington, Jr.
Business-Studio Address.....Exchange Hotel
Phone Number.....5781
Transmitter.....Narrow Lane Rd.
News Service.....UP
Transcription Service.....Associated
Representative.....O. L. Taylor Co.
Membership.....NAB
General Manager.....Hugh M. Smith
Commercial Manager.....Joe Petrauka
Program Director.....Walter Spiro
News Director.....Tom Doron
Chief Engineer.....W. D. Weatherly
Farm Editor.....John McCune

WJJJ

MONTGOMERY—1948—MBS

Frequency: 1170 Kc...Power: 10,000 Watts d., 1000 n.
Owned-Oper. By.....Southern Bcstg. Co., Inc.
Business-Studio Address..115½ Commerce St.
Transcription Service.....Thesaurus
Representative.....Weed
Membership.....NAB
President.....Joseph G. Mathews
General Manager.....John C. Hughes
Commercial Manager....Herbert A. McLendon
Program Director.....E. Caldwell Stewart
Promotion Manager.....E. J. Duke
Chief Engineer.....A. Fred Wright

WMGY

MONTGOMERY—LIBERTY

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Dixie Bcstg. Co.
Business-Studio Address.....4 S. Perry St.
Transmitter Location....E. of Greenwood Cem.
Transcription Service.....World
Representative.....Robert Meeker
President.....Dr. S. D. Suggs
General Manager.....Thomas W. Sewell
Commercial Manager.....Eron B. Ingle
Sales Prom. Mgr.....Hugh Webb
Program Director.....Frank Monteleone
Production Director.....Roberta Frost
News Director.....Felix Robinson
Chief Engineer.....John D. Lamar
Farm Editor.....Crawford Roquemore

WSFA

MONTGOMERY—1930—NBC

Frequency: 1440Kc.....Power: 1000 Watts
Owned-Oper. By.Montgomery Bcstg. Co., Inc.
Business Address.....P. O. Box 1031
News Service.....AP
Transcription Service.....World, Standard
Representative.....Headley-Reed
Pres., Gen. Mgr.....Howard E. Pill
Asst. to Pres.....David E. Dunn
Local Sales Mgr.....William W. Hunt
National Sales Dir.....Julia Looney
Program Director.....Lee Gooch
Publicity Director.....Alice Mayfield
Chief Announcer.....J. A. Wolf
News Director.....Marguerite Daniel
Chief Engineer.....Cliff Shelkofsky

WLAY

MUSCLE SHOALS—1933—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned Oper. By...Muscle Shoals Bcstg. Corp.
Business Address.....P. O. Box 230, Sheffield
Transmitter Location..E. 2nd St., Sheffield, Ala.
News Service.....UP
Representative.....Devney & Co.
President.....Frank M. Farris, Jr.
General Mgr.....W. A. Reeves, Jr.
Comm. Manager.....Eulus Whitehead
Sales Prom. Mgr.....George Manush
Program Director.....Jack Voorhies
Chief Engineer.....Lynn McMoran

WJHO

OPELIKA—1940—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned Oper. By...Opelika-Auburn Bcstg. Co.
Bus.-Studio-Trans. Address...1400 Auburn Rd.
Phone Number.....856
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....Standard, SESAC
Membership.....NAB
Gen., Station Mgr.....F. Marion Hyatt
Commercial Manager.....Jim Ownby

WELR

ROANOKE—1949—KBS

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Roanoke Bcstg. Co.
Address.....801 N. Main St.
News Service.....UP
Station Representative.....Dora Dodson
Pres., Gen., Comm. Mgr.....J. W. Buttram
Pgm., Prod. Dir.....Dick Killebrew
Chief Anncr.....Leverne Foster
Chief Engr., Farm. Editor, Consulting Engr.
Colonel J. C. Vessels

WWWR

RUSSELLVILLE—1949

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Bankhead Bcstg. Co., Inc.
Address....Bankhead-Long Bldg., Jasper, Ala.
Phone Number 647
Transmitter Location.....Underwood Rd.
Air Time.....Sunrise to Sunset
News Service .....UP
President.....Walter W. Bankhead
General Manager.....James E. Reese
Sta., Comm. Mgr.....Hal Kirby
Program Director.....James W. Elliott
Chief Engineer.....Charles G. McLellan
Consulting Engineer.....Claude M. Gray

WCRI

SCOTTSBORO—1950

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By.....Pat M. Courington
Address .....Box 394
Phone Number 123
News Service .....AP
Transcription Service .....World
President.....Pat M. Courington
Gen., Comm. Mgr.....Eaton P. Govan, Jr.
Program Director.....Halene Green
News Dir., Chief Engr., Farm Editor.R. C. Payne

WGWC

SELMA—1946—CBS

Frequency: 1340 Kc.....250 Watts., d., n.
Owned-Oper. By..Estate of G. W. Covington, Jr.
Address.....Birmingham Highway
Phone Number 2746
Air Time.....6 a.m.-11:05 p.m.
Station Repersentative.....O. L. Taylor Co.
Membership .....NAB, BAB
Gen. Mgr. & Chief Engr...John F. Townshend
Sales Prom. Mgr.....John Frazier
Program Director.....Mrs. Marie Luker
Chief Announcer.....Virgil Moore
Consulting Engineer.....T. J. Holey

WHBB

SELMA—1935—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Selma Bcstg., Inc.
Business Address.....209 Washington St.
Phone Number 1194-R
Transmitter Location .....Edgewood
Air Time.....6:30 a.m.-10:30 p.m.
Representative.....Sears & Ayer
President.....B. H. Hopson
Gen., Station, Comm. Mgr.....Julien Smith, Jr.
Pgm., Prod. Dir.....Wm. Carroll Ward
Publicity Director.....Erin Reynolds
Chief Engineer.....T. F. Kelly, Jr.
Consulting Engineer.....Claude Gray

WFEB

SYLACAUGA—1944—MBS—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Alabama Bcstg. Co.
Business-Studio Address.....P. O. Box 358
Phone Number 160
News Service .....UP
Transmitter Location....527 North Broadway
Air Time.....6 a.m.-11 p.m.
President.....E. E. Forbes, Sr.
Comm., Sta. Mgr.....George W. Carr
Program Director.....Billy Oaks
Chief Engineer.....Leonard Scott
Consulting Engr.....Claude Gray

WMLS

SYLACAUGA—1948

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Marble City Bcstg. Co., Inc.
Business Address.....11½ W. Second St.
Phone Number 1290-1234
Transmitter Address.....Highway 291 N.
Air Time .....5:45 a.m.-Sunset
News Service .....AP
Transcription Service .....Capitol
General Manager.....Curtis O. Liles, Jr.
Commercial Mgr.....Henry J. Darden, Jr.
Prom. Mgr., Pgm. Dir.....Robert M. Duck
Chief Announcer.....Marion McEwen
Chief Engineer.....James A. Fitts
Consulting Engr.....Claude M. Gray

WHTB

TALLADEGA—1945—MBS-ABS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Voice of Talladega, Inc.
Address .....Sylacauga Highway
Phone Numbers.....3733, 2614
Air Time.....6 a.m.-10:20 p.m.
News Service.....AP
Pres., Gen. Mgr.....R. A. Davidson
Program Director.....Lillian S. Davidson
Chief Announcer.....Frank Haynes, Jr.
Chief Engineer.....John Lester Fisher
Consulting Engineer.....Claude Gray

WTBF

TROY—1947—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Troy Bcstg. Corp.
Address .....College Drive
Phone Number.....980-1
News Service.....AP
Transcription Service.....World, SESAC
Membership .....NAB
President.....J. Roy Crow
News Dir., Gen. Mgr.....William C. Needham
Commercial Mgr.....Robert Tolbert
Prom. Pgm. Dir.....Jesse Jordan
Chief Engineer.....Joe W. Gilchrist

WJRD

TUSCALOOSA—1936

Frequency: 1150 Kc.....Power: 500 Watts d; 1000 Watts n.
Owned-Oper. By..Estate of James R. Doss, Jr.
Bus. Studio Address.....First Natl. Bank Bldg.
Phone Number 4464
Transmitter .....Fayette Hway., Northport
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....Walker
Membership .....NAB
General Manager.....Wilhelmina Q. Doss
Asst. Mgr., Sales Prom. Mgr.....Dick Biddle
Comm. Mgr. .....Lehman Mayer
Pgm., Prod. Dir.....Charles Welsh
Publicity Director.....Mamie Kimbrell
Chief Engineer.....J. G. Cobble

WTBC

TUSCALOOSA—1946—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Tuscaloosa Bcstg. Co.
Business-Studio Address.....City Hall Bldg.
Phone Number.....5523
Transmitter Location...15th St., across from Forest Lake
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Thesaurus
Representative:.....Sears & Ayer
Membership .....NAB
General Station Manager.....Bert Bank
Commercial Manager.....John Cooper
Program Director.....Una King
Chief Announcer.....Vic Batson
Chief Engineer.....T. H. Todd

ARIZONA

Population 749-587—Increase 50.1% ('40-'50)—Radio Homes 184,590
Families 197,200—Stations in State 26

KSUN

BISBEE—1933—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Carlton W. Morris
Address .....P. O. Drawer C, Lowell Station
Phone Number.....9
Studio-Transmitter .....Warren Rd.
Air Time.....7 a.m.-11 p.m.
Transcription Service.....World
Representative..Blair & Co., Arizona Network
President.....Carleton W. Morris
Gen., Sta., Comm. Mgr.....Jack Murphy
Pgm.-Prod. Dir., Chief Anncr....Ray Helgesen
Chief Engineer.....John Gann

KCLF

CLIFTON—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Saguaro Bcstg. Co.
Address.....15 Park Ave.
Phone Number 320
News Service .....UP
General Manager.....Chet Darwin
Station Manager.....Bob Vache

KCKY

COOLIDGE—1948—CBS

Frequency: 1150 Kc.....Power: 1,000 Watts
Owned-Oper. By.....Gila Bcstg. Co., Inc.
Address.....Roosevelt & Main Streets
Phone Number 4451
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service.....SESAC, Associated
Membership .....NAB
President.....Louis F. Long
General Manager.....Paul Merrill
Station Manager.....Bill Parady
Commercial Manager.....Ken Hooker
Pgm., News Dir.....Jim Murdock
Chief Announcer.....Bob Harbison
Chief Engineer.....Wayne Fernyhaugh
Farm Editor.....Don Graham

KAWT

DOUGLAS—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Carleton W. Morris
Phone Number 173
Transmitter Location.....W. of Douglas
Air Time.....6:30 a.m.-11 p.m.
News Service .....AP
Transcription Service .....Capitol
Station Representative.....Paul Raymer
Membership .....NAB
President.....Carleton W. Morris
Gen., Sta., Comm., Prom. Mgr., Pgm. Dir. Dusty King
Publicity Director.....Phyllis Pratt
Chief Announcer.....Tom Sheehy
News Director.....Tom Brooks
Musical Director.....Rick Hendricks
Chief Engineer.....Rick Hendricks
Farm Editor.....Dusty King

KCLS

FLAGSTAFF—1950—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Charles J. Saunders
Address .....Box 1677
Phone Number 988-J
News Service .....UP
Transcription Service .....Langworth
Owner, Gen. Mgr.....Charles J. Saunders
News Director.....Irvin Feinberg
Chief Engineer.....Charles McNeall

KGPH

FLAGSTAFF—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Flagstaff Bcstg. Co.
Address .....Weatherford Hotel
Phone Number 51
News Service .....AP
Transcription Service .....Thesaurus
General Manager.....A. S. Holm
Commercial Manager.....E. C. Phillippi
Program Director.....Mary Phillippi
Chief Engineer.....Alan J. Gardiner

KWJB

GLOBE—1938—NBC-ARIZ. BCSTG.

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Gila Bcstg. Co., Inc.
Phone Number.....41
News Service.....AP, INS, UP
Transcription Service.....Standard
Representative.....Paul H. Raymer
President.....Louis F. Long
Station, Sales Prom. Mgr....Willard Shoecraft
Commercial Manager .....Eric Manola
Chief Announcer.....Richard Beebe
Chief Engineer.....Herb J. Hanes
Consulting Engr.....Western Engr. Assn., Inc.

KGAN

KINGMAN—1949

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....J. James Glancy
Business Address.....P. O. Box 871
Phone Number.....Blue 462
Air Time .....Unlimited
News Service .....UP
Pres., Gen. Mgr.....J. J. Glancy
Comm. Mgr.....C. R. Waters
Prom. Mgr.....W. E. Adams
Pgm. Dir.....Ben Summerville
Chief Engineer.....H. L. Woodley

KTYL

MESA—1939—KBS

Frequency: 1310 Kc.....Power: 1000 Watts d., 500 Watts n.
Owned-Operated By.....Sun Valley Bcstg.
Address.....P. O. Box 885
Phone Number 5737
Transmitter Location....Mesa-Tempe Highway
News Service .....UP
Transcription Service .....Standard
Pres., Gen., Sta. Mgr.....Dwight Harkins
Commercial Manager.....Lorenzo K. Lisonbee
Program Director.....Jack Harris
Publicity Director.....Dick Gilbert
Chief Announcer.....Ben Smith
Chief Engineer.....William Harrison

KNOG

NOGALES—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Border Bcstg. Co., Inc.
Address .....Rancho Grande Hotel
Phone Number 770
News Service .....UP
Transcription Service .....World
Representative .....Gene Grant
President .....Robert Marcus
General Manager.....Samuel Marcus
Station Manager.....Harry Hambleton
Chief Engineer.....Benny Greenhaw

KIFN

PHOENIX—1949

Frequency: 860 Kc.....Power: 250 Watts d.
Owned-Operated By.....Western Bcstg. Co.
Address.....P. O. Box 430
Phone Number 3-6155
News Service .....UP
Transcription Service .....SESAC
Station Representative .....Walker
Pres., Gen. Mgr.....Frank P. Redfield
Commercial Manager.....John K. Redfield
Program Director.....Joe Alvarado
Chief Engineer.....Edgar B. Pool

KTAR

PHOENIX—1922—NBC-ARIZ. BCSTG.

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.....KTAR Bcstg. Co.
Business Studio Address...711 Heard Building
Phone Number 4-4161
Transmitter Location..36th St. & E. Thomas Rd.
Air Time.....Unlimited
News Service .....AP
Transcription Service....Thesaurus, Standard, Capitol
Representative.....Paul H. Raymer
Membership .....NAB, BAB
Ch. of Bd.....John J. Louis
Pres., Gen. Sta. Mgr.....Richard O. Lewis
Commercial Manager.....E. W. Harvey
Sales Promotion Manager..John Edwin Miller
Program Director.....J. Howard Pyle
Production Director.....Paul Hughes
Publicity Directors...Myron Drake, Bob Pollard
Musical Director.....Pierson Bancroft

PHOENIX



March 15, 1950

Hi Podnuh:

We fellers know you city folks realize Arizona's got the Grand Canyon, the desert and some cows. But do you know we got one of the best skiing areas in the country? That we've got one of the largest pine forests anywhere? That we've got a city, Phoenix, which is the 55th ranking market in the United States? That it is the center of a 3000 square mile irrigated area along the Salt River? That within the oasis there grows some of the finest cotton, citrus fruits, melons and market produce you could want anywhere? That takin' care of them crops and takin' care of the farmers and so on down the line are 329,000 people, all gathered together in one group? That these folks produce a yearly net taxable income of $538,934,048.00?

As KOOL Clem, one of our hands says, it ain't often out in the west yuh git that many folks all rounded up and reachable so's yuh kin brand 'em all at once. We just want to point out that Radio KOOL, located in Phoenix, offers you the finest, quickest and cheapest method to reach that group.

We're experienced cowhands out here. Your potential customers are herded. Let us stick your brand on 'em.

Sincerely,

Gene Autry

KOOL-CBS

ARIZONA

britches-bustin' City!

~~easy going~~ COW~~TOWN~~

We're the fastest growing
METROPOLITAN MARKET

1940 Population — 181,000
79th place nationally
1950 population — 329,000
55th place nationally

(no other metropolitan area among 1st 100 staged as big an advance)

WHEN CHOOSING ANY STATION LIST, INCLUDE US

We're the Capital

1st in total income gain
1st in passenger car registration gain
2nd in population gain (among states)

IF YOU'RE SELLING HOME EQUIPMENT, AUTO ACCESSORIES, FAMILY GOODS AND COMFORTS, YOU NEED US

We're the Southwest Crossroad

4 transcontinental highways
4 airlines
2 railroads
3 bus lines
57 truck lines

IF YOU'RE SELLING TRAVEL, ADVENTURE, ROMANCE— YOU NEED US

We're America's largest oasis

100 miles long, 30 miles wide, the Salt River Valley is the most successful irrigated agricultural project in the world. Six and seven alfalfa crops a year; highest per-acre-yield of cotton in the U. S.; one-fifth of the nation's lettuce.

IF YOU'RE SELLING WHAT THE FARMER NEEDS— YOU NEED US

We're young

We've got 50,000 veterans and families, three reactivated airfields, three colleges.

IF YOUR PRODUCT APPEALS TO YOUTH, YOU NEED US

We're a health center

Because we have the warmest, driest, sunniest weather in the country, we're a mecca for the aged and the infirm.

IF YOU'RE SELLING HEALTH, YOU NEED US

Source Data: U. S. Census Bureau, Phoenix Chamber of Commerce, Valley National Bank.

We've got people, health, wealth, sun and fun;
We've got all classes of prospective buyers

Whatever You Sell — YOU NEED KOOL!

KOOL-CBS

5,000 WATTS DAY AND NIGHT, 960 KCs

Bonus listenership: Our population increases over 35% during the tourist season; our surprisingly low rate stays a marvelous bargain.

National Representatives: GEORGE P. HOLLINGBERRY CO.

New York • Chicago • Los Angeles • San Francisco • Atlanta

News Director.....John Snow
Chief Engineer.....A. C. Anderson
Farm Editor.....Rol Laughner
Consulting Engineer.....Glenn Gillett

KOOL

PHOENIX—1947
CBS—RNA

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Operated By....Maricopa Bcsters., Inc.
Business-Studio Address.....Adams Hotel
Phone Number 2-1748
Transmitter.....Chicago & McDowell Rd.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Standard
Representative.....George P. Hollingbery
Membership .....NAB
President .....Gene Autry
Gen.-Station Mgr.....Charles H. Garland
Commercial Manager.....George E. Agnew
Program Director.....Miles Reed
Prod. Dir., Chief Anncr....Victor E. Lundberg
Publicity Director.....Larry Jonas
Chief Engineer.....Miles L. Sheperd

KOY

PHOENIX—1922—MBS, Don Lee

Frequency: 550 Kc....Power: 5000 d.; 1000 n.
Owned-Oper. by..Salt River Valley Bcstg. Co.
Address..836-838 N. Central Ave., P. O. Box 2671
Phone Number 4-4144
Transmitter.....12th St. & Camelback Rd.
Air Time .....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....John Blair
Membership .....NAB, BAB
Pres., Comm. Mgr.....John L. Hogg
Gen.-Station Mgr.....Albert D. Johnson
Program Director.....John R. Williams
Prod. Dir., Chief Anncr.....W. J. Lester, Jr.
Musical Director.....Alfred Becker
Chief Engineer.....Clifford R. Miller
Farm Editor.....Ernest Douglas
Consulting Engineer.....Jansky & Bailey

KPHO

PHOENIX—1940—ABC

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Operated By.....Phoenix Bcstg., Inc.
Business-Studio Address....Adams Hotel Bldg.
Phone Number 4-7367
Transmitter Location....2400 W. Buckeye Rd.
Air Time .....Unlimited
News Service .....INS
Transcription Service .....Lang-Worth
Membership .....NAB
President, General Mgr.....Rex Schepp
Commercial Manager.....Richard Heath
Program Director.....William Reddick
Promotion Manager.....Frank Orth
Chief Engineer.....Cliff Baker

KRIZ

PHOENIX—1950—LBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Howard M. Loeb
Address-Trans. Loc.....2345 Buckeye Rd.
Phone Number 4-8436
Air Time .....6:00 a.m.-12 M.
News Service .....UP
Station Representative .....Burn-Smith
General Manager.....Howard M. Loeb
Commercial Manager.....Arnold Gregory
Sales Promotion Manager.....James Murray
Program Director.....Larry Jonas
News Director.....Sheldon Engel
Chief Engineer.....James E. Groll

KRUX

PHOENIX—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....'Gene Burke Brophy
Bus.-Studio Address.....Hotel Westward Ho
Phone Number.....2-2371
Transmitter .....Glendale
Air Time .....Unlimited
News Service.....UP
Transcription Service .....Associated
Membership .....NAB
Pres., Gen. Sta. Mgr.....Gene Burke Brophy
Comm. Mgr.....Richard Voorhis
Program Director.....Rex Bowen
Publicity Director.....Florence Hall
Chief Announcer.....Bob Capps
Musical Librarian.....Mary Fryett
Chief Engineer.....Marvin Edwards

KYCA

PRESCOTT—1940
NBC-ARIZ. BCSTG.

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Southwest Bcstg. Co.
Business-Studio Address.....E. Gurley St.
Phone Number 244
Transmitter.....E. Gurley St.
News Service .....AP
Transcription Service .....Capitol
Representative.....Paul H. Raymer
Membership .....NAB, BMB
Pres., Gen. Sta. Mgr.....Harold Ritter
Program Director.....Roberta M. Pfister
Publicity Director.....Marcia Gates
Chief Engineer.....John E. Negley

KGLU

SAFFORD—1938—NBC

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By.....Gila Bcstg. Co.

Business-Studio Address.....1218 Sixth Ave.
Phone Number 15
Transmitter.....E. Lone Star, Highway 70
Air Time .....Unlimited
News Service.....AP, INS, UP
Transcription Service .....World
Representative.....Paul H. Raymer
Membership .....BMB
President.....Louis F. Long
General Manager.....Paul Merrill
Pgm., Prod. Dir.....Lester McBride
Sales Prom. Mgr.....Harl Barnett
Commercial Manager.....Edward E. Furman
Chief Anncr., News Dir.....Olis E. Whelan
Chief Engineer.....William E. Scharlach
Consulting Engineer..Comm. Radio Equipt. Co.

KCNA

TUCSON—1947—ABC-RNA

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Catalina Bcstg. Co.
Business-Studio Address.....Box 2348
Phone Number 2-4664
Transmitter.....1511 E. 16th St.
Air Time.....6 a.m.-M.
News Service .....AP
Representative .....Weed
President .....Erskine Caldwell
General Station Manager.....Wayne Sanders
Commercial Manager.....Harry Chambers
Program Director.....William K. Rider
Chief Engineer.....W. J. Karpisek

KOPO

TUCSON—1947—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Old Pueblo Bcstg. Co.
Business-Studio Add.....115 W. Drachman St.
Phone Number 4-0431
Air Time.....5 a.m.-10 a.m.
News Service .....AP
Representative .....Forjoe & Co.
Membership .....NAB, BAB
President.....Harold Tovrea
General-Station Manager.....E. S. Mittendorf
Commercial Manager.....Paul Plunkett
Sales Prom. Mgr.....S. J. Kossack, Jr.
Pgm. Dir., Chief Anncr.....Matt Lemen
Sales Prom. Mgr.....Paul Plunkett
Prod. Dir., Farm Editor.....Cliff Stillinger
Publicity Director.....Jane Abbott
Chief Engineer.....Vernard Cimmyiotti
Consulting Engineer.....Lownes & Culver

KTKT

TUCSON—1949

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Thomas J. Wallace
Business-Studio Transmitter Add...500 W. Elm
Phone Number 3-7549
Air Time.....24 hours daily
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....BAB
President-Owner.....Thomas J. Wallace
Gen., Sta. Mgr.....Gail Hummel
Sales Prom. Mgr.....Richard Donahue
Pgm., Mus. Dir.....William Warren
News, Pub. Dir.....John McShane
Chief Announcer.....Kenneth Ferguson

KTUC

TUCSON—1929—MBS-ARIZ. NET.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Tucson Bcstg. Co.
Business-Studio Address....900 E. Broadway
Phone Number.....2-3344
Transmitter.....900 E. Broadway
Air Time.....6 a.m.-M.
News Service .....UP
Tran. Ser.....World, Cole, SESAC, Associated
Representative .....John Blair
Membership .....NAB
General Manager.....Lee Little
Business Manager.....John R. Crowley
Sales Prom. Mgr.....Gerry O'Brien
Program Director .....Francis Murphy
Chief Announcer.....Stan Norman
News Director.....Lou Eaton
Music Director.....Peter Tufts
Chief Engineer.....Cliff Livingston

KVOA

TUCSON—1929—NBC-ARIZ. BCSTG.

Frequency: 1290 Kc.....Power: 1000 Watts
Owned-Operated By..Arizona Bcstg. Co., Inc.
Business-Studio Address.. ..48 E. Broadway, P. O. Box 2911
Phone Number.....3-2555
Transmitter Location....10th and Lee Streets
Air Time.....4:55 a.m.-M.
News Service .....AP
Transcription Service.....Thesaurus, Capitol
Representative.....Paul H. Raymer
Membership .....NAB, BAB
General Manager.....R. B. Williams
Business Mgr.....Harper M. Phillips
Sales Promotion Mgr.....Fred J. Gerletti
Program Director.....Ben L. Slack, Jr.
Chief Announcer.....George T. Callison
Chief Engineer.....Ray H. Holsclaw
Consulting Engineer .....Gillette

KYMA

YUMA—1950—MBS—DON LEE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Salt River Valley Bcstg. Co.
Address.....699 So. Ave. B.
News Service .....UP
Station Representative .....Blair
Vice-President .....Albert Johnson
General Manager.....William L. Lindsey

KYUM

YUMA—1940—NBC-ARIZ. BCSTG.

Frequency: 560 Kc.....Power: 250 Watts
Owned-Operated By.....Yuma Bcstg. Co.
Business Address.....1901 1st St.
Phone Number 88
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Thesaurus
Representative.....Paul H. Raymer
Membership .....NAB
President.....R. N. Campbell
General Manager.....Ray C. Smucker
Commercial Manager.....Roy L. Jorgensen
Sales Prom. Mgr.....Len Burkland
Program Director.....Paul W. Dawson
Production Director.....Ernie Allen
Promotion Mgr.....Don Metcalf
Pub., Mus. Dir.....Bob Jones
Chief Anncr.....Glenn Edwards
Chief Engineer.....Leavenworth Wheeler
Consulting Engineer .....Gillette

ARKANSAS

Population 1,909,511—Increase —2.0% ('40-'50)—Radio Homes 411,260
Families 489,600—Stations in State 35

KVRC

ARKADELPHIA—1947—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Arkadelphia Bcstg. Co.
Business-Studio Address.....506 Main St.
Phone Number 789
Transmitter Location.....Old Gordon Hiway
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service .....World
President.....Cecil W. Cupp
Gen., Comm. Mgr.....J. M. Moore
Pgm., Prod. Pub. Dir.....Bill Deaton
Chief Engineer.....E. H. Summers
Consulting Engineer.....Earl Cullum

KBTA

BATESVILLE—1950

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....White River Valley Bcstg.
Address.....307 Main St.
Phone Number 1109
News Service .....AP
President.....J. E. Treuathan
Gen., Comm. Mgr.....William R. Smith
Program Director.....William A. Smith
News Director.....Andrew Wright
Chief Engineer.....William A. Smith

KLCN

BLYTHEVILLE—1922—LBS

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Harold L. Sudbury
Phone Number 2093
Transmitter Location.....E. Highway 18
Air Time.....Sunrise to Sunset only
News Service .....AP
Transcription Service .....Langworth
Station Representative.....John E. Pearson
Gen., Sta., Comm. Mgr.....Harold L. Sudbury
Sales Promotion Manager.....J. T. Sudbury
Program Director.....Ernest Simmons
Chief Announcer.....Don Whitney
Musical Director.....George Kirby
Chief Engineer.....Marion Skinner

KAMD

CAMDEN—1946—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Camden Radio Inc.
Address.....P. O. Box 5859
Phone Number 6791-2
Transmitter Location.....S. California St.
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service .....Capitol
President.....Walter E. Hussman
General Manager.....Frank O. Myers
Comm., Sta. Mgr.....David Crockett
Program Director.....W. M. H. Smith
Chief Announcer.....Callis Carter
Chief Engineer.....Dorris C. Hunter

KCON

CONWAY—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Conway Bcstg. Co.
Address.....Ark. State Teachers Campus
Phone Number 189
Transcription Service .....Thesaurus
News Service .....UP
President, Gen. Mgr.....J. E. Clayton
Program Director.....Jean Ford
Chief Engineer.....Herman Stermer

KDMS

EL DORADO—1950

Frequency: 1290 Kc.....Power: 1,000 Watts d.
Owned-Operated By....Cotton Belt Bcstg. Co.

KELD

EL DORADO—1935—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Radio Enterprises, Inc.
Business-Studio Address..Home Finance Bldg.
Phone Number 3-6126
Transmitter Location.....Country Club Colony
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service .....World
Representative.....Continental Radio Sales
Membership .....NAB, BAB
President, Pgm. Dir.....W. N. McKinney
Vice-Pres., Gen.-Sta. Mgr.....Leon M. Sipes
Publicity Director.....J. R. Duerson
News Director.....Ed Hall
Musical Director.....Mrs. Ann Theilan
Chief Engineer.....John Long
Farm Editor.....Bill Darland
Consulting Engineer.....Earl Cullum

KGRH

FAYETTEVILLE—1946—MBS
KBS-RAZORBACK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By...Fayetteville Bcstg. Co., Inc.
Business-Studio Address.....922 Leverett St.
Phone Number 862
Transmitter Location.....922 Leverett St.
Air Time.....5:30 a.m.-11:30 p.m.
News Service .....AP
Transcription Service .....SESAC
Representative .....Ra-Tel
Membership .....NAB, BAB
President .....Hayden McIlroy
Gen.-Sta.-Sls. Prom. Mgr....Fred J. Stevenson
Commercial Mgr., Pub. Dir.....Ed. Gideon
Program Director.....Wallie Ingalls
Chief Announcer.....Pat Perrin
News Director.....Dick Evans
Musical Director.....Steve Starwyck
Chief Engineer.....George Dotson

KXJK

FORREST CITY—1949—KBS

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Operated By...Forrest City Bcstg. Co., Inc.
Address...Natl. Bank of East. Arkansas Bldg.
Phone Number 950
Transmitter Location.....4 miles W. of City
Air Time.....Sunrise to Sunset only
News Service .....AP
Transcription Service .....Lang-Worth
Station Representative.Continental Radio Sales
Pres., Gen. Mgr.....William Fogg
Program Director.....David James
Production Director.....Jim Hutchison
Chief Annor., News Dir.....Charlie Simms
Consulting Engineer
Commercial Radio Equipment Co.

KFPW

FORT SMITH—1930
MBS-RAZORBACK ARK.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Southwestern Hotel Co.
Business Address.....2917 Rogers Ave.
Phone Number 4105
Studio Addresses.....2917 Rogers Ave.; 1213 Garrison Ave.
Transmitter Location.....Albert Pike & Kelley Highway
Air Time .....Unlimited
News Service.....UP, AP
Transcription Service .....World
Representative .....Walker
Membership .....NAB
Pres., Gen. Manager.....John A. England
Station Mgr., Farm Editor.....J. E. Garner
Comm.-Sales Prom. Mgr.....Al Godwin
Program-Musical Dir.....Dorothy Gibson
Production Director.....Afton Blake
Publicity Director.....J. E. Garner
Chief Engineer.....Willard E. Kunkel

KFSA

FORT SMITH—1946—ABC
RAZORBACK—OGB

Frequency: 950 Kc...Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By.....Southwestern Pub. Co.
Business-Studio Address.....920 Rogers Ave.
Phone Number 3126
Transmitter Location.....3600 Wheeler Ave.
Air Time .....Unlimited
News Service .....UP
Representative .....Taylor-Borroff
President.....Donald W. Reynolds
Gen., Sta., Comm. Mgr.....Weldon Stamps
Program Director.....Dorris Grayson
Chief Announcer.....Pat Porta
Chief Engineer.....Robert W. Platt
Consulting Engineer.....Dixie McKee

KWHN

FORT SMITH—1947—WESTERN

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated By...KWHN Bcstg. Co., Inc.
Business-Studio Add...421-423 Garrison Ave.
Phone Number 8967-8
Transmitter Location.....End of Plum St.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Associated
Membership .....NAB
Secretary-Treasurer.....H. S. Nakdimen
Commercial Manager.....Parkman R. Feezoy
Pgm., News Dir.....Glenn O'Neal
Production Director.....A. E. Miller
Music Director.....Joe Templeton
Chief Engineer.....Frank Tate
Farm Editor.....Art Romines
Consulting Engineer.....Weldon & Carr

KHOZ

HARRISON—1946—KBS
MBS-RAZORBACK-OZARK-ARK.

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Harrison Bcstg. Corp.
Business-Studio Address.....Radio Addition
Phone Number 1240
Transmitter Location.....Radio Addition
Air Time.....5:30 a.m.-11 p.m.
News Service .....UP
Transcription Service.....Standard, SESAC
Membership .....NAB
President .....Roy Milum
Gen.-Sta. Mgr.....Robert S. Wheeler, Jr.
Comm., Sales, Prom. Mgr., Farm Editor
Tom Longfellow
Pgm. Dir., Chief Engineer.....Don Causey
Musical Dir.....Wannie Longfellow

KFFA

HELENA—1941—KBS—MBS

Frequency: 1360 Kc...Power: 1,000 Watts d., n.
Owned-Operated By.....Helena Bcstg. Co.
Address.....215 York St.
Phone Number.....Main 59
Transmitter Location.....S. 7th St. Rd.
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Continental Radio Sales
Membership .....NAB, BAB
Pres., Gen. Mgr.....Sam W. Anderson
Comm., Prom. Mgr.....Bill Bigley
Program Director.....Hugh Smith
Chief Announcer.....Murray Schroyer
Musical Director.....Katie Corruth
Chief Engineer.....L. A. Sabo
Consulting Engineer.....Silliman & Barclay

KXAR

HOPE—1947—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Hope Bcstg. Co.
Business Address.....P. O. Box 131
Phone Number 508
News Service .....AP
Transcription Service .....Lang-Worth
President.....A. H. Washburn
Gen. Mgr., Chief Engineer.....L. B. Tooley
Program Director.....George Frazier

KTHS

HOT SPRINGS—1924—ABC

Frequency: 1090 Kc...Power: 10,000 d., 1000 n.
Owned By..Times Pub. Co., Ltd., Shreveport, La.
Operated By.....Radio Broadcasting, Inc.
Business-Studio Address....135 Benton Street
Phone Number 1160-1
Transmitter Location.....Route 2
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Branham
Membership .....NAB, ABA
President-Owner.....John D. Ewing
General Manager.....John J. Wolever, Jr.
Local Sales Mgr.....Ed. C. Appler
Program Director.....J. F. Karber
Chief Announcer.....William S. Bailey
Musical Director.....Wilson Hurst
Chief Engineer.....Cecil L. Suitt

KWFC

HOT SPRINGS—1940—MBS-KBS
RAZORBACK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Spa Bcstg. Co., Inc.
Business-Studio Address.....Malco Building
Phone Number 412-3
Transmitter Location.....Malco Bldg.
Air Time.....6:30 a.m.-11 p.m.
News Service .....AP
Representative ...Sears & Ayer, Paul Girard
President.....Dr. N. B. Burch
Gen.-Sta. Mgr.....Frank A. Browne
Comm. Mgr.....Robert Choate
Program Director.....Arthur Burnham
News Director.....Walter Ebel
Chief Engineer.....Tom Wilson
Consulting Engineer..Comm. Radio Equipt. Co.

KBTM

JONESBORO—1930—MBS-KBS

Frequency: 1230 Kc....Power: 250 Watts d., n.
Owned-Operated By.....Jay P. Beard
Address.....KBTM Building, Jonesboro
Phone Number 5597-5598
Transmitter Location E. of the City of Jonesboro
Air Time.....5:30 a.m.-11 p.m.
News Service .....AP
Transcription Service .....World-Sesac
Membership .....NAB
Pres., Owner, Gen., Sta., Comm. Mgr.
Jay P. Beard

KGHI

LITTLE ROCK—1927—ABC

Frequency: 1250 Kc.....Power: 1,000 Watts d., 500 Watts n.
Owned-Operated By.....KGHI Bcstg. Service
Address.....306 W. 3rd St.
Phone Number 9166
Transmitter Location...Cantrell Rd. and L St.
Air Time.....5:30 a.m.-12 M.
Station Representative.George P. Hollingbery
General Manager.....S. C. Vinsonhaler
Commercial Mgr.....Kermit L. Richardson
Program Director.....Virginia Ewing
Chief Announcer.....Al Pickworth
Chief Engineer.....William Van Dusen

KARK

LITTLE ROCK—1928
NBC-SOUTHCENTRAL QUAL.

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Oper. By..Arkansas Radio & Equip. Co.
Address.....Radio Ctr., 114 E. Capitol Ave.
Phone Number.....LD 99
Transmitter Location..Hiway 67, N. Little Rock
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....Standard
Representative .....Edward Petry
Membership .....NAB, BAB
Chmn. of Bd.....T. H. Barton
General Manager.....T. K. Barton
Comm., Sls. Prom. Mgr.....Julian F. Haas
Pgm., Prod. Dir.....Douglas J. Romine
Publicity Dir.....A. C. Dowden
Chief Engineer.....Dan L. Winn
News Director.....Paul H. King
Farm Editor.....Robert L. Buice
Consulting Enginer.....Earl Cullum

KLRA

LITTLE ROCK—1928—CBS

Frequency: 1010 Kc....Power: 10,000 Watts d., 5,000 Watts n.
Owned-Oper. By.....Arkansas Bcstg. Co.
Business-Studio Address.....Gazette Bldg.
Phone Number.....2-5427-8; 2-1492
Transmitter Location.....Memphis Highway
Newspaper Affiliation.....Arkansas Gazette
News Service.....AP, UP
Transcription Service...Lang-Worth, Standard
Representative.....O. L. Taylor Co.
Membership .....NAB, BAB
President.....J. N. Heiskell
General Manager.....W. V. Hutt
Program Director.....Harris Owen
Chief Engineer.....Kermit F. Tracy
News Director.....Mark Weaver
Consulting Engineer.....George F. Davis

KVLC

LITTLE ROCK—1948—LIBERTY

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By..Southwestern Bcstg. Co.
Business-Studio Address.....Box 2659
Phone Number 5-5321
Studio Address....Southern Nat'l Insur. Bldg.
Transmitter Location.....Faulkner Lake Rd.
News Service .....UP
Transcription Service .....World
Representative .....Forjoe
President.....R. M. Saxon
Gen., Sta. Mgr.....Leonard Coe
Commercial Manager.....Bob Harrison
Sales Prom. Mgr.....John Pankey
Pgm. Prod. Dir.....Marshall Hendricks
Chief Engineer.....William Miller

KARK—The BIG PLUS In Little Rock and Arkansas!



*BMB, Spring, 1949

†All sales figures, Copr. 1950 —SALES MANAGEMENT SURVEY OF BUYING POWER, further reproduction not licensed

T. K. BARTON
Gen'l. Mgr.
JULIAN F. HAAS,
Comm'l. Mgr.
National Representative
EDWARD PETRY AND CO., INC.

Furthermore—In These 42 Counties

FOOD STORE SALES
totaled
$135,540,000.00
That's MORE than the combined total Food Store Sales in Albany, N. Y.; Salt Lake City, Utah; and Wilmington, Del.!

—AND—

DRUG STORE SALES
totaled
$22,009,000.00
That's MORE than the combined total Drug Store Sales in Trenton, N. J.; Glendale, Calif.; Tacoma, Wash.; Racine, Wisc.; and Austin, Texas!

—PLUS—

KARK also delivers a BIG BONUS of 25 Arkansas and 3 Louisiana Counties at 10-49% BMB Level!*

Write Us or Phone Your Nearest Petry Man for Full Details!

TO SELL THE BEST PART OF ARKANSAS.. BUY

KARK dial 920 NBC 5000 WATTS
Arkansas' Preferred Station
LITTLE ROCK, ARKANSAS

KNBY

NEWPORT—1949

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Newport Bcstg. Co.
Business Address .....Newport
Phone Number 749
News Service .....UP
Transcription Service .....Standard
General Mgr.....Dick Wiethan
Commercial Mgr.....Gene Howe
Chief Engineer.....J. C. Clayton

KXLR

LITTLE ROCK—1946
MBS-RAZORBACK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Ark. Airwaves Co.
Business Address.....217 E. Third St.
Phone Number 2-2155
Transmitter Address.....Cotton Belt Bldg.
News Service .....UP
Transcription Service .....Standard
Representative .....Pearson
Membership .....NAB, BAB
President.....John F. Wells
General Manager.....Emil J. Pouzar
Commercial Manager.....Melton Lancaster
Pgm. Dir., Chief Anncr.....Roy Nichols
Pgm., News Dir.....Bobbie Forster
Chief Engineer.....Earl H. Butler
Consulting Engineer.....Lynn Smith

KVMA

MAGNOLIA—1948—MBS

Frequency: 630 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Magnolia Bcstg. Co.
Business-Studio Address..212 N. Jefferson St.
Phone Number.....630, 631
Transmitter Location....2.2 Mi. N. Magnolia
News Service .....UP
Transcription Service.....Lang-Worth, World
Membership .....NAB
Gen. & Natl. Sales Mgr..C. A. Bill Humbert, Jr.
Local Sales Director.....James H. Jones
Publicity, Musical Dir.....Bill Tibbels
Chief Engineer.....Ray H. Wells
Farm Editor.....Vernon Arnette

KENA

MENA—1950

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....R. B. Bell
Address.....S. Reine St.
Phone 878
Transcription Service .....Standard
News Service .....UP
Pres., Gen., Comm., Prom. Mgr.....R. B. Bell
Prog., News Dir.....Tommy Longefillow
Chief Engineer.....Enon W. Clements

KOSE

OSCEOLA—1949

Frequency: 860 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Osceola Bcstg. Corp.
Business Address.....Hiway 61 S.
Phone Number 860
News Service .....AP
Transcription Service .....Standard
Membership .....NAB, BAB
President.....H. F. Ohlendorf
Gen., Comm. Mgr.....Betty G. Woods
Pgm. Dir., Chief Anncr.....Leon Little
Chief Engineer.....H. M. Jones
Consulting Engineer.....Silliman & Barclay

KDRS

PARAGOULD—1947—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Progressive Bcstg. Co.
Business Address .....Box 491
Phone Number 627
Transmitter .....Tower Drive
Air Time.....6 a.m.-10 p.m.
News Service .....AP
General Manager.....Ted Rand
Business Manager.....Tom Self
Sales Manager.....Dayne Bateman
Program Dir.....Ray Dexter
Chief Announcer.....Mark Forrester
News Director.....Russ Schwamb
Chief Engineer.....Walt Lawson
Consulting Engineer .....Haley

KCLA

PINE BLUFF—1947—ABC-LIBERTY

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By...Radio Engineering Service
Business-Studio Address.....Box 752
Phone Number 1900
Transmitter Location.....2900 West 28th
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service.....Lang-Worth
Business Mgr.....Kenneth Kesterson
Commercial Manager.....Clyde Martin, Sr.
Pgm. Dir., Chief Engineer.....Charles Penix
Consulting Engineer.....George Davis

KOTN

PINE BLUFF—1934—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...Universal Bcstg. Corp
Address.....505½ Main St.
Phone Number 721
News Service .....AP
Transcription Service .....Thesaurus
Pres., Gen. Mgr., Chief Engr.....B. J. Parrish
Asst. & Prom. Mgr.....R. W. Etter
Commercial Manager.....Joe L. Wallace
Program Director.....Lois Sloan

KPOC

POCAHONTAS—1950

Frequency: 1420 Kc....Power: 1,000 Watts d.
Owned-Operated By...Pocahontas Radio, Inc.
Address.....P. O. Box 250
Phone 500
Transcription Service .....Thesaurus
News Service .....UP
Pres., Gen., Comm. Mgr.....Adrian L. White
Prog. Dir., Prom. Mgr.....Rudy Pylant
Chief Engineer.....Earl Hodges
News Director.....Bill Nicholson

KXRJ

RUSSELLVILLE—1947—MBS-KBS RAZORBACK—ARK.—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Valley Broadcasting, Inc.
Address.....Fine Arts Bldg., Arkansas Tech.
Phone Number.....299, 786
Transmitter Location .....Russellville
Air Time.....6 a.m.-11 a.m.
News Service .....AP
Station Representative .....Friedenberg
President.....Jerrell A. Shepherd
Gen. Mgr., Pgm. Dir.....C. R. Horne
Commercial Manager...Randall L. McCarrell
Sales Prom. Mgr.....Leon L. Bryan
News, Publicity Director.....Morris Leming
Musical Director.....Ora Mae Lee
Chief Engineer.....William C. McKenney
Consulting Engineer.....Fred Grimwood

KUOA

SILOAM SPRINGS—1923—MBS RAZORBACK

Frequency: 1290 Kc.....Power: 5,000 Watts d.
Owned-Operated By.....KUOA, Inc.
Business-Studio Address.....Siloam Springs
Phone Number 77
News Service .....UP
Transcription Service.....World, SESAC
Membership .....NAB, BAB
President.....John E. Brown, Sr.
General Mgr.....Storm Whaley
Asst. Manager.....Clinton Fowler
Program Director.....Ralph Kennedy
Chief Engineer.....Cecil E. Smith
Farm Editor.....Charles E. Hoke
Consulting Engineer.....A. Earl Cullum

KBRS

SPRINGDALE—1949—ABC RAZORBACK

Frequency: 1340 Kc...Power: 250 Watts d., n.
Owned-Operated By....Southwestern Pub. Co.
Address.....Ft. Smith, Ark.
Phone Number 2-2011
Transmitter Location.....1 mile N. of City
Air Time.....5:30 a.m.-11 p.m., CST
News Service .....AP
Transcription Service .....Capitol
Station Representative.....Taylor Co.
President.....Donald W. Reynolds
Station Manager.....Walcott A. Wyllie
Chief Engineer.....Robt. Platt

KWAK

STUTTGART—1948 MBS—KBS—RAZORBACK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Stuttgart Bcstg. Corp.
Business Address.....Box 271
Phone Number 842
Transmitter Address.....1818 S. Buerkle
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Standard
President .....Beloit Taylor
Gen.-Station Manager.....Melvin P. Spann
Commercial Mgr.....Carroll Lee
Program Dir.....June Spawn
Chief Engineer.....Frank Newberry
Consulting Engineer.....John Mullaney

KWEM

WEST MEMPHIS—1947—PRS

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Oper. By..West Memphis Bcstg. Corp.
Business-Studio Address.....229 Broadway
Phone Number 26344
Transmitter Location.....Highway 70
News Service .....UP
Transcription Service.....Lang-Worth
Representative .....Ra-Tel, PBS
Gen. Mgr., Farm Editor.....Hugh Murphy
Program Director.....Bill Edwards
Sales Prom. Mgr.....Jerry Smith

WHY IS AP THE BEST?

BECAUSE—AP is faster, more complete, more accurate than any other news service.

THE RADIO DAILY

1501 BROADWAY, NEW YORK 18
WIsconsin 7-6336

OFFICE OF
THE VICE-PRESIDENT

October 31, 1950

Mr. Harry Maizlish
Station KFWB
5833 Fernwood Ave.
Los Angeles, Calif.

Dear Harry:

Now that all your trials and tribulations are over regarding the purchase of the station and you are back on the job as a station owner and operator, please accept our congratulations and good wishes.

We, on RADIO DAILY, do not know of any man in our business who is more deserving of the whole-hearted cooperation of the people in Los Angeles than your good self. We also know of the night and day job that you do on every public service program that comes up in your territory.

Your station has become a leader in public service and because of this, it seems to me that every advertiser coming on your station would receive not only a good audience, but the type of audience that will do the buying.

With kindest personal regards,

Sincerely yours,

Marvin Kirsch

MK:hm

CALIFORNIA

Population 10,586,223—Increase 53.3% ('40-'50)—Radio Homes 3,248,650
Families 3,308,200—Stations in State 136

KDIA

AUBURN—2950

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Charles E. Halstead
Business Address.....Diamond H Ranch
Phone 1178
Pres., Gen., Comm. Mgr., Pgm., News Dir., Chief Engr.....Charles E. Halstead, Jr.

KAFY

BAKERSFIELD—1946—MBS-DON LEE

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Operated By....Bakersfield Bcstg. Co.
Business-Studio Address....2013 Chester Ave.
Phone Number 88700-77800
Transmitter.....Poplar Lane at Rosedale Rd.
News Service .....UP
Transcription Service.....Lang-Worth
Representative.....John E. Pearson
Membership .....NAB, BMB
President.....George B. Crome
General Manager.....Sheldon Anderson
Station Manager.....Frank Wilbur
Program Director.....Naum Healy
Production Dir. .....Bob Blake
Publicity Dir.....Martha Thompson
Chief Announcer .....Harl Mannes
Chief Engineer.....Ted Froming
Farm Editor.....Ralph Ryan

KBIS

BAKERSFIELD—1950

Frequency: 970 Kc.....Power: 1000 d.
Owned-Oper. By.....Marmat Radio Co.
Studio Address.....957 Oak St.
Phone 21465
Transcription Service .....Capitol
News Service .....UP
Gen., Prom. Mgr.....James L. McDowell
Sta., Comm. Mgr.....James E. Rennie
Asst. Gen. Mgr.....Guy Marchetti
Program Director.....George Crofford
Chief Engineer.....Richard Sampson

KERN

BAKERSFIELD—1932—CBS

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Operated By...McClatchy Bdcstg. Co.
Business-Studio Address..Elk's Club Building
Phone Number 8-8431
Transmitter Location....Oak and Ming Streets
Air Time.....6 a.m.-12 M.
News Service.....AP, INS, UP
Transcription Service.....World, Capitol
Representative.....Paul H. Raymer
Membership .....NAB
President .....Eleanor McClatchy
Station Manager.....Walter Baziuk
News Editor.....Philip Waterhouse
Technician .....Luverne Shatto
Farm Editor.....Herbert Arrosmith
Consulting Engr.....George C. Davis

KERO

BAKERSFIELD—1946—NBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Paul R. Bartlett
Business-Studio Address....1420 Truxton Ave.
Phone Number 44548
Transmitter Location.....17th & Eye Sts.
News Service .....UP
Transcription Service .....Standard
Representative .....Avery Knodel
Membership .....BAB, NAB
Owner .....Paul R. Bartlett
Manager .....Gene DeYoung
Commercial Manager.....Ed Urner
Program Director.....Warren Mead
Sales, Prom. Mgr.....Bob Gleason
News Director.....Ken Croes
Farm Editor.....Jon Hackett

KPMC

BAKERSFIELD—1933—ABC

Frequency: 1560 Kc.....Power: 1000 Watts
Owned-Oper. By.....Pioneer Mercantile Co.
Address .....1532 20th St.
Phone Number 8-8581
Transmitter Location.....307 E. 21st St.
News Service .....UP
Transcription Service .....Thesaurus
Station Representative..George P. Hollingsbery
Membership .....NAB, BAB
President.....F. G. R. Schamblin
Station Manager.....L. A. Schamblin
Pgm., Dir. Comm. Mgr.....C. C. Sturm
News Director.....P. R. Biermann
Chief Engineer.....L. P. Jarvis

KPAS

BANNING—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....William T. Smith
Address.....4425 Ramsey St.
Phone Number.....515-6
News Service .....AP
Transcription Service .....World
Representative .....Gene Grant
Membership .....NAB
President.....William T. Smith
General Mgr.....Carleton Anderson
Commercial Mgr.....Marvin H. Patchen
Chief Engineer.....Searcy Woodworth



FOR THAT MATTER, even the Pacific Coast is different from any other area in the United States. It's big, it's almost entirely covered with mountains up to 14,495 feet high, and its markets are far apart.

To cover this vast, rich area is a different coverage problem. The great distances, the mountains, the low ground conductivity make long-range broadcasting impractical...yet Don Lee is the only network that does not rely on long-range broadcasting.

Only Don Lee is especially *designed* for the Pacific Coast.

Only Don Lee offers coverage that gives each market a local network outlet of the proper size

WILLET H. BROWN, *President* · WARD D. INGRIM, *Vice-President in Charge of Sales*

The Nation's Greatest Regional Network





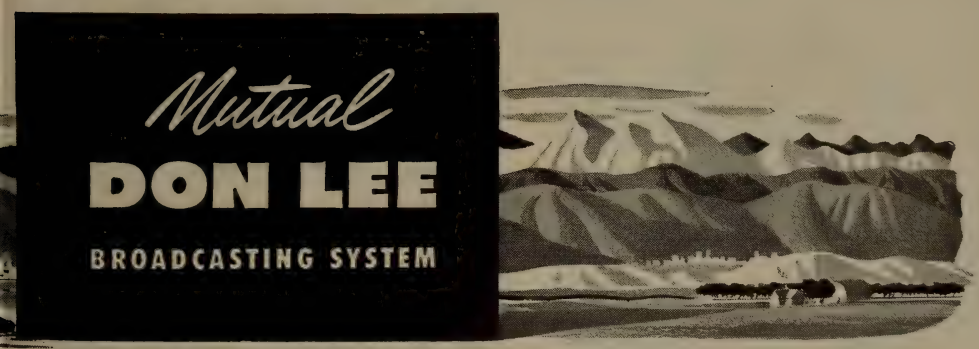
to completely cover that market for the least possible money expended.

Only with Don Lee can you tailor your network radio coverage to your distribution. You can buy all or part of Don Lee's 45 stations to match your distribution requirements, with no waste.

There are about 14 million people on the Pacific Coast. Only Don Lee sells them where they live—where they spend their 15½ billions per year, and Don Lee sells them from their own local network stations with all the local selling influence enjoyed by such a station.

If selling the Pacific Coast is your problem, remember coverage is *different* on the Pacific Coast. Use the *only* radio network especially *designed* for the Pacific Coast: DON LEE.

1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA • *Represented Nationally by* JOHN BLAIR & COMPANY



KWTC

BARSTOW—1946—LIBERTY

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Mojave Valley Bcstg. Co.
Business Address..Radio Center, P.O. Box 1230
Phone Number 4001
Air Time.....7 a.m.-10 p.m.
News Service .....UP
Transcription Service .....World
Rep.....Western Rad. Sales, Donald Cooke
President.....W. T. Brown
Station Manager.....Harry S. White
Commercial Manager.....Jim Harvey
Chief Announcer.....Johnny Griffin
Chief Engineer.....Fred Fullwood

KRE

BERKELEY—1923

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Central Calif. Bcstrs., Inc
Address-Trans.....601 Ashby Avenue
Phone Number.....Ashberry 3-7715
Air Time.....6 a.m.-12M.
News Service .....AP
Membership .....NAB, BAB
Transcription Service .....Standard
Pres., Gen. Sta. Mgr.....Arthur Westlund
Comm., Prom. Mgr.....Don Hambly
Program Director.....Les Avery
Consulting Engineer.....Commercial Radio

KYOR

BLYTHE—1948—BCA-LIBERTY

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated.....Bcstg. Corp. of America
Business-Studio Addres.s.....Box 668
Phone Number 2231
Transmitter.....2 Mi. W. of Blythe, Hiway 60
News Service .....UP
Representative .....Wanamaker
President.....W. L. Gleeson
Station Manager.....Herb Booth
Chief Announcer.....Joe Siegle
Chief Engineer.....John Dirn

KROP

BRAWLEY—1946—LIBERTY

Frequency: 1300 Kc.....1000 Watts d., 500 n.
Owned-Oper. By.....Bcstg. Corp. of America
Address-Trans. Loc....Del Rio Country Club
Phone Number.....1300-1301
Air Time.....5:30 a.m.-12M.
Representative...Liberty Pacific Network Sales
Membership .....NAB
President.....W. L. Gleeson
General Manager.....Roy W. Sinor
Commercial Manager.....John Chandler
Sales Prom. Mgr.....Roy W. Sinor
Program Director.....Lynn Thomas
Publicity Director.....Pat Alexander
Chief Announcer.....Jim Ensselin
News Director.....Lynn Thomas
Chief Engineer.....Drew Walker

KWIK

BURBANK—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Burbank Bcstrs., Inc.
Business-Studio Address..20 W. Burbank Blvd.
Phone Number.....CHarleston 0-2111
Transmitter Location.....239 Amherst St.
News Service .....UP
Transcription Service.....Lang-Worth
Director .....Paul Sutton
Program Dir.....Roger Patrick

KICO

CALEXICO—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Charles R. Love
Business Address.....P. O. Box 786
Phone Number 918
News Service .....AP
President.....Charles R. Love
General Mgr.....W. A. Geddes
Program Dir.....Robert Cain
Chief Engineer.....Richard Gunn

KHSL

CHICO—1935—MBS-DON LEE

Frequency: 1280 Kc.....Power: 5000 Watts
Owned-Operated....Golden Empire Bcstg. Co.
Address .....Moorehead Bldg.
Phone Number 237-8
Transmitter.....Hooker Oak & Madrone Aves.
News Service .....UP
Transcription Service.....World, Lang-Worth
Representative .....Gene Grant
President, Gen. Mgr.....Hugh McClung
Station Manager.....M. F. Woodling
Commercial Manager.....J. A. Pero
Program Director.....Loring Curtis
Promotion Mgr.....Henry Hanna
Chief Engineer.....Russell B. Pope

KXOC

CHICO—1949—CBS

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Oper. By.....KXOC, Inc.
Address-Trans. .....Radio Lane
Phone Number 3200
News Service .....UP
Transcription Service.....Standard, Associatd
Representative.....Pearson, Western, Moore
President .....Lincoln Dellar
Gen., Sta., Comm. Mgr.....Donald J. Quinn

Publicity, News Dir.....Dean Mell
Chief Announcer.....Neil McIntyre
Chief Engineer.....W. Berger

KBMX

COALINGA—1950

Frequency: 1470 Kc.....Power: 500 d.
Owned-Oper. By....Pleasant Valley Radio Co.
Address .....Box 868
Phone 136
Transcription Service.....Lang-Worth, SESAC
News Service .....UP
Partner, Pres.....Benjamin M. Bowman
General Manager.....Red B. Bowman
Commercial Manager.....Alexandro Medina
Program Director.....Faye M. Bowman
Chief Eng., News, Farm Dir.....Don Daniels

KBUC

CORONA—1948—PACIFIC

Frequency: 1370 Kc.....Power: 500 Watts
Owned.....American Pacific Bcstg. Co.
Business Address.....Box 111
Phone Number 1370-1-2
Studio-Transmitter Address.....Custer Road
News Service .....UP
Transcription Service..MacGregor, Lang-Worth
Membership .....NAB
Representative .....McGillvra
Partners..Elmer J. Bucknum, John G. Bucknum
General Mgr.....E. J. Bucknum
Commercial Mgr.....Mary Bucknum
Sta. Mgr., Pgm. Dir.....Chap Rollins
Chief Announcer.....Cliff Miller
News Director.....Russ Bryant
Chief Engineer.....Don Kerr
Consulting Engineer.....Ron Oakley

KCHJ

DELANO

CP: Frequency: 1010 Kc...Power: 1000 Watts d.
Owned-Oper. By.....Charles Herman Johnes
Address.....P. O. Box 262
Phone 9411
Transcription Service .....SESAC
News Service .....UP
Pres., Gen. Mgr., Chief Eng..Charle H. Johnes
Commercial Mgr.....James Colo
Pgm., News Direc.....Jean J. Johnes
Prom. Mgr.....Marshall Colo

KRDU

DINUBA—1946—LIBERTY

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Dinuba Co.
Business-Studio Address.....Box 157
Phone Number 500
Transmitter Location..Bet. W. Dinuba & Reedley
News Service .....AP
Transcription Service .....Lang-Worth
Gen., Comm. Mgr.....Egan A. Hafer
Program Director.....Ruby Thiesen
News Dir., Farm Editor.....Jim Bailey
Chief Engineer.....Russ Friend

KXO

EL CENTRO—1927—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Valradio Inc.
Business Address.....Box 140
Phone Number 1100
Transmitter-Studio Location.....South 4th St.
Air Time .....Unlimited
News Service .....UP
Newspaper Affiliation..Imperial Valley Pub. Co., Brawley News Pub. Co., Indio Date Palm
Transcription Service .....Thesaurus
Representative.....Paul H. Raymer
Membership .....NAB
President.....Paul A. Jenkins
General Manager.....Riley R. Gibson
Commercial Manager.....Belle Hovey
Prog. Dir., Farm Editor.....F. J. Wineriter
Chief Engineer.....Charles Grim

KHUM

EUREKA—1947—LBS-ABC

Frequency: 1240 Kc...Power: 250 Watts d., 250 Watts n.
Owned-Oper. By.....Carroll R. Hauser
Address .....Vance Hotel
Phone Number 3900
Transmitter Location..Murray St. at Railroad
Air Time.....6 a.m.-12M.
News Service .....AP
Transcription Service .....Capitol
Representtive.....Pearson, Western Radio
Pres., Gen., Sta. Mgr.....Carroll R. Hauser
Commercial Manager.....Frank Smith
Sales Prom. Mgr.....Robert Russell
Program Director.....John Zane
Production Director.....John Alkire
Chief Announcer.....Barry Adams
News Director.....Robert Russell
Musical Dir., Chief Engr.....Dean Elliott
Consulting Engineer.....Everett Dillard

KIEM

EUREKA—1933—MBS-DON LEE

Frequency: 1480 Kc.....Power: 5000 Watts
Owned Opr. By....Redwood Bdcstg. Co., Inc.
Address.....Radio Center, E. Sixth St.
Phone Number 4000
Transmitter.....Eureka Inlet, Humboldt Bay

News Service .....UP
Transcription Service .....World
Representative .....John Blair
Membership .....NAB, BMB
Pres., Gen. Mgr.....Wm. B. Smullin
Commercial Manager.....Don Telford
Sales Promotion Manager.....Robert Stach
Program Director.....Charles Paul Corbin
Technical Dir.....John Bauriedel

KDAC

FORT BRAGG—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Mendocino Bcstg. Co.
Address.....2100 East Oak St.
Phone Number 5671
Air Time.....6 a.m.-10 p.m.
News Service .....AP
Transcription Service .....World
Representative .....Forjoe
President .....Edward Mertle
Gen., Sta., Comm. Mgr.....Jack Till
Sales Prom. Mgr.....Hal Chertock
Program Director.....Raymond Boots
Chief Engineer.....Dean Kiner

KARM

FRESNO—1938—ABC

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By....KARM, The George Harm Station
Business-Studio Address..1333 Van Ness Ave.
Phone Number 4-2966
Transmitter.....Van Ness & Alluvial Aves.
News Service.....AP, INS
Transcription Service .....Standard
Representative.....Edward Petry
Membership .....NAB
President .....Hattie Harm
General-Station Manager....Clyde F. Coombs
Exec. Sec., Promotion Manager....Eldora Roth
Program Director.....Ed Ropolo
News Director.....Bob Franklin
Chief Engineer.....Elbert Dean

KFRE

FRESNO—1937—CBS

Frequency: 940 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Calif. Inland Bcstg. Co.
Business-Studio Address..T. W. Patterson Bldg.
Phone Number 4-5001
Transmitter Location.....Monson
Air Time.....5:30 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....Avery-Knodel
Membership .....NAB
Pres., Gen. Mgr.....Paul R. Bartlett
Assistant Manager.....Keith L. Mealey
Program Director.....Ed J. Frech
Chief Engineer.....K. L. Mealey
Farm Editor.....Wally Erickson

KGST

FRESNO—1949

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Operated By..Delle Bbroadcasting Co.
Address .....Farmer's Market
Phone Number.....6-6526 and 4-5459
Transmitter Location...Church & Hughes Sts.
Air Time.....6 a.m.-Sunset
News Service .....UP
Station Representative.....Forjoe & Co.
Membership .....NAB, BAB
General Manager.....Sidney A. Mandel
Commercial Manager.....Morris Mindel
Program Director.....Edward R. Nix
Sports Director.....Joseph Kinser
Chief Engineer.....Milton Gerloff

KMJ

FRESNO—1922—NBC

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By.....McClatchy Bcstg. Co.
Business-Studio Address..1559 Van Ness Ave.
Phone Number 3-6277
Air Time.....24 hours
Transmitter Location.....Kerman, Calif.
News Service.....AP, UP
Transcription Service .....Capitol
Representative.....Paul H. Raymer
Membership .....NAB
President .....Eleanor McClatchy
Station Manager.....Hal Brown
Sales Manager.....Coyle Chambers
Program Manager.....Joe Tomes
News Editor.....Bill Sanford
Chief Technician.....William N. Wallace
Farm Editor.....Ed Sturgeon
Consulting Engineer.....George C. Davis

KYNO

FRESNO—1947—DON LEE

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio KYNO, The Voice of Fresno
Address .....Hotel Fresno
Phone Number 2-6141
Transmitter Location.....Barton Ave.
Air Time.....5 a.m.-12M.
Representative.....Pearson, Hollingbery
Membership .....NAB
President .....Robert Schuler
General Manager.....L. E. Chenault

Commercial Manager.....Joe Hinman
Prom. Mgr., Pub. Dir.....Wanda Woods
Program Director.....Leo Goldman
Chief Announcer.....Fred White
News Director.....Hap Haggard
Chief Engineer.....Bert Williamson

KIEV

GLENDALE—1933

Frequency: 870 Kc.....Power: 250 Watts d.
Owned-Operated By.....Cannon System, Ltd.
Address.....102 N. Glendale Ave.
Phone Number.....Cyprus 1-1133
President.....David H. Cannon
General Mgr.....Cal Cannon

KNGS

HANFORD—1948

Frequency: 620 Kc.....Power: 1000 Watts
Owned-Operated By..Hanford Publishing Co.
Business Address.....P. O. Box 620
Phone Number.....620
Air Time.....5 a.m.-M.
Studio & Trans ...4 Mi. E. Hanford Hgway. 198
Newspaper Affiliation.....Hanford Sentinel, Hanford Journal
News Service.....INS, UP
Transcription Service.....Associated, World
Gen. Mgr., Chief Engr.....Don C. Reeves
Commercial Mgr.....Gene Williams
Program Dir.....E. C. Balthis
Chief Engineer.....Don C. Reeves

KECA

LOS ANGELES—1929

Frequency: 790 Kc.....Power: 5000 Watts d., 5000 Watts n.
Owned-Oper. By....American Bcstg. Co., Inc.
Address..1539 N. Vine St., Hollywood 28, Cal.
Phone Number.....HUdson 2-3141
Transmitter Location..2951 Fairfax Ave., L. A.
Air Time.....Unlimited
News Service.....AP, INS, UP
Transcription Service.....Lang-Worth
Representative.....ABC Spot Sales
Membership.....BAB
President.....Robert E. Kintner
General Manager.....Frank Samuels
Station Manager.....Francis H. Conrad
Commercial Manager.....Amos Baron
Promotion Manager.....John Hansen
Program Director.....Bud Edwards
Production Director.....Dresser Dahlstead
Publicity Director.....Virginia West
Chief Announcer.....Dresser Dahlstead
News Director.....Frank La Tourette
Musical Director.....Buzz Adlam
Chief Engineer.....Philip G. Caldwell
Consulting Engineer.....Kear & Kennedy

KFWB

HOLLYWOOD—1925

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper. By...KFWB Broadcasting Corp.
Business-Studio Add....6419 Hollywood Blvd.
Phone Number.....HE 5151
Transmitter....5775 W. Jefferson, Los Angeles
Air Time.....Unlimited
News Service.....AP, INS, UP
Representative.....William G. Rambeau Co.
Pres. & Gen. Mgr.....Harry Maizlish
Pub. & Adv. Direc.....Sydney Yallen
Pgm. & Prod. Dir.....William V. Ray
News & Special Events Dir.....Al Gordon
Chief Announcer.....Joe Yocam
Chief Engineer.....Harry Myers

(See Page 334)

K G F J

HOLLYWOOD—1926

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Ben S. McGlashan
Business-Studio Address....6314 Sunset Blvd.
Phone Number.....HIllside 0201
Transmitter.....Washington & Oak Sts., L. A.
News Service.....UP
Transcription Service.....Muzak
Owner.....Ben S. McGlashan
General Manager.....Thelma Kirchner
Commercial Manager.....Jim Strain
Chief Engineer.....Homer Obuchon
Consulting Engineer..Comm. Rad. Equipt. Co.

K L A C

HOLLYWOOD—1946

Frequency: 570 Kc.....Power: 5000 Watts d., 1000 Watts n.
Owned-Operated By.....KMTR Radio Corp.
Address.....1000 Cahuenga Blvd.
Phone Number.....HUdson 2-7311
Transmitter Location.....Soto & Indiana Sts.
News Service.....INS, UP
Transcription Service.....Capitol, SESAC
Representative.....Adam J. Young, Jr.
President.....Mrs. Dorothy Schiff
Exec. V.P. & Sta., Gen. Mgr....Don Fedderson
Commercial Manager.....Dave Lundy
Program Director.....C. G. Renier
Publicity Director.....Red Doff
News Director.....Jim McNamara
Musical Director.....Roc Hillman
Dir. of Engr.....R. W. Conner
Consulting Engr.....Craven, Lohnes, Culver

K R E O

INDIO—1946

LIBERTY & PACIFIC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Bcstg. Corp. of America
Address.....Box 707 Indio

AP SELLS

For Stations and Sponsors —

For instance . . . . KGER

"Freeman A. McKenzie, Jr., Long Beach Ford dealer, tells us their daily 15-minute AP newscasts over KGER have produced excellent new and used car sales, increased service business and new business from nearby communities.

"Although I have been in radio more than ten years, I had not used Associated Press news service until two years ago. I find that AP news has meant extra business for us. It is the finest news service I have ever known."

GALEN O. GILBERT,
General Manager,
KGER, Long Beach, Calif.

Phone Number 73-403
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service .....World
Representative.....San Francisco—William Ayres; Los Angeles—Lee F. O'Connell
Membership .....NAB
Pres., Gen., Mgr.....William L. Gleason
Sta., Comm. Mgr.....Douglas Caplette
Pgm., Prod. Dir.....Daniel B. Speare
Chief Announcer.....Jim Tracewell
News Director.....Tommy Long
Musical Director.....Alex Derma
Chief Engineer.....James Tracewell

KTED

LAGUNA BEACH—1949

Frequency: 1520 Kc.....Power: 1000 d; 250 n.
Owned-Oper. By...Uni. Radio Features Synd.
Business Address.....424 Glenneyre
Phone Number 1520
News Service .....AP
Transcription Service.....Thesaurus, World
Representative .....Grant
President, General Mgr.....Tom E. Danson
Comm., Prom. Mgr.....James M. Matheny
Chief Announcer.....Richard S. Morgan
Chief Engineer.....Allan L. Campbell

KAVL

LANCASTER—1950

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Antelope Bcstg. Co.
Address.....P. O. Box 1192
Phone 1000
Transcription Service .....World
News Service .....UP
Pres., Gen. Mgr.....W. B. Carter
Commercial Manager.....H. L. Comstock
Chief Engineer.....James French

KCVR

LODI—1946—KBS

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Operated By....Central Valley Radio
Business Address.....P. O. Box 600
Phone Number.....Lodi 1700
Transmitter Studio.....1.8 Mi. N.W. of Lodi
News Service .....UP
Transcription Service .....Standard
General Manager.....Herbert W. Brown

KFOX

LONG BEACH—1924

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By..Nichols & Warinner, Inc.
Address.....220 E. Anaheim Street
Phone Number.....Long Beach 672-81
News Service .....UP
Transcription Service..Standard, Lang-Worth
Representative .....Burns-Smith
Membership .....NAB
Pres., Gen. Mgr., Pgm. Dir.....Hal G. Nichols
Promotion Mgr.....Norman Masterson
Comm. Mgr., Chief Engr.....L. W. McDowell

KGER

LONG BEACH—1926

Frequency: 1390 Kc.....Power: 5,000 Watts
Owned By...John Brown Schools of Calif., Inc.
Business-Studio Address.....3745 Atlantic
Phone Number 467-907
Transmitter.....Atlantic & Olive, Hynes
News Service .....AP
Transcription Service.....SESAC, Cole
President.....John E. Brown
Gen.-Sta.-Comm. Mgr.....Galen Gilbert
Pgm., Pub. Dir.....William George
Sales Prom. Mgr.....Dick Walsh
News Director.....Finis Bell
Musical Dir.....Peter Slack
Chief Engineer.....Luther Crumbaugh
Farm Editor.....Al Mallicoat
Consulting Engineer.....Ron Oakley

KFAC

LOS ANGELES—1931

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By..Los Angeles Bcstg. Co., Inc.
Business-Studio Address.645 S. Mariposa Ave.
Phone Number.....Dunkirk 4-1231
Transmitter Location...3725 Chesapeake Ave.
Air Time.....24 hrs.
News Service .....AP
Transcription Service.....Associated, SESAC
Membership .....NAB, BMB
Pres.-Gen.-Sta. Mgr.....Calvin J. Smith
Prod., Pgm. Dir.....Howard Rhines
Pub. Dir.....Murry Boggs
Chief Announcer.....Howard Rhines
Musical Librarian.....Edith Kent
Chief Engineer.....Ron Oakley

KFI

LOS ANGELES—1922—NBC

Frequency: 640 Kc.....Power: 50,000 Watts
Owned-Operated By..Earle C. Anthony, Inc.
Business-Studio Address..141 N. Vermont Ave.
Phone Number.....Dunkirk 2-2121
Transmitter Location.....Buena Pk.
News Service.....AP, UP
Trans. Serv.....Capitol, Associated, World
President-Owner.....Earle C. Anthony
General Manager.....George A. Whitney
Gen., Sales Mgr.....Kevin B. Sweeney
Program Dir.....Pat Kelly
Chief Announcer.....George Dvorak
Musical Director.....Bob Mitchell
Chief Engrs.....C. Mason, H. L. Blatterman
Farm Editor.....Nelson McIntnch

K F V D

LOS ANGELES—1925

Frequency: 1020 Kc.....Power: 5,000 Watts
Owned-Operated By.....Standard Bcstg. Co.
Business-Studio Add.....338 S. Western Ave.
Phone Number.....Dunkirk 8-2345
Transmitter Location.....Lynwood, Calif.
Air Time.....6 a.m.-2-a.m.
News Service.....UP
Transcription Service.....Lang-Worth
Membership.....NAB
Pres., Gen. Mgr.....Frank Burke, Jr.
Commercial Manager.....Vern Lindblade
Program Director.....Carl Brewster
Chief Announcer.....Clyde Cadwell
Chief Engineer.....Leonard Reeves

K H J

LOS ANGELES—1922

Frequency: 930 Kc.....Power: 5,000 Watts
Owned-Operated By..Don Lee Bcstg. System
Address.....1313 N. Vine St., Hollywood
Phone Number.....HUdson 2-2133
Transmitter Location.....Venice Blvd.
Air Time.....6 a.m.-M.
News Service.....AP, INS
Transcription.....World
Representative.....John Blair
Membership.....NAB, BAB
President.....Willet H. Brown
V.P. & Gen. Counsel.....Donn B. Tatom
V.P. chg. Sales.....Ward D. Ingrim
Sales Manager.....George Whitney
Sales Prom. Mgr.....Herbert Sonnenburg
Program Director.....J. Carlton Adair
Director of Operations.....Anthony J. LaFrano
Publicity Director.....Mark Finley
Musical Director.....Harry Zimmerman
V.P.-Engineering.....Walter Carruthers
News Dir., Farm Editor.....Les Mawhinney

K M P C

LOS ANGELES—1927—LIBERTY

Frequency: 710 Kc...Power: 50,000 WattsND d.; 10,000 Watts DA n.
Owned-Oper. By..The Station of the Stars, Inc.
Address.....5939 Sunset Boulevard
Phone Number.....HOllywood 9-5341
Transmitter Location.....12755 Burbank Blvd., North Hollywood
Air Time.....5:15 a.m.-M.
News Service.....INS, UP
Transcription Service....Standard, Lang-Worth
Representative.....H-R Represenattives
President.....John Patt
Gen. Mgr. & V.P.....Robert O. Reynolds
V.P. & Asst. Gen. Mgr.....Loyd C. Sigmon
Sales Mgr.....Tom Frandsen; National Sales Mgr., Charles Cowling
V.P. in Chg. of Bcsts.....Mark Haas
Dir. of Pub. Rela.....John Baird
Chief Announcer.....Howard Flynn
News Director.....Jim McCulla
Musical Director.....Jerome Sybilrud
Engineering Supervisor.....Mal Mobley, Jr.
Farm Editor.....Charles Stone

K N X

LOS ANGELES—1924—CBS

Frequency: 1070 Kc.....Power: 50,000 Watts
Owned-Oper. By..Columbia Bcstg. System, Inc.
Business-Studio Address....6121 Sunset Blvd.
Phone Number.....HOllywood 9-1212
Transmitter Location.....Torrance, Calif.
Air Time.....5:25 a.m.-1:05 a.m.
News Service.....AP, UP
Transcription Service.....Lang-Worth
Representative.....Radio Sales, CBS
President (CBS).....Frank Stanton
V.P., Gen. Exec.....Howard S. Meighan
Station Manager.....Merle S. Jones
Sales Manager.....Edwin W. Buckalew
Sales Prom. Mgr.....Ralph Taylor
Program Director.....George W. Allen
Production Director.....Allen Botzer
Publicity Director.....Earl Brownfield
News Director.....Jack Beck
Musical Director.....Lud Gluskin
Chief Engineer.....Les Bowman
Farm Editor.....Robert Wilson

K P O L

LOS ANGELES

C.P. Frequency: 1540 Kc...Power: 5000 Watts d.
Owned-Oper. By...Coast Radio Bcstg. Corp.
Address.....877 So. Tremaine Ave.
Phone.....Wyoming 8081
President.....Hugh R. Murchison

K R K D

LOS ANGELES—1927

Frequency: 1150 Kc...Power: 5000 d.; 1000 n.
Owned-Oper. By.....Radio Bctrs., Inc.
Business-Studio Address....541 So. Spring St.
Phone Number.....TRucker 7111
Transmitter Location.....1050 Montecito Drv.
News Service.....INS
Transcription Service.....Associated, SESAC
Membership.....NAB
President.....Frank P. Doherty
General-Station-Comm. Mgr.....Ned Connor
Publicity Director.....Doug Douglas
Pgm. Dir.-Chief Announcer....Charles Clifton
Chief Engineer.....Willis O. Freitag

K M Y C

MARYSVILLE—1940—MBS-DON LEE

Frequency: 1450 Kc.....Power: 250 Watts
Owner-Oper..Marysville-Yuba City Bcstrs., Inc.
Business Address.....P. O. Box 631

Phone Number 2-2396
Transmitter Location .. Laurellan Rd., District 10
Air Time ..... 6 a.m.-M.
News Service ..... UP
Transcription Service ..... World
Representative ..... W. S. Grant
Membership ..... NAB
President ..... H. E. Thomas
Gen.-Station Comm. Manager ... Joe D. Carroll
Program Director ..... William R. Cleveland
Chief Announcer ..... Joe Setran
News Director ..... Hedley Hall
Chief Engineer ..... Loyd McQueary

KYOS

MERCED—1936—MBS-DON LEE

Frequency: 1480 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... Merced Bcstg. Co.
Business Address ..... P. O. Box 717
Phone Number 1430-1; 1281
Studio Address ..... G St. Grade
Transmitter Location .... Lake Rd., Merced Cty.
Air Time ..... 5 a.m.-M.
News Service ..... UP
Transcription Service ..... World
Representative ..... W. S. Grant
Membership ..... NAB
President-Gen. Mgr. ..... Hugh McClung
Station Manager ..... Charles H. Kinsley, Jr.
Comm. Mgr.-Pgm. Dir. ..... A. J. Krisik
Sales Prom. Mgr. ..... Rod O'Hara
Prod.-Musical Dir. ..... Joel Buffington
Pub. Dir. ..... Edward Blakesley
Chief Announcer ..... Harvey Otto
Chief Engineer ..... M. R. Beavers
Farm Editor ..... Clare Caughman

KMOD

MODESTO—1950—ABC

Frequency: 1360 Kc. ..... Power: 1000 Watts
Owned-Oper. By ..... Radio Modesto, Inc.
Address ..... P. O. Box 941
Phone 3838
Transcription Service ..... World
News Service ..... AP
Owner, Gen. Mgr. ..... John H. Schacht
Commercial Manager ..... Ron Sweeney
Pgm., News Director ..... Gene D'Accardo
Chief Engineer ..... Robert Harrell

KTRB

MODESTO—1933

Frequency: 860 Kc. ..... Power: 5000 d.; 1000 n.
Owned-Operated By ..... KTRB Bcstg. Co., Inc.
Address ..... P. O. Box 593
Phone Number 774-5
Studio-Transmitter ..... Norwegian Ave.
Air Time ..... 4:45 a.m.-2 a.m.

if...

California—the nation's Second Retail State—is your market...

and... you recognize that SUCCESSFUL RADIO ADVERTISING demands local tie-in MERCHANDISING...

you...

ABSOLUTELY CANNOT OVERLOOK the Pacific Regional Network, your Best Salesman in California...

because..

the Pacific Regional Network, the nation's most flexible sales and merchandising radio station network...

...offers to advertisers (1) network time purchase of any or all of 49 separate California AM radio stations; (2) outstanding programming; and (3) LOCAL radio sales promotion in all its ramifications... at substantial savings in time, effort and money.

For details write, wire, or phone

PACIFIC REGIONAL NETWORK

6540 SUNSET BOULEVARD • PHONE HIllside 7406 • HOLLYWOOD 28, CALIFORNIA

News Service.....INS, UP
Transcription Service.....Lang-Worth, Cole, Standard
Representative.....W. S. Grant
Membership.....NAB
Pres.-Gen.-Station Mgr....William H. Bates, Jr.
Com.-Sales Promotion Mgr...James Van Parks
Pgm.-Prod.-Publ. Dir.....Milton L. Hibdon
Chf. Anncr., News, Farm Editor
.... Charles McEwen
Musical Director.....Gene Stevens
Chief Engineer.....William H. Bates, Jr.

KMBY

MONTEREY—1949—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Monterey Bcstg Co.
Business Address.....Hotel San Carlos
Phone Number.....8541
Air Time.....Unlimited
News Service.....UP
Transcription Service.....World, Associated
General Mgr.....L. John Miner
Comm. Mgr.....John F. W. Tyler
Pgm. Dir.....Ford Warner
Chief Engineer.....Emil A. Trojak

KWSD

MT. SHASTA—1947

Owned-Oper. By..Shasta Cascade Bcstg. Corp.
Address.....E. Alma Street
Phone Number.....2124
Air Time.....7 a.m.-10 p.m.
News Service.....AP
Transcription Service.....Standard
Station Representative..Western, Continental, E. Coast
Membership.....NAB
President.....Vernita Adler
General Manager.....Arthur Adler
Station Manager.....David H. Rees
Program Director.....Iola Huntingdon
Chief Engineer.....Donald F. Keys

KVON

NAPA—1947—LIBERTY

Frequency: 1440 Kc.....Power: 500 Watts
Owned-Operated By.....Napa Bcstg. Co.
Address.....Foster Rd.
Phone Number.....6-2023
Air Time.....6 a.m.-10:30 p.m.
News Service.....AP
Newspaper Affiliation..Vallejo News Chronicle, Vallejo Times-Herald
Transcription Services.....World, Associated
Representative.....Forjoe
Pres., Gen. Mgr.....Luther E. Gibson
Commercial Manager.....David Bous
Pgm. Dir., Chief Anncr....George W. Grayson
Chief Engineer.....Herbert Vanderbeek
Farm Editor.....Herman Baade

KLX

OAKLAND—1922

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By....Tribune Building Co.
Business Studio Address.....Tribune Tower
Phone Number.....GLencourt 1-0660
Transmitter Location.....Tribune Tower
Air Time.....6 a.m.-M.
Newspaper Affiliation.....Oakland Tribune
News Service.....AP, UP
Transcription Service.....Bruce Fells, World
Representative.....Burn-Smith
Membership.....NAB
President.....J. R. Knowland, Jr.
Gen. Station Manager.....Glenn Shaw
Program Director.....Jerry Morton
Commercial Manager.....J. Milton Serepan
Musical Director.....Lou Dean Grow
Publicity Director.....Gloria Markoff
News Director.....John K. Chapel
Chief Engineer.....Roswell S. Smith
Consulting Engineer.....E. C. Page

KROW

OAKLAND—1925

Frequency: 960 Kc....Power: 1000 Watts d., 1000 Watts n.
Owned-Operated By.....KROW, Inc.
Address.....464 19th St.
Phone Number.....TWinoaks 3-9600
Transmitter Location.....1520 8th Ave.
Air Time.....5:30 a.m.-2 a.m.
News Service.....UP
Transcription Service....Standard, Associated
Representative.....Ra-Tel Repre., Inc.
Membership.....NAB
President.....Sheldon F. Sackett
Gen., Sta. Mgr.....Alan L. Torbet
Commercial Manager.....David M. Sacks
Promotion Manager.....Alan L. Torbet
Program Director.....Russ Coughlan
Publicity Director.....Mercedes Prosser
Chief Announcer.....Russ Coughlan
News Director.....William Winter
Chief Engineer.....Paul Leake
Consulting Engineer.....Andrew Ring

KWBR

OAKLAND—1920

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Operated By..Warner Bros. Radio, Inc.
Business-Studio Address.....327-21st St.
Phone Number.....Higate 4-1212
Transmitter Location.....327-21st St.
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....Lang-Worth
Membership.....NAB
President, Gen. Mgr.....S. W. Warner
Station Manager.....F. Wellington Morse
Commercial Manager.....W. E. Malone
Program Director.....Wanda Armey

Production Director.....George Oxford
Chief Announcer.....Bob Bouard
Musical Director.....Sam Watts
Chief Engineer.....Paul Gregg

KOCS
ONTARIO—1946

Frequency: 1510 Kc.....Power: 250 Watts d.
Owned-Operated By....The Daily Report Co.
Business-Studio Address.....222 East "B" St.
Phone Number.....627-54
Transmitter Location.....4th and San Antonio
Air Time.....Local sunrise—Local sunset
News Service.....UP
Transcription Service.....Capitol, Associated
President.....Mrs. Jerene Appleby Harnish
Station Mgr.....Stanley G. Davis
Commercial Mgr. .....James E. Rennie
Publicity Director.....Helen Faye Thompson
Pgm. Dir.-Chief Announcer....George Crofford
Chief Engineer.....Floyd Hall
Farm Editor.....Gene Durbin

KDAN
OROVILLE—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Mercury Bcstg. Co.
Address.....P. O. Box 231
Phone Number 1340
Transmitter Location.....In Oroville on Levee
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth
General Manager.....Ray L. Partridge
Promotion Manager.....William Aiston, Jr.
Program Director.....Ray L. Partridge
Chief Engineer.....Ray L. Partridge
Farm Editor.....William Lamberton

KCMJ
PALM SPRINGS—1946—CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Palm Springs Bcstg. Co.
Business Address.....Box KK
Phone Number.....2253
Studio, Transmitter Location....N. Indian Ave.
Air Time.....6:45 a.m.-11:30 p.m.
News Service.....UP
Representative.....John E. Pearson
President.....Richard W. Joy
Gen. Station Mgr.....Roland B. Vaile
Commercial Mgr.....Harry Davis
Program Mgr.....Dorothy Fanning
News Director.....Paul Grannis, Jr.
Chief Engineer.....Donald C. McBain

KIBE
PALO ALTO—1949

Frequency: 1220 Kc.....Power: 250 Watts
Owned-Oper. By.....James Blaine Rhodes
Address.....813 Fremont, Menlo Park
Phone Number.....Davenport 2-5055
Transmitter.....E. Palo Alto
Air Time .....Daytime
News Service .....AP
Transcription Service .....Standard
Representative.....Scott & Co.
Membership .....NAB
Gen., Sta. Mgr.....Jay B. Rhodes
Commercial Manager.....Walter Grau
Sales Prom. Mgr.....William Gunning
Program Director.....John Egan
Chief Announcer.....Robert Seaman
Consulting Engineer.....Ray Mort

KALI
PASADENA—1950

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Operated By.....John H. Poole
Business-Studio Address.....425 E. Green St.
Phone Number.....RY 1-7641, SY 2-5327
Transmitter.....924 Vista St., San Gabriel
Transcription Service .....Capitol
Representative .....Schepp-Reiner
Owner.....John H. Poole
Manager.....Aubrey H. Ison
Commercial Manager.....J. Newton Yates
Program Director.....Allan Berg
News Director.....George Nemett
Music Director.....Fred Smith
Chief Engineer.....Harvey Fritch

KXLA
PASADENA—1942

Frequency: 1110 Kc.....Power: 10,000 Watts
Owned-Operated By..Pacific Coast Bcstg. Co.
Business Address...1401 So. Oak Knoll Ave.
Phone Number.....Ryan 1-6991
Transmitter Location.....El Monti
Air Time.....24 hrs. daily
News Service .....AP
Transcription Service.....World, Associated
President-Gen. Sta. Mgr.....Loyal K. King
Pgm. Dir.....Dick Scofield
Chief Anncr.....Carl Saunders
Musical Dir.....Cliff Stone
Chief Engineer.....Jack Reader
Farm Editor.....Dr. LeRoy Smith

KWKW
PASADENA—1942

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By...Southern Calif. Bcstg. Corp.
Address.....800 Sierra Madre Villa
Phone Number.....Ryan 1-6744
News Service.....UP
Representative .....Forjoe
Membership .....NAB
President.....Marshall S. Neal
Gen.-Station-Comm. Mgr.....William J. Beaton
Pgm. Dir., Chief Anncr.....Bill Garr
Publicity Director.....Clair Hughes
News Director.....Bob Knouse

Chief Engineer.....Paul W. Spargo
Farm Editor.....Gordon Baker Lloyd

KPRL
PASO ROBLES—1946—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Leslie Henry Hacker
Business Studio Address...32nd & Oak Sts.
Phone Number 204
Transmitter Location.....32nd & Oak Sts.
Air Time .....Unlimited
News Service.....AP
Transcription Service.....Standard
Representative.....W. S. Grant
Owner-Gen. Mgr.....Leslie Henry Hacker
Commercial Mgr.....Jack B. Wasson
Chief Engineer.....Dale Schwartz
Consulting Engineer.....Lohnes & Culver

KAFP
PETALUMA—1950

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Petaluma Bcstrs., Inc.
Address .....Box 480
Phone 183
Transcription Service .....Thesaurus
News Service .....UP
Pres., Gen., Comm. Mgr.....Harold A. Sparks
Chief Engineer.....Forrest W. Hughes
News Director.....Ted Kenessey
Pgm. Dir., Prom. Mgr.....Catherine E. Sparks
Farm Editor.....Bob Bishop

KECC
PITTSBURG—1949

Frequency: 990 Kc.....Power: 1000 Watts
Owned-Operated By.....KECC, Inc.
Business Address.....235 Railroad Ave.
Phone Number 2-2964
Transmitter Address.....Collinsville
Air Time .....Unlimited
News Service.....UP
Transcription Service.....World
Representative .....Western
General Mgr.....Mel D. Marshall
Commercial Mgr.....John C. McFarland
Program Manager.....Ted Mermod
News Director.....Fred Knop
Chief Engineer.....Merlin W. Haag
Consulting Engineer.....McIntosh & Englis

KPMO
POMONA—1947

Frequency: 1600 Kc.....Power: 500 Watts
Owned-Operated By.....Valley Bcstg. Co.
Business-Studio Address.....1240 E. Holt St.
Phone Number.....Lycoming 2-1293
News Service .....UP
Transcription Service.....Standard, World
President, General Mgr....Dean H. Wickstrom
Comm., Prom. Mgr.....Jim Oliver
Chief Engineer.....Buck Rogers

KTIP
PORTERVILLE—1946—LBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....J. F. Tighe
Business-Studio Address..Newcomb & Grand Ave., P. O. Box 1312
Phone Number.....1450 & 1451
Transmitter Location.....Newcomb Ave.
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative .....Cook, Grant
Membership.....NAB, BMB, SCBA
General Manager.....Frank Robinson Brown
Program Director.....Marjorie B. Lay
Chief Engineer.....John M. Herman
News Editor.....Kenneth Clifford, Jr.

KBLF
RED BLUFF—1946—LBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Tehama Bcstg. Co.
Studio-Business Address.....346 Oak St.
Phone Number.....354
Transmitter Location.....E. Red Bluff
Air Time.....6:45 a.m.-10 p.m.
Representative .....Tracy Moore
Membership.....NAB, BMB
General Mgr. .....Arvo Haapanen
Pgm. Dir., Chief Engr.....Howard Parsons

KVCV
REDDING—1938—MBS

Frequency: 600 Kc.....Power: 1000 Watts
Owned-Oper. By..Golden Empire Bcstg. Co., Inc.
Address.....Box 717, Merced
Phone Number 1646
Transmitter Location.....2 miles NE City
Air Time.....6 a.m.-12M.
News Service .....UP
Transcription Service .....World
Representative.....W. S. Grant Co.
President.....Mrs. Hugh McClung
Station Manager.....Fred M. Stuelpnagel
Commercial Manager.....H. E. McCarty
Promotion Manager.....Robert Hoskins
Pgm., Prod. Dir.....Lyle Mathys
Publicity Director.....Frances Bruce
Chief Announcer.....Vincent Lambert
News Director.....Charles Castor
Musical Director.....Ted Dooley
Chief Engineer.....Russ Pope
Farm Editor.....Vincent Lambert
Consulting Engineer.....Kier & Kennedy

KZYZ
REDLANDS—1949

Frequency: 990 Kc.....Power: 1000 d.
Owned-Oper. By....Orange Empire Bcstg. Co.
Address.....208½ Orange St.

KPRO

RIVERSIDE—1941—BCA
LIBERTY—PACIFIC

Frequency: 1440 Kc.....Power: 1000 Watts
Owned-Oper. By.....Broadcasting Corp. of America
Business Address.....P.O. Box 987
Phone Number.....Riverside 6290
Studio-Transmitter.....3401 Russell St.
Air Time.....6 a.m.-1 a.m.
News Service.....AP, UP
Transcription Service.....World
Representative.....Duane Wanamaker
President-General Mgr.....W. L. Gleeson

KCRA

SACRAMENTO—1945—NBC

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By.....KCRA, Inc.
Business Studio Address.....1010 11th St.
Phone Number.....Gilbert 2-0758
Transmitter Location....Route 3, Box 1213 A
Air Time.....6 a.m.-12M.
News Service.....UP, AP
Transcription Service.....World
Representative ....Robert Meeker, W. S. Grant
Membership .....NAB
President-General Mgr.....Ewing C. Kelly
Commercial Manager.....John Dupell
Program Director.....Irma Davis
News Director.....Jack Matranga
Chief Engineer.....W. Herbert Hartman
Farm Editor.....Dick Wood

KFBK

SACRAMENTO—1922—ABC

Frequency: 1530 Kc.....Power: 50,000 Watts
Owned-Operated By...McClatchy Bcstg. Co.
Business Studio Address.....708 Eye St.
Phone Number.....Gilbert 3-1745
Transmitter Location.....Pleasant Grove
News Service.....UP, AP
Transcription Service.....Capitol
Representative.....Paul H. Raymer
Membership .....NAB
President .....Eleanor McClatchy
Station Manager.....Keith B. Collins
Director of Sales.....Perry Nelson
Publicity & Promotion .....Tom C. Flynn
Program Manager.....Richard S. Burdick
News Editor.....Victor Blanks
Music Librarian.....Herbert Harrison
Chief Engineer.....Stam Sronce
Farm Editor.....Ray Rodgers
Consulting Engineer.....George C. Davis

KROY

SACRAMENTO—1937—CBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Harmco, Inc.
Business-Studio Address....Hotel Sacramento
Phone Number.....Gilbert 3-2525
Transmitter Location.....3402 65th St.
Air Time.....6 a.m.-M.
News Service.....INS, UP
Transcription Service.....Associated
Representative .....Avery-Knodel
Membership .....NAB
Gen., Sta. Mgr.....Clyde F. Coombs
Commercial Manager.....Byron H. Nelson
Ass't Mgr., Pgm. Dir.....William J. Ratcliff
News Director.....Henry Thornley
Chief Engineer.....William Karpisek
Farm Editor.....Scotty Mortland
Consulting Engineer.....A. D. Ring & Co.

KXOA

SACRAMENTO—1945
MBS-DON LEE

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Oper. By.....Sacramento Bcstrs., Inc.
Phone Number.....Hickory 9-3576
Transmitter Location..N. Sacramento Freeway
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service .....Associated
Represent.....J. E. Pearson, West. Radio Adv.
President .....Lincoln Dellar
General Station Mgr.....Herb Ferguson
Program Director.....I. Earle Russell
News Director.....Hal Laffoon
Chief Engineer .....Ewald Berger
Consulting Engineer.....A. D. Ring

KSBW

SALINAS—1947—MBS-DON LEE

Frequency: 1380 Kc.....Power: 1,000 Watts
Owned-Operated By.....Salinas Bcstg. Corp.
Business Address.....P.O. Box 1651
Phone Number 807
Studio-Transmitter .....Laurel Dr.
News Service.....AP
Transcription Service.....Standard
Representatives.....Burn-Smith, Western
Membership .....NAB
Pres., Gen., Sta. Mgr.....Dr. Harry Morgan
Commercial Manager.....William M. Oates
Pgm. Dir., Chief Annor...Raymond A. Wilson
Prod., Pub. Dir.....James R. Oliver
Musical Director.....James Robinson
Chief Engineer.....Robert K. Cobb
Consulting Engineer.....A. D. Ring and Co.

KCSB

SAN BERNARDINO—1947

Frequency: 1350 Kc..... Power: 500 Watts
Owned-Operated By..Mrs. Essie Binkley West
Studio-Bus. Transmitter Address...770 Mill St.
Phone Number.....822-45
News Service.....AP, UP
President-Gen. Mgr...Mrs. Essie Binkley West
Commercial Prom. Mgr.....Dave W. Adams

Program Director.....Chap Rollins
Chief Engineer.....Walter Bronson

KFXM
SAN BERNARDINO—1929—MBS

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Operated By....Lee Bros. Bcstg. Corp.
Business-Studio Address.....512 Fifth St.
Phone Number.....4761
Transmitter Location.....S. "E" St.
Air Time.....5:30 a.m.-M.
News Service.....UP
Transcription Service.....World
Representative.....John Blair
President.....J. Clifford Lee
General Manager.....Gene W. Lee
Commercial Manager.....Don S. Cummings
Sales Prom. Mgr.-Pub. Dir.....Lowell Smith
Program Director.....Erma Jones
Prod., News Direc.....John Harder
Chief Announcer.....Jim O'Leary
Chief Engineer.....George Ewing
Farm Editor.....Howard Baichly
Consulting Engineer..Comm. Rad. Equipt. Co.

KITO
SAN BERNARDINO—1947—ABC

Frequency: 1290 Kc.....Power: 5000 Watts d., 5000 Watts n.
Owned-Operated By.....KITO, Inc.
Address.....569 Fourth St.
Phone Number.....7807
Transmitter Location.....1416 E. Baseline
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Capitol
Representative.....Hollingbery
Pres., Gen., Sta. Mgr.....J. J. Flanigan
Commercial Manager.....Charles Foll
Pgm., Prod. Dir.....Arnold Benum
Publicity Director.....Marshall King
Chief Announcer.....Jerry Lietz
News Director.....Leo Cross
Musical Director.....Betty Jean Doop
Chief Engineer.....Richard Klitzing
Farm Editor.....Fred Reinhardt
Consulting Engineer.....Owen Ford

KRNO
SAN BERNARDINO—1948

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..Western Empire Bcstrs., Inc.
Address.....990 Colton Ave
Phone Number.....8-2771
Air Time.....6 a.m.-M.
News Service.....AP
Representatives.....Cook, Western
Transcription Service.....SESAC
President, Comm. Mgr.....James W. Gerrard
General Manager.....Norman H. Rogers
Program Director.....Robert Stone
Chief Announcer.....Wyn Stewart
Chief Engineer.....George W. Brock

KFSD
SAN DIEGO—1926—NBC

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By..Airfan Radio Corp. Ltd.
Business-Studio Address.....U. S. Grant Hotel
Phone Number.....Franklin 6353
Transmitter Location..Emerald Hills Golf Course
Air Time.....6 a.m.-M.
News Service.....INS
Transcription Service.....World
Representative.....Paul H. Raymer
Membership.....NAB
President.....Thomas E. Sharp
Manager.....John C. Merino
Program Director.....Deane Long

KGB
SAN DIEGO—1926—MBS-DON LEE

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Operated By.....Don Lee Bcstg. Syst.
Address.....Greyhound Terminal Bldg.
Phone Number.....Franklin 6151
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....World
Representative.....John Blair
Station Manager.....F. D. Ide
Comm.-Sales-Prom. Mgr.....Hobby Myers
Pgm. Dir.....Jerry Lee Pecht
Chief Engineer.....William G. Collins

KCBQ
SAN DIEGO—1946—CBS

Frequency: 1170 Kc....Power: 5000 Watts d., 1000 Watts n.
Owned-Operated By.....Charles E. Salik
Business Studio Address.....1405 Fifth Ave.
Phone Number.....Franklin 1315
Transmitter Location...62nd & El Cajon Blvd.
Air Time.....6 a.m.-1 a.m.
News Service.....UP
Transcription.....Lang-Worth, Standard
Representative.....George P. Hollingbery
Membership.....NAB, BAB
Pres., Gen. Mgr.....Charles E. Salik
Commercial Manager.....Graham H. Moore
Sales Prom. Mgr.....Joseph Miller
Program Director.....Grady Edney
Prod. Dir., Chief Anncr.....Robert Regan
News Director.....Richard Boynton
Musical Director.....Betty Hersey
Chief Engineer.....Charles J. Sherburne
Farm Editor.....Howard Keddie
Consulting Engineer.....Silliman & Barclay

KFMB
SAN DIEGO—1941—ABC

Frequency: 550 Kc.....Power: 1000 Watts

Owned-Operated By.....Jack Gross Bcstg. Co.
Bus.-Studio Address.....1375 Pacific Blvd.
Phone Number.....Main 2114
Transmitter Location.....Grantville
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service.....World, SESAC
Representative.....The Branham Co.
Membership .....NAB
President-General Mgr.....Jack O. Gross
Commercial Manager.....William Edholm
Sales Promotion Mgr.....Miriam Schaefer
Program Dir.....John Bainbridge
Chief Engineer.....Thornton Chew

KSDO

SAN DIEGO—1947

Frequency: 1130 Kc.....Power: 5000 Watts
Owned-Operated By...San Diego Bcstg. Co.
Business Studio Address...1029 Second Ave.
Phone Number.....Main 2041
Transmitter Location.....5240 Ward Rd.
Air Time.....6 a.m.-M.
Newspaper Affiliation..San Diego Union, San Diego Evening Tribune
News Service.....UP, AP
Transcription Service .....Standard
Representative.....Sears & Ayer, Western
V.P.-General Manager.....Jack Heintz
Pgm. Dir.....Wilson Edwards
Chief Engineer.....Vern Milton

KSON

SAN DIEGO—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Studebaker Bcstg. Co.
Business Studio Address.....630 F St.
Phone Number.....Franklin 5175
Transmitter Location....Rigel & Dalbergia Sts.
Air Time.....24 hrs.
News Service .....AP
Transcription Service.....Associated
Representative .....Forjoe
V.P., Gen. Mgr.....Fred Rabell
V.P., Comm. Mgr.....Gordon Studebaker
Program Director.....Dorothy Johnson
Chief Engineer.....Warren Williamson

KGIL

SAN FERNANDO—1947

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Oper. By..San Fernando Va. Bcstg. Co.
Business Address.....4919 Van Nuys Blvd.
Phone Number.....State 4-6291
Transmitter Location.....14808 Lassen St.
Air Time.....6 a.m.-M.
News Service .....UP
Pres., General Mgr.....F. J. Smalley, Jr.
Commercial Manager.....Howard P. Grey
Program Director.....Allan W. McKee
Chief Engineer.....Jay Rice
Consulting Engineer.....Ron Oakley

KCBS

SAN FRANCISCO—1912—CBS

Frequency: 740 Kc.....Power: 5000 Watts d., 5000 Watts n.
Owned-Oper. By....CBS System, Inc., Calif.
Address .....Palace Hotel
Phone Number.....YUkon 2-7000
Transmitter Location .....Alviso
Air Time.....5:50 a.m.-M.
News Service.....AP, UP
Transcription Service .....Standard
Representative.....Radio Sales, Inc.
President (CBS).....Frank Stanton
Vice-Pres. & Gen. Mgr.....Arthur Hull Hayes
Commercial Manager.....Jules Dundes
Prom. & Adv. Mgr.....Howard Luck Gossage
Program Director.....Fred Ruegg
Publicit yDirector.....William Cullenward
Chief Announcer.....Deane Stewart
News Director.....William Nietfeld
Musical Director.....Raymond Hackett
Chief Engineer.....Alan Cormack
Farm Editor.....Gordon Roth

KFRC

SAN FRANCISCO—1924
MBS-DON LEE

Frequency: 610 Kc.....Power: 5000 Watts C.P.: 50,000 Watts
Owned-Operated By...Don Lee Bcstg. System
Business-Studio Address..1000 Van Ness Ave.
Phone Number .....Prospect 6-0500
Transmitter Location.....1000 Van Ness Ave.
Air Time.....Unlimited
News Service.....AP, INS
Transcription Service World
Representative.....John Blair
Membership .....NAB
V.P.-Gen. Sta. Mgr.....William D. Pabst
Commercial Manager.....Merwyn L. McCabe
Sales Prom. Mgr.-Pub. Dir.....Dink Templeton
Program Dir.-Prod. Mgr.....Mel Venter
Chief Announcer.....Lewis Pfeifer
Musical Director.....Lyle Bardo
News Director.....Bill Nietfield
Chief Engineer.....E. G. Underwood
Farm Editor.....Bert Buzzini

KGO

SAN FRANCISCO—1924—ABC

Frequency: 810 Kc Power: 50,000 Watts
Owned-Operated By.....American Bcstg. Co.
Business Address.....155 Montgomery St.
Phone Number....Exbrook 2-6544; Greystone 4-6565
Studio Address.....Taylor & O'Farrell Sts.
Transmitter Location.....Near Newark, Calif.
Air Time.....6 a.m.-M.
News Service.....AP, INS, UP
Transcription Service.....Standard, Capitol
Representative.....ABC Spot Sales

ACES IN THE SAN FRANCISCO AREA



San Francisco's leading independent radio station

San Francisco's pioneer television station

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WM. G. RAMBEAU CO.

Represented by
THE KATZ AGENCY

ONE NOB HILL CIRCLE • SAN FRANCISCO • CALIFORNIA • TELEPHONE EXBROOK 2-4567

President (ABC).....Robert E. Kintner
General-Station Manager.....Gayle V. Grubb
Commercial Manager.....Vincent Francis
Sales Promotion-Pub. Dir.....Maury Baker
Program Director.....Bloyce Wright
Chief Announcer.....John Galbraith
News Director.....Vic Reed
Musical Director..... Phil Bovero
Chief Engineer.....A. E. Evans
Consulting Engineer.....Kear & Kennedy

KJBS

SAN FRANCISCO—1924

Frequency: 1100 Kc.....Power: 1000 Watts d
Owned-Operated By.....KJBS Bcstrs.
Business Studio Address.....1470 Pine St.
Phone Number.....Ordway 3-4148
Transmitter Location.....1470 Pine St.
Air Time.....5 a.m.-Local Sunset
News Service.....UP, INS
Transcription Service...Standard, MacGregor, Lang-Worth, Associated
Representative.....Headley-Reed
Membership .....NAB
Gen. Mgr.-Sta. Mgr.....Edwin P. Franklin
Comm. Mgr.....Stanley G. Breyer
Pgm. Dir.-Prod.-Pub. Mgr...Charles F. Pendleton
Chief Engineer.....Wayne Berthold

KNBC

SAN FRANCISCO—1922—NBC

Frequency: 680 Kc.....Power: 50,000 Watts
Owned-Operated By.....National Bcstg. Co.
Address.....420 Taylor St.
Phone Number.....GRaystone 4-8700
Transmitter Location .....Belmont
Air Time .....Unlimited
News Service.....AP, INS, UP
Transcription Service....Thesaurus, Standard
Representative.....NBC Spot Sales
Membership .....NAB, BAB
President (NBC).....Joseph H. McConnell
Asst. Gen. Mgr.....George Greaves
Commercial Manager.....Alfred W. Cropsey
Sales Promotion Manager.....Randy Smith
Program Director.....Paul Speegle
News, Pub. Dir.....John Thompson
Musical Director.....Tony Freeman
Chief Announcer.....Hal Wolf
Chief Engineer.....Curtis Peck
Farm Editor.....Henry Schacht

KSAN

SAN FRANCISCO—1922

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Golden Gate Bcstg. Corp.
Trans. Studio Address.....1355 Market St.
Phone Number.....Market 1-8171
Air Time.....6 a.m.-M.
News Service.....AP, UP
Transcription Service.....Lang-Worth
Representative.....Western Radio Sales
Membership..... NAB
President.....S. H. Patterson
Gen.-Sta.-Comm. Mgr.....Lee C. Mikesell
Pgm. Prod. Dir.-Sales. Prom. Mgr.....Clint Sherwood
News Director.....Frank Arthur
Chief Engineer.....Norwood Patterson

KSFO

SAN FRANCISCO—1925

Frequency: 560 Kc....Power: 5000 Watts d., 1000 Watts n.
Owned-Oper. By..The Associated Bcstrs., Inc.
Business Studio Address..Mark Hopkins Hotel
Phone Number.....EXbrook 2-4567
Transmitter Location....Islias Creek, Pier 92
Air Time.....6:15 a.m.-12:15 a.m.
News Service.....INS, UP
Transcription Service.....Standard; World
Representative.....Wm. Rambeau Co.
Membership .....NAB, BAB
President.....Wesley I. Dumm
V.P.-Gen. Mgr.....Philip G. Lasky
Commercial Mgr.....John G. Campbell
Sales Promotion Mgr.....Kay Mulvihill
Program Dir.....Robert Hansen
Dir. of Engineering.....A. E. Towne
Farm Editor.....Herb Kennedy
Consulting Engineer..Universal Research Labs

KYA

SAN FRANCISCO—1926—LBS

Frequency: 1260 Kc....Power: 5000 Watts d., 1000 Watts n.
Owned-Operated By..Palo Alto Radio Station, Inc.
Business Studio Address.....Fairmont Hotel
Phone Number.....DOuglas 2-2536
Transmitter Location.....Candlestick Pt.
Air Time.....24 hours
News Service.....UP
President .....Elroy McCaw
Gen. Mgr., Sta., Pgm. Dir.....J. G. Paltridge
Production Director.....Les Keiter
Chief Announcer.....Vern Wilson
News Director.....Arthur Primm
Chief Engineer.....Paul Beck

KSGN

SANGER—1947—CALIF.

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Radio Sanger Co.
Business Studio Address.....P. O. Box 338
Phone Number.....Sanger 490
Transmitter.....4½ Mi. NE of Sanger
News Service .....UP
Transcription Service.....World, Capitol
Representative.....Tracy Moore
Membership ..... NAB
Gen. Station-Com. Mgr.....Bob Rogers
Pgm. Dir.-Chief Announcer.....D. Whitney
Chief Engineer.....Julian J. Nielsen

KEEN

SAN JOSE—1947

Frequency 1370 Kc.....Power 1000 Watts
Owned-Operated By.....United Bcstg. Co.
Business Studio Address.....Hotel De Anza
Phone Number.....Cypress 4-0344
Transmitter.....Wayne Ave. & Oakland Hgy.
Air Time.....6 a.m.-M.
News Service.....UP
Representative.....W. S. Grant
Membership.....NAB
President.....George M. Mardikian
Genl. Mgr.....Floyd Farr
Commercial Mgr.....George Blum
Program Dir.....George Snell
Chief Engineer.....Lee Johnston
Farm Editor.....Gene Vennum
Consulting Engineer.....George Adair

KLOK

SAN JOSE—1946

Frequency: 1170 Kc.....Power: 5000 Watts d.
Owned-Operated By.....Valley Bcstg Co.
Business Address.....40 W. San Antonio St.
Phone Number.....Cypress 3-3445
Studio Address.....Rt. 3, Box 323A
Transmitter Location.....King Rd. at Aborn
Air Time.....Local Sunrise-Local Sunset
News Service.....AP
Representative.....Gene Grant, Pearson
President-Gen. Mgr.....E. L. Barker
Commercial Mgr.....Richard E. Ryan
Program Director.....Ruth Poindexter
Chief Engineer.....Bill Cunningham

KSJO

SAN JOSE—1946

Frequency: 1590 Kc....Power: 1000 Watts d., 500 Watts n.
Owned-Operated By...Santa Clara Bcstg. Co.
Business Address.....P. O. Box 995
Phone Number.....Cypress 3-8030
Transmitter-Studio Loc.....Story and Lucretia
Air Time.....6:15 a.m.-M.
Newspaper Affiliaion.....Les Gatos Times, Gilroy Dispatch
News Service.....UP
Transcription Service.....World
Representative.....Forjoe
President.....Patrick H. Peabody
Gen., Sta. Mgr.....Charles F. Mallory
Commercial Manager..Richard W. O'Donnell
Pgm.-Prod. Pub. Dir.....Norman Paul
Chief Engineer.....Walter H. Scott
Consulting Engineer...Wesley I. Shellhammer

KXRX

SAN JOSE—1948

Frequency: 1500 Kc.....Power: 1000 Watts
Owned-Operated By.....San Jose Bcstg. Co.
Address.....Box 167
Phone Number.....Cypress 2-5080
Studio-Transmitter.....Bayshore Hiway
Air Time.....24 hrs.
News Service.....UP
Transcription Service.....Associated
Representative.....Western Radio Sales
Membership.....NAB
President-Gen. Mgr.....Joe E. Levitt
Commercial Mgr.....Gordon Graham
Program Director.....Glenn Hill
Chief Announcer.....Jack Lund
Musical Director.....Margaret Ring
Chief Engineer.....Frank Glass

KMNS

SAN LUIS OBISPO—1949—PBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Pacific Bcstg. Co.
Business-Studio Address.....Box 700
Phone Number.....3171
Transmitter Location.....South Street
Air Time.....Unlimited
News Service.....UP
Pres., Gen. Mgr.....Marc C. Spinell
Program Director.....Mrs. Leslie Gurnep
Chief Announcer.....Paul McElroy
Chief Engineer.....William Kohlenberger

KVEC

SAN LUIS OBISPO—1937
MBS-DON LEE-KBS

Frequency: 920 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By.....Christina M. Jacobson
Business Address.....851 Higuera St.
Phone Number.....1100-1
Transmitter Location.....Highway One
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service.....Standard
Representative.....W. S. Grant
Membership.....NAB
Pres.-Owner.....Christina M. Jacobson
Gen., Sta. Mgr.....Les Hacker
Commercial Manager.....Joe Shuttleworth
Prod. Dir., Sales Prom. Mgr....Steve Lamkin
Program Director.....Robert S. Wilton
Chief Announcer.....Hugh Harling
News Director.....Les Hacker
Musical Director.....Pete Stephenson
Chief Engineer.....Dale Schwartz
Farm Editor.....Andy Kasperian
Consulting Engineer.....Lohnes & Culver

KSMO

SAN MATEO—1947

Frequency: 1550 Kc.....Power: 1000 Watts
Owned-Operated By....Amphlett Printing Co.
Business-Studio Address.....811 "B" St.
Phone Number.....Di. 4-2594
Transmitter Location.....Bayshore Highway

Air Time.....6:30 a.m.-M.
Newspaper Affiliation.....San Mateo Times
News Service.....AP, UP
Representative .....Grant
Membership .....NAB, BAB
President.....J. Hart Clinton
Gen., Sta., Comm. Mgr.....Howard J. Smiley
Chief Engineer.....H. Neil Black

KVSM

SAN MATEO—1946

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Hugh H. Smith
Business Studio Address...279 Baldwin Ave.
Phone Number.....Diamond 4-2541
Transmitter Location..Third Ave. at Seal Creek
Air Time.....Local sunrise-local sunset
News Service.....UP
Representative.....Sears & Ayer
President.....Hugh H. Smith
Gen. Mgr.....Charles E. Morin
Commercial Manager.....Gilbert L. Bond
Chief Engineer.....Merwyn F. Planting

KTIM

SAN RAFAEL—1947

Frequency: 1510 Kc.....Power: 1000 Watts d.
Owned-Operated By...Marin Bcstg. Co., Inc.
Business Address.....1117 Fifth St.
Phone Number.....San Rafael 1510
Studios....1117 Fifth St.; Hotel Don, Richmond
Transmitter Location....College Ave., Kentfield
Air Time.....Local sunrise-local sunset
News Service .....AP
President.....Roy A. Brown
Gen.-Station Mgr.....Hugh E. Turner
Comm., Sales Prom. Mgr.....Clifford A. Trotter
Program Director.....Pete Miller
Chief Ann.....Gene De Alessi
Chief Engineer.....Melvin H. Murphy

KVOE

SANTA ANA—1926—MBS-DON LEE

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By..The Voice of the Orange Empire, Inc., Ltd.
Business Address.....105 E. 5th St.
Phone Number.....Kimberly 3-8321
Studio Transmitter....12531 E. Willowwick Dr.
Air Time.....Unlimited
News Service .....UP
Transcription Service...Standard, MacGregor
Representative .....Donald Cook
Pres., Gen., Sta. Mgr.....Ernest L. Spencer
Commercial Manager.....Donner P. Spencer
Sales Prom. Mgr.....Carol Jean Young
Program Director.....Deane S. Long
Prod. Dir., Chief Anncr.....Frank R. Russell
Pub., News Dir.....Art Sipherd, Jr.
Chief Engineer.....Stanley G. Guenther
Consulting Engineer.....Jay Tapp

KDB

SANTA BARBARA—1921
MBS-DON LEE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Don Lee Bcstg. System
Business-Studio-Transmitter .....Radio Square
Phone Number 4131
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative .....John Blair
Pres.-Gen. Mgr.....Willet H. Brown
Station Manager.....Edward K. Kemble
Comm. Manager.....James S. Blomfield
Pgm., News Dir.....Dona'd C. Roberts
Prod. Dir.....Richard Collins
Chief Announcer.....George Humphrey
Chief Engineer.....Forrest T. Choate
Farm Editor.....Kenneth Pascoe

KIST

SANTA BARBARA—1946—NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Radio KIST, Inc.
Business-Studio Address.....Balboa Bldg.
Phone Number 3981
Transmitter Location.....725 State St.
Air Time.....5:45 a.m.-12:15 a.m.
News Service .....UP
Representative.....George P. Hollingbery
President.....Harry C. Butcher
Gen.-Sta.-Comm. Mgr.....Fin Hollinger
Sales Promotion Mgr.....Michael J. McKeogh
Chief Announcer.....Robert Sevey
Prog.-Pub. Director.....Mary Ann Casey
Musical Director.....Jose Medina
Prod. Dir.....Al Staas
Chief Engineer.....Gene Forssell
Consulting Engineer.....Lloyd Sigmund

KTMS

SANTA BARBARA—1937—ABC

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Oper. By....New-Press Publishing Co.
Business-Studio Address..de la Guerra Plaza
Phone Number 3925
Transmitter Location .....Goleta
Air Time.....6:30 a.m.-M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Paul H. Raymer
Membership .....NAB
President.....Thomas M. Storke
Vice-President.....Charles A. Storke
Station Manager.....Al Albinger
Pgm. Dir., Chief Anncr.....E. A. Sprague
Sales Prom. Mgr., Pub. Dir.....Cliff Badger
News Director.....Graham Alexander
Chief Engineer.....Albert A. Nicolay

KDON
SANTA CRUZ—1935

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Oper. By....Salinas Newspapers, Inc.
Business Address.....P. O. Box 1091, Salinas
Phone Number 6451
Transmitter Location.....Palm Beach
Air Time.....6 a.m.-11 p.m.
Newspaper Affiliation....Salinas Californian
News Service .....UP
Transcriptions Service.....World, Cole
Representative.....W. S. Grant Co.
Membership .....NAB, BAB
President .....Paul Caswell
General Manager.....Gilbert Baymiller
Pgm.-Prod.-Publ. Dir.....Orel Phillips
Commercial Mgr. in Lawrence.....B. Butler
Chief Engineer.....Omer Wright

KSCO
SANTA CRUZ—1947

Frequency: 1080 Kc.....Power: 1000 d.; 500 n.
Owned-Operated By.....Radio Santa Cruz
Business Address.....P. O. Box 1080
Phone Number 1080
Transmitter Address.....Portola Drive & Corcoran Lagoon
Air Time.....6 a.m.-M.
News Service ....AP
Transcription Service.....Standard, Thesaurus
Membership .....NAB, BAB
Mng. Part.-Gen. Mgr.-Chief Engr. Charles Vernon Berlin

KCOY
SANTA MARIA—1947
ABC-TRI-COUNTY

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By...News-Press Publishing Co.
Business-Studio Address.....114 W. Cook St.
Phone Number 104
Transmitter Location.....N. Blosser Rd.
Air Time.....6:30 a.m.-11 p.m.
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Paul H. Raymer
Chief Executives.....Thomas M. Storke, Charles A. Storke
General Mgr.....J. W. Benes
Program Director.....A. J. Hapgood
Chief Engineer.....Leroy O'Laughlin

KSMA
SANTA MARIA—1947—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Central Coast Bcstg. Co.
Business-Studio Add.....510 W. Morrison St.
Phone Number 43
Transmitter Location.....510 W. Morrison St.
Air Time.....6:30 a.m.-11 p.m.
News Service.....AP, UP
Transcription Service .....World
Representative.....Fee F. O'Connell
Membership .....NAB
President, Owner.....John H. Poole
General Manager.....Laurence W. Harry

KOWL
SANTA MONICA—1947

Frequency: 1580 Kc....Power: 5000 Watts d.
Owned-Operated By.....KOWL, Inc.
Address.....Pico at Ocean
Phone Number.....Exbrook 4-6761
Transmitter Location.....11637 Charnock Rd., Los Angeles
News Service .....UP
Transcription Service .....Associated
Pres., Gen. Mgr.....Arthur H. Croghan
Pgm. Dir., Chief Anncr.....Warren Deem
Chief Engineer.....John Morecroft

KSPA
SANTA PAULA—1948

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Ventura County Radio Center, Inc.
Business-Studio Address....112 N. Middle Rd.
Phone Number 940
Transmitter.....112 N. Middle Rd.
Air Time.....6 a.m.-11 p.m.
Membership .....NAB
Transcription Service .....World
President, Gen. Mgr.....R. W. Le Mond
Sta., Comm. Mgr.....Bob Funnell
Chief Engineer.....Homer Parker
Chief Anncr.....Bob Rae

KSRO
SANTA ROSA—1937—LBS

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Oper. By.....Finley Bcstg. Co.
Bus.-Studio Address...Corner Fresno & Finley
Phone Number 110
Transmitter Location....Finley Ave. & Fresno
Air Time.....6:30 a.m.11 p.m.
News Service .....AP
Transcription Service .....Standard
Representative.....W. S. Grant
Membership .....NAB
President.....Mrs. Ruth Finley
General-Station Manager.....Charles P. Scott
Comm., Prom. Mgr.....Lee Flemming
News, Prod., Pgm. Dir.....Russ Siner
Chief Engineer.....Vern Hassett

KROG
SONORA—1949

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By...Mother Lode Bcstg. Co.
Business Address.....Sonora
Phone Number.....426

Air Time.....Unlimited
News Service.....AP
Transcription Service.....Standard, SESAC
Owner-General Mgr.....Ianthe Densmore
Program Director.....Neal Edmondson
Chief Engineer.....Casper Tressl

KGDM

STOCKTON—1926—CBS

Frequency: 1140 Kc.....Power: 5000 Watts
Owned-Operated By.....E. F. Peffer
Business-Studio Address....519 E. Market St.
Phone Number 4-4551
Transmitter Location...Highway 99, 3 mi. from Stockton
Air Time.....6 a.m.-M.
News Service .....INS
Transcription Service .....World
Representative .....John Blair
President-Gen. Mgr.....E. F. Peffer
Station-Commercial Mgr.....E. Smith
Program Director.....V. Swan
Publicity Director.....E. Flower
Program Director.....V. Swan
Chief Engineer.....Bey Greene
Chief Announcer.....Bill Hill
Farm Editor.....Bell Lange

KSTN

STOCKTON—1949

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Operated By....San Joaquin Bcstg. Co.
Business Address.....Hotel Clark
Phone Number 4-7338
Air Time.....Unlimited
Transmitter Address.....Ralph Ave.
News Service.....UP
Representative .....Hollingbery
President .....Knox LaRue
General Manager.....D. M. Greene
Program Director.....Ellis Lind
Chief Engineer.....Carl McGee

KWG

STOCKTON—1921—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...McClatchy Bcstg. Co.
Bus.-Studio Address.....612 E. Market St.
Phone Number 5-5728
Transmitter Location.....Weber and E Sts.
Air Time.....6 a.m.-1 a.m.
News Service.....AP, UP
Transcription Service .....Capitol
Representative.....Paul H. Raymer
Membership .....NAB
President .....Eleanor McClatchy
Station Manager.....Howard L. Bailey
Program Manager.....James E. Longe
Chief Technician.....Frank Nesmith
Farm Editor.....John Mackenzie
Consulting Engineer.....George C. Davis

KXOB

STOCKTON—1947—MBS-DON LEE

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By.....Valley Bcstg. Co.
Business-Studio Address....2013 Pacific Ave.
Phone Number 5-5896
Transmitter Location.....Beyer Lane
Air Time.....Unlimited
News Service .....UP
Transcription Service .....Associated
Representative.....John E. Pearson, Western Radio Adv.
Membership .....BMB
President .....Lincoln Dellar
General Manager.....Herb Ferguson
Station Manager.....Keith Pinion
Program Director.....Earle Russell
Chief Engineer.....Walt Berger

KSUE

SUSANVILLE—1948

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Nolan Hallowell, James E. McKahan
Business Address.....P. O. Box 610
Trans. Address..Chestnut & Weatherlow Sts.
Phone Number 354-B
Air Time.....7 a.m.-10 p.m.
News Service .....UP
Transcription Service .....World
Representative .....Tracy Moore
Membership .....NAB
Sta., Sales Prom. Mgr., Pub. Dir. Nolan Hallowell
Commercial Manager.....Zeke White
Program Director.....Dale Dwelley
Chief Anncr., Chief Engr..Harold C. Houston
Consulting Engr.....Howard Martineau

KTKR

TAFT—1948—LBS

Frequency: 1310 Kc.....Power: 500 Watts d.
Owned-Operated By.....Taft Bcstg. Co.
Business Address.....P.O. Box "WW"
Phone Number 5-3101
Studio-Transmitter Address....1 mi. W. of Taft
Air Time.....7 a.m.—local Sunset
News Service.....UP
Pres., Gen., Sta., Comm. Mgr...Kenneth Aitken
Chief Anncr., News Dir.....Jack Smith
Musical Director.....George Tschumy
Chief Engineer.....Kenneth Aitken

KCOK

TULARE—1945—MBS

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Operated By.....Herman Anderson
Business Address.....P. O. Box 119
Phone Number.....6-2866-7
Studio-Transmitter Location.....Mooney Blvd.
Air Time.....5 a.m.-M.

News Service ..... UP
Representative ..... W. S. Grant Co., Wester
Membership ..... NAB, BAB
President ..... Herman Anderson
General Manager ..... Sheldon Anderson
Sta., Sales Prom. Mgr. ..... J. Alan Rinehart
Commercial Manager ..... Roger Hunt
Program Director ..... Dick Martin
Sports Director ..... Bob Lee
Pub. Dir., Farm Editor ..... Jean Hixon
News Director ..... Bob Lee
Chief Engineer ..... Don Ferguson
Consulting Engineer ..... Sheldon Anderson

KTUR

TURLOCK—1949

Frequency: 1390 Kc. ..... Power: 1000 Watts
Owned-Operated By ..... Turlock Bcstg. Corp.
Address ..... P. O. Box 526
Phone Number ..... Turlock 43430, 45827
Transmitter Location ..... Quincy Road
News Service ..... UP
Transcription Service ..... Lang-Worth, SESAC
Representative ..... O'Connell
Membership ..... NAB, BAB
President ..... Wallace Lindskoog
General Manager ..... H. Ansell McMillen
Traffic Manager ..... Alsie Iris Thorp
Program Director ..... Rusty Simmons
News Director ..... Don Burns
Chief Engineer ..... Maxon Sayre

KUKI

UKIAH—1950

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Bartley T. Sims
Address ..... P. O. Box 638
Phone 1400
Representative ..... Western
Transcription Service ..... Standard
News Service ..... AP
Pres., Gen. Mgr. ..... Bartley Sims
Commercial Manager ..... Gene Dietrich
Program Director ..... John Olivera
Promotion Manager ..... Adria Merrill
Chief Engineer ..... Stanley Ryno
News Director ..... William Sweet

KGYW

VALLEJO—1947

Frequency: 1190 Kc. ..... Power: 250 Watts d.
Owned-Oper. By ..... Calif. Nev. Bcstg. Co.
Business-Studio Address ..... 3267 Sonoma Blvd.
Phone Number 3-5667
News Service ..... UP
Representative ..... Tracy Moore
General Manager ..... David McKay
Station-Commercial Mgr. ..... Ralph Stillings
Program Director ..... Victor Paulsen
Chief Announcer ..... Hal Engebretson
Chief Engineer ..... William Roberts

KVEN

VENTURA—1948—PACIFIC

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Coast Ventura Co.
Address ..... P. O. Box 1611
Phone Number ..... Miller 3-8675
Transmitter ..... San Pedro & Allesandro Sts.
News Service ..... UP
Transcription Service ..... Capitol
Air Time ..... 5:30 a.m.-M.
Representative ..... Western, Cooke
Membership ..... NAB, BAB
President ..... Dr. Charles Stuart
General Manager ..... Mort Werner
Prod., Pgm. Dir. ..... Dana Marble
Commercial Manager ..... Harry Engel
Sales Prom. Mgr. ..... Sidney Held
Musical Director ..... Donald Brown
Chief Engineer ..... Fred Hall
Farm Editor ..... Jack Powell

KVVC

VENTURA—1947—KBS

Frequency: 1590 Kc. ..... Power 1000 Watts
Owned-Oper. By ..... Voice of Ventura County
Business Address ..... P.O. Box 1411
Phone Number ..... 6185; Oxnard 6-5254
Studio Address ..... Colonial House
Oxnard; Mills Rd. near Telegraph Road
Transmitter Location
Mills Rd. near Telegraph Rd. E. of Ventura
Air Time ..... 6 a.m.-M.
News Service ..... AP
Transcription Service ..... Standard
Representative ..... W. S. Grant
President ..... Wm. H. Haupt
Sta.-Comm.-Sales Prom. Mgr. ..... Larry S. Nicholson
Pgm.-Prod.-Pub. Dir. ..... Ed Rock
Chief Engineer ..... Charles Farmer

KKIN

VISALIA—1946

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Operated By ..... KKIN, Inc.
Business Address ..... P. O. Box 1589
Phone Number 4-5811
Studio Address ..... Hotel Johnson
Transmitter Location ..... McWilliams Lane
Air Time ..... 6 a.m.-11 p.m.
News Service ..... UP
Transcription Service ..... Standard
Representative ..... Forjoe
Pres., Gen. Mgr., Pub. Dir. ..... Lyman Treaster
Comm.-Sales Prom. Mgr. ..... Albert Blain
News Director ..... Jerry Pomerance
Musical Director ..... Evelyn Brown
Chief Announcer ..... Don Warren
Chief Engineer ..... Lyman Treaster
Farm Editor ..... Irv Terrell

KWSO

WASCO—1950

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By...Maple Leaf Bcstg. Co.
Address.....P. O. Box 366
Phone 4152
Transcription Service .....Lang-Worth
News Service .....UP
President.....E. J. Peters
Gen. Mgr., Pgm. Dir...Theodore G. Heinrichs
Commercial Manager.....Eldon Easter
Chief Engineer.....Edward Robertson
News Director.....Bob Bann

KHUB

WATSONVILLE—1936

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Sen. Luther E. Gibson
Business Address.....P. O. Box 349
Phone Number 1700
Studio-Transmitter Location.....Atkinson Lane
Air Time.....7:00-11 p.m.
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....W. S. Grant
Membership .....NAB
President .....Luther E. Gibson
Gen.-Sta. Mgr.-Pgm. Dir.....George Grayson
Commercial-Sales Prom. Mgr....Tony Bernhard
Musical Director.....Richard Schmale
Chief Engineer.....Ferrell Buckley

KSYC

YREKA—1947—LIBERTY

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.Siskiyou Cty. Bcstg. Co., Inc.
Address.....Lawrence Lane & S. Oregon St.
Phone Number 624
Air Time.....6:45 a.m.-10 p.m.
News Service .....AP
Transcription Service.....World
Representative .....Tracy Moore
Membership .....NAB
President.....E. G. Millbourn
General Manager.....Holt C. Wardrip
Sta.-Comm.-Sales-Prom. Mgr...Jack R. Wagner
Chief Engineer.....Bill Maginnis
Consulting Engineer.....Grant Fickert

KUBA

YUBA CITY—1947—LIBERTY

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned-Operated By..Peachbowl Bcstrs., Inc.
Business Address.....P. O. Box 309
Phone Number 3-7309
Transmitter Location..Sanborn Rd., Sutter Co.
News Service .....AP
Transcription Service.....Standard, Capitol
Representative.....W. Coast Radio Sales
President.....Chester V. Ullom
Station Manager.....Roger R. Hunt
Comm., Prom. Mgr.....Clyde L. Goodnight
Chief Engineer.....Roy D. Swanson

COLORADO

Population 1,325,089—Increase 18.0% ('40-'50)—Radio Homes—366,110
Families 378,600—Stations in State 31

KGIW

ALAMOSA—1929—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....E. L. Allen
Business Address.....P. O. Box 179
Phone Number 26
Transmitter Address.....East of Alamosa
Air Time.....6 a.m.-10 p.m.
News Service .....UP
Transcription Service.....Keystone, SESAC
President-General Mgr.....E. L. Allen
Sta.-Comm. Mgr.-Pgm. Dir.....Lloyd Allen
Sales Prom. Mgr.-Farm Ed.....Charles Dynes
Chief Engineer.....Bill Brokaw

KBOL

BOULDER—1946—COLUMBINE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Boulder Radio KBOL, Inc.
Business-Studio Address.....1617 Pearl St.
Phone Number 1490
Transmitter Location.....E. Pearl St.
Air Time.....6:50 a.m.-11:15 p.m.
News Service .....AP
Transcription Service .....Standard
Membership .....NAB, BAB
President .....Herb Hollister
Comm., Gen., Sta. Mgr.....Russel Shaffer
News Dir., Chief Anncr.....Bob Butz
Musical Director.....Russ Cole
Chief Engineer.....Blair Dobbins

KRLN

CANON CITY—1946—KBS

Frequency: 1400 Kc.....Power: 250 Watts d.
Owned-Oper. Py.....Royal Gorge Bcstrs., Inc.
Business-Studio Address....1615 Central Ave.
Phone Number 1100
Transmitter Location....1615 Central Avenue
Air Time.....7 a.m.-7 p.m.
News Service .....UP

Transcription Service.....Keystone, Cole
Pres.-Gen. Sta. Mgr.....Ray M. Beckner
Program Director.....G. C. Underhill
Chief Announcer.....Austin Schneider
Chief Engineer.....O. J. Birdsong

KRDO

COLORADO SPRINGS—1947
COLUMBINE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Pikes Peak Bcstg. Co.
Business-Studio Address.....Alta Vista Hotel
Phone Number.....Main 1125
Transmitter Location.....Alta Vista Hotel
Air Time.....5:30 a.m.-M.
News Service.....AP
Transcription Service...Standard, Lang-Worth
Membership.....NAB
Pres., Gen. Mgr.....Joseph H. Rohrer
Station Manager.....Paul Crozier
Commercial Manager.....Harry Hoth
Prog., Musical Dir.....Jean Gitz
Chief Announcer.....Wes Bradley
News Director.....Bill Totten
Prod. Dir., Chief Engr.....Robert Fitzmorris
Consulting Engineer.....McNary-Wrathall

KVOR

COLORADO SPRINGS—1923—CBS

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By....Voice of the Rockies, Inc.
Address.....800 Exchange Natl. Bank Bldg.
Phone Number.....Main 278
Transmitter Location.....2803 E. Platte Ave.
Air Time.....Unlimited
News Service.....UP
Transcription Service.....World
Representative.....Raymer Co.
Membership.....NAB
President-Gen. Mgr.....James D. Russell
Station Manager.....Everett Shupe
Prod., Pgm. Dir.....Morrison Parker
Chief Announcer.....Cecil Seavey
Music Director.....Elaine Wendlandt
Chief Engineer.....Cozine Strang
News Dir., Farm Editor.....Ralph Conner
Consulting Engineer.....E. C. Page

KRAI

CRAIG—1948—COLUMBINE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.No. Western Colo. Bcstg. Co.
Business Address.....Box 1027
Phone Number.....707-8
Air Time.....6:30 a.m.-10 p.m.
News Service.....UP
Transcription Service.....SESAC
President.....G. N. Winder
Gen., Sta. Mgr.....Phillip Donn
Commercial Manager.....Richard S. Fox
Consulting Engineer.....Howard Johnson

KLZ

DENVER—1922—CBS

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Operated By..Aladdin Radio & TV, Inc.
Business-Studio Address..Shirley-Savoy Hotel
Phone Number.....MAin 4271
Transmitter Location.....Engelwood, Colo.
Air Time.....6 a.m.-M.
News Service.....AP, INS.
Transcription Service.....Standard
Representative.....Katz
Membership.....NAB, BAB
President.....Harry E. Huffman
General Manager.....Hugh B. Terry
Commercial Manager.....R. Main Morris
Sales Prom. Mgr., Pub. Dir....John Connors
Program Director.....Charles C. Roberts
Production Director.....Clayton Bragg
News Director.....Sheldon Peterson
Musical Director.....Arthur Gow
Chief Engineer.....Harvey E. Wehrman
Farm Editor.....Lowell Watts

KOA

DENVER—1924—NBC

Frequency: 850 Kc.....Power: 50,000 Watts
Owned-Operated By..National Bcstg. Co., Inc.
Business-Studio Address..1625 California St.
Phone Number.....Main 6211
Transmitter Location.....Aurora, Colo.
Air Time.....Unlimited
News Service.....AP, INS, UP
Transcription Service.....Thesaurus
Representative.....NBC Spot Sales
Membership.....NAB, BAB
President (NBC).....Joseph H. McConnell
General-Station Manager.....Lloyd E. Yoder
Sales Manager.....Duncan A. McCall
Sales Promotion Manager.....C. M. Penley
Program Manager.....Earle C. Ferguson
Publicity Director.....William R. Day
Production Supervisor.....Wm. G. Walker
Musical Director.....Eddy Rogers
Asst. Mgr. Chg. Engineering..Robert H. Owen
Agricultural Dir.....Donald M. Peach

KTLN

DENVER—1948—LIBERTY

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Station KTLN
Address.....Box 4117
Phone Number.....RAce 4636
Transmitter Location..3200 S. Platte Riv. Dr.
Air Time.....Sunrise-Sunset
News Service.....UP
Transcription Service.....Standard
Representative.....Radio Reps., Inc.
Membership.....NAB
Pres., Gen. Mgr.....Leonard Coe
Station Manager.....John L. Buchanan

Commercial Manager.....Mike Spar
Program Director.....Jack Helling
Prod., Pub. Dir.....R. John Hugh
Chief Anncr., News Dir.....Paul Blue
Musical Director.....Elinor Herron
Chief Engineer.....O. E. Kelley
Consulting Engineer.....Commercial Radio

KVOD

DENVER—1925—ABC

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Operated By....Colorado Radio Corp.
Business-Studio Address....Midland Savings Bldg.
Phone Number.....TAbor 2291
Transmitter Location.....No. of Denver
Air Time.....5:30 a.m.-12M.
News Service .....UP
Transcription Service..Lang-Worth, Associated
Representative.....Free & Peters
Membership .....NAB, BAB
President-Gen. Mgr.....William D. Pyle
Station Manager.....T. C. Ekrem
Sales Prom. Mgr.....Con Hecker
Program Director.....V. W. Corbett
Publicity Director.....Ben H. Stanton
Chief Engineers.....W. D. Pyle, T. C. Ekrem

KFEL

DENVER—1923—MBS

Frequency: 950 Kc.....Power: 5,000 Watts
Owned-Operated By..Eugene P. O'Fallon, Inc.
Business-Studio Address.....Albany Hotel
Phone Number.....ALpine 4681
Transmitter Location.....5350 W. 20th St.
Air Time.....24 hrs.
News Service .....INS
Transcription Service.....Associated, SESAC
Representative .....John Blair
General Manager.....Gene O'Fallon
Managing Director.....Frank Bishop
Commercial Mgr.....W. H. Conklin
Prod., Pgm. Dir.....Dale Morgan
Musical Director.....Nancy Breve
Chief Announcer.....Ronald J. McCoy
News Director.....Jack L. Fitzpatrick
Farm Editor.....Gus Swanson
Chief Engineer.....T. G. Morrissey
Consulting Engineer.....Comm. Radio

KMYR

DENVER—1941—LIBERTY

Owned-Operated By.....KMYR Bcstg. Co.
Address.....Security Life Bldg.

Serving these national advertisers

- AJAX • ARRID
- BIRDS-EYE
- BLONDEX
- BLUE BONNET MARGARINE
- BLUE GOOSE FROZEN FOODS
- BLU-WHITE SOAP
- BORDEN'S STARLAC
- BUICK
- BUTAY PRODUCTS
- BUTTERNUT COFFEE
- CHASE & SANBORN COFFEE
- CHESTERFIELDS
- CHEVROLET
- CINCH MIXES
- CROSLEY • DRAS-TIC
- DUFF'S MIX
- DUPONT
- EDWARDS COFFEE
- EINOT HOME PERMANENT
- ENCHANTMENT MAGAZINE
- FORD • FOUR-WAY COLD TABLETS
- GENERAL MILLS CAKE MIXES
- GRIFFIN SHOE POLISH • ROBERT HALL CLOTHES

1951 Fifth Anniversary Year

KFEL'S "RAY PERKINS SHOW"

11:00 a.m. to 12:00 noon and 2:30 to 4:30 p.m. daily

KFEL AM-FM TV KFEL-FM-WOXEL

Mutual in Denver

MANAGED BY GENE O'FALLON
REPRESENTED BY JOHN BLAIR

- HAZEL BISHOP LIPSTICK • HILLS BROS. COFFEE
- IVORY SOAP • JOY
- KELLOGG VARIETY PACK • KOOLS
- LADIES HOME JOURNAL
- LA FRANCE • LIPTON TEA & SOUP
- LYNDEN FOODS
- MRS. McDONALD'S CHOCOLATES
- MUSTEROLE
- NUCOA • NUTRENA DOG FOOD
- PERTUSSIN • POLL PARROT SHOES
- PREMIUM CRACKERS
- RANCHO SOUPS
- REAL GOLD CITRUS PRODUCTS
- REDDI-WIP
- RESISTAB
- ROYAL DESSERTS
- SATURDAY EVENING POST • SPIC & SPAN
- SUN VISTA CANNED FOODS • SURF
- SWANSDOWN
- SWIFT ICE CREAM
- TEN-B-LOW DESSERT
- TENDERLEAF TEA
- TONI • ZOOM

. . . and Many Fine Local Accounts, Too!

Phone Number ..... MAin 4161
Transmitter Location ..... Equitable Bldg.
Air Time ..... Unlimited
News Service ..... AP
Transcription Service ..... World
Station Representative ..... Rambeau
Membership ..... NAB, BAB
President ..... F. W. Meyer
General Manager ..... A. G. Meyer
Commercial Manager ..... Ed Koepke
Pgm., Prod. Dir. ..... Lowell Switzer
News, Pub. Dir. ..... Dick Leonard
Chief Announcer ..... Bill Butterfield
Chief Engineer ..... Glen James
Consulting Engineer ..... Commercial Radio

KIUP

DURANGO—1935

Frequency: 930 Kc. ..... Power: 1000 Watts d., 1000 Watts n.
Owned-Operated By ..... San Juan Bcstg. Co.
Address ..... P. O. Box 799
Phone Number 117, 1050
Transmitter Location ..... 3 Mi. S. of City
Air Time ..... 6 a.m.-11 p.m.
News Service ..... UP
Transcription Service ... Standard, Lang-Worth, Eells, Mayfair, Ziv, Teleways
Representative ..... Holman Co.
Membership ..... NAB, BAB
President ..... M. L. Cummins
Gen., Sta. Mgr. ..... R. E. O'Brien
Commercial Manager ..... T. Ralph Bennett
Promotion Manager ..... Lindsey Becker
Pgm., Prod. Dir. ..... Don Hoover
Publicity Director ..... T. Ralph Bennett
Chief Anncr., News Dir. ..... Pat O'Brien
Musical Director ..... Mrs. Lee O'Brien
Chief Engineer ..... Lew VanderLinden
Farm Editor ..... Don Hoover
Consulting Engineer ... Chambers & Garrison, Washington, D. C.

KCOL

FT. COLLINS—1947—COLUMBINE

Frequency: 1410 Kc. ..... Power: 1000 Watts
Owned-Oper. By .... Northern Colo. Bcstg. Co.
Business-Studio Address .. 1600 La. Porte Ave.
Phone Number 2600
Air Time ..... Unlimited
News Service ..... AP
Transcription Service ..... Standard
Membership ..... NAB, BAB
President ..... Herb Hollister
Gen. Sta. Mgr. ..... Douglas D. Kahle
Commercial Manager ..... Dave Schlothauer
Program-Publicity Director ..... Jack Hitchcock
Prod. Mgr.-Mus. Dir.-Chief Ann. .. Russ Rountree
Chief Engineer ..... Harold Austin
Farm Editor ..... Bill Paxton
Consulting Engineer ..... Commercial Radio

KFTM

FORT MORGAN—1949
COLUMBINE

Frequency: 1260 Kc. ..... Power: 500 Watts
Owned-Oper. By ..... Fort Morgan Bcstg. Co.
Address ..... P. O. Box 431
Phone Number 1000
Air Time ..... Daytime
News Service ..... AP, UP
Transcription Service ..... Standard
Pres., Gen. Mgr. ..... Robe t H. Dolph
Commercial Manager ..... John W. Emery
Program Director ..... Teena Paynter
News Director ..... Helen Cudworth
Chief Engineer ..... Bill Hall

KGLN

GLENWOOD SPRINGS—1950—MBS

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Oper. By .... Western Slope Bcstg. Co.
Address ..... Silver Spruce Lodge
Phone Number 777
Representative ..... Holman
News Service ..... UP
President ..... Rex Howell
Gen., Comm. Mgr., News Dir. ..... Hal Reed
Program Director ..... Earl Davis
Chief Engineer ..... Carl Anderson
Farm Editor ..... Jay Biggs

KEXO

GRAND JUNCTION—1948
COLUMBINE

Frequency: 1230 Kc. ..... Power: 250 Watts d., 250 Watts n.
Owned-Oper. By .. Voice of Western Colorado, Inc.
Trans. Address .. 2208 North Ave., P. O. Box 629
Phone Number 1230
Air Time ..... 6 a.m.-12M.
News Service ..... INS
Transcription Service ..... Capitol, Thesaurus, World
Representative ..... Harlan Oakes
Membership ..... NAB
President ..... D. Spencer Grow
Gen., Sta. Mgr., Prod. Dir. ..... Abbott Tessman
Comm., Prom. Mgr., Pgm. Dir. .. Robert Collins
Publicity Director ..... Gene Wilburn
Chief Anncr., Musical Dir. ..... Jim Eicher
News Director ..... Bill Orr
Chief Engr., Farm Editor ..... Bill Metcalf

KFXJ

GRAND JUNCTION—1926—MBS

Frequency: 920 Kc. ..... Power: 1000 Watts d; 500 Watts n.
Owned-Oper. By .... Western Slope Bcstg. Co.
Business-Studio Address ..... Hillcrest Manor

Phone Number 1300
Air Time .....6 a.m.-M.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Hal Holman
Membership .....NAB
President .....Rex Howell
Gen., Sta. Mgr.....E. Anson Thomas
Sales Prom. Mgr.....Rosa Lee Samuels
Commercial Manager.....Jack Goetz
Chief Announcer.....Ed Lewis
Music Dir.....Jack Puter
Chief Engineer.....Charles Hay
Auditor .....Charles Howell
Farm Editor.....Bill Warner

KFKA
GREELEY—1921

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....Mid-Western Radio Corp.
Business-Studio Address.....620—8th Ave.
Phone Number 450-1
Transmitter Location.....Radio Ranch, Evans
Air Time.....5 a.m.-11 p.m.
Representative .....Hal Holman
News Service .....UP
Transcription Serv...Lang-Worth, Cole, SESAC
Pres., Gen. Mgr.....Francis Price
Commercial Manager.....Everett Shupe
Sales Prom. Mgr.....William G. Stewart
Program Director.....Jack Redus
Publicity Director.....Delbert Wood
News Director.....Cooper Welch
Chief Engineer.....Harry Brewer
Farm Editor.....Carl Jordan
Consulting Engineer.....Kenneth Cooper

KYOU
GREELEY—1948—COLUMBINE
LIBERTY

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Meroco Bcstg. Co.
Address.....2424 6th Avenue
Phone Number 3275
Air Time .....Unlimited
News Service .....AP
Representative .....McGillvra, Inc.
Transcription Service .....World
Membership .....NAB, BAB
President .....Elwood H. Meyer
Commercial Manager.....Frank Thomas
Program Director.....Fred Finlay
Production Director.....Mrs. Betty L. Wickam
Sales Prom. Mgr.....Merwin Smith
Chief Engineer.....Paul Emrich

KOKO
LA JUNTA—1936—LBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..The Southwest Bcstg. Co.
Address.....P. O. Box 185
Phone Number 42
Transmitter.....W. of La Junta on Hiway 50
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Grant, Clark
Pres., Gen. Mgr.....Douglas D. Kahle
Sta., Comm. Mgr.....Reggie Shirk
Sales Prom. Mgr.....Wm. McConnell
News, Pgm. Dir.....Cal Stephens
Publicity Director.....Melba Zorn
Chief Engineer.....Walter Sickelka

KLMR
LAMAR—1948—LBS

Owned-Oper. By.....SE Colorado Bcstg. Co.
Trans. Address.....Lamar, Colorado
Phone Number 804
Air Time.....6:30 a.m.-10 p.m.
News Service .....AP
Transcription Service .....World
President.....Ralph Eaton
Gen., Sta. Mgr.....Orth Bell
Commercial Manager.....Don Stephens
Promotion Manager.....Dorothy Shaffer
Program Director.....Phyllis St. John
Chief Engineer.....Edwin Wood

KLVC
LEADVILLE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Virginia N. James

KLMO
LONGMONT—1949

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By.....Longmont Bcstg. Co.
Phone Number 1050
Air Time .....Daytime
News Service .....UP
Transcription Service .....Lang-Worth
Pres.-Gen. Mgr.....J. P. Dubberley
Comm. Mgr.....P. R. Walker
Program Director.....Willis Evans
Production Director.....Curtis Christinsen
Chief Engineer.....R. R. Blanchard
Chief Announcer.....Harold Meyer

KUBC
MONTROSE—1947—KBS
COLUMBINE

Frequency: 1260 Kc.....1000 Watts d.; 500 Watts n.
Owned-Operated By..Uncompaghre Bcstg. Co.
Business-Studio Address.....P. O. Box 279
Phone Number 199
News Service .....UP
President.....F. J. Hartman
Gen.-Sta. Mgr.....Geo. Cory
Comm., Sales Prom. Mgr.....Bob Hale
Program Director.....Martin Begley
Chief Engineer.....Bob Sidwell

KCSJ

PUEBLO—1947—MBS-COLUMBINE

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By.....Star Bcstg. Co., Inc.
Address.....211 W. 5th St.
Phone Number 8522
Transmitter Location.....North Hudson
News Service .....AP
Transcription Service .....Associated
Representative.....O. L. Taylor
Membership .....NAB
President.....F. W. Meyer
General Manager.....Doug Kahle
Comm., Prom. Mgr.....Howard Myers
Program Director.....Esther Marie
News Director.....Cliff Hendrix
Chief Engineer.....Gerald Kounter

KDZA

PUEBLO—1947—LIBERTY

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Pueblo Radio Co.
Business-Studio Address.....3011 Elizabeth
Phone Number 8551
Transmitter Location.....3011 Elizabeth
Air Time.....6:30 a.m.-10 p.m.
News Service .....AP
Transcription Service.....Standard, Captiol
Representative .....Donald Cooke
Membership .....NAB
President-Gen.-Sta. Mgr.....Dee B. Crouch
Comm.-Sales Prom. Mgr.....Maxson Bevens
Musical Director.....Constance Aylen
Chief Engineer.....Dee B. Crouch

KGHF

PUEBLO—1927—ABC

Frequency: 1350 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By..Colorado Bcstg. Co., Inc.
Business-Studio Address.....304 N. Main St.
Phone Number 3877
Transmitter Location.....N.W. of Pueblo
Air Time .....6 a.m.-M.
News Service .....INS
Transcription Service.....World, SESAC
Representative.....Joseph Hershey McGillvra
Membership .....NAB, BMB
President .....Gifford Phillips
Station Manager.....Robert D. Ellis
Commercial Manager.....Kenneth C. Russell
Chief Engineer.....Willis C. Shanks
Farm Editor.....Irwin Cunningham

KVRH

SALIDA—1948—KBS-LBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....KVRH
Address .....Salida
Phone Number 30
Air Time.....7 am. to 10 p.m.
Transcription Service .....KBS
News Service .....UP
Represen'ative .....Clark, Continental
Membership .....NAB
Gen., Comm. Mgr.....Vir N. James
Program Director.....Frank Allen
Technical Director.....Vir N. James

KGEK

STERLING—1925—KBS

Frequency: 1230 Kc.....Power: 100 Watts d.
Owned-Operated By.....Elmer G. Beehler
Address .....Fleming Rd.
Phone Number 1175
Air Time .....Daytime
News Service .....UP
Transcription Service.....MacGregor, Cole
Representative.....Thomas F. Clark
Pres.-Gen. Mgr.-Chief Engr...Elmer G. Beehler
Comm.-Sales Prom. Mgr.-Prog. Dir.....Al Ross

KCRT

TRINIDAD—1946—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Mel-Bert Bcstg. Co.
Business-Studio Add.....So. Country Club Dr.
Phone Number 338
Transmitter Location.South Country Club Drive
Air Time.....7 a.m.-10 p.m.
News Service .....UP
Transcription Service.....Lang-Worth, KBS
Station Manager.....Mel Cooper
Comm.-Sales Prom. Mgr.....Bert Coyle
Program Director.....Millye J. Coyle
Chief Annor.....George Barron
Chief Engineer.....Mel Cooper

KSFT

TRINIDAD—1946—MBS

Frequency: 1280 Kc....Power: 1000 Watts d., 500 Watts n.
Owned-Operated By.....James E. Blair
Bus.-Studio Address.....P. O. Box 787
Phone Number 414

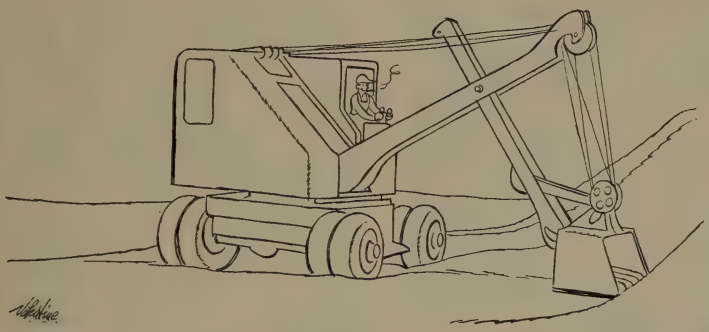
KPHC

WALSENBURG—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Walsenburg Bcstg. Corp.
Business Address.....10th & Main
Phone Number 79
Studio-Transmitter Location.....10th & Main
Air Time.....6:30 a.m.-10 p.m.
News Service .....UP
Representative.....Thomas F. Clark
President.....Tom G. Banks, Jr.
Gen., Sta. Mgr.....D. E. Towne
Program Director.....Rose Mary Towne
Chief Engineer.....Henry M. Long



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CONNECTICUT

Population 2,007,280—Increase 17.4% ('40-'50)—Radio Homes 534,905
Families 542,500—Stations in State 26

WICC

BRIDGEPORT—1926—MBS-YANKEE

Frequency: 600 Kc....Power: 1000 Watts d., 500 Watts n.
Owned-Oper. By..General Tire & Rubber Co.
Address.....21 Brookline Ave., Boston
Phone Number.....6-1121-2-3
Transmitter Location.....Pleasure Beach Pk.
Air Time.....6:30 a.m.-M.
News Service.....AP
Transcription Service .....Associated
Representative .....Edward Petry
General Manager.....Robert L. Kennett
Comm.-Sales Prom. Mgr.....Charles W. Parker
Pgm.-Prod.-Pub. Dir.....James W. Evans
Chief Announcer.....John R. Montgomery
News Director.....Robert Maguire
Musical Director.....Hester Hitzrot
Chief Engineer.....Winthrop Crawford

WLIZ

BRIDGEPORT—1947

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned-Operated By..The Bridgeport Bcstg Co.
Business-Studio Address.....114 State St.
Phone Number 5-4144
Transmitter .....Seaview Avenue
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service .....Thesaurus
Representative.....Adam J. Young
Pres., Gen., Sta. Mgr.....Philip Merryman
Commercial Manager.....Manning Slater
Program Director.....Wallace B. Dunlap

WNAB

BRIDGEPORT—1941
ABC-CONN. STATE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WNAB, Inc.
Business-Studio Address.....991 Broad St.
Phone Number 3-3112
Transmitter .....Locomobile Pt.
Air Time .....Unlimited
News Service .....UP
Representative.....William G. Rambeau
President-Chief Engineer.....Harold Thomas
General Manager.....Levon Thomas
Program Director.....Jack Dahlby
Traffic Manager.....Jean O'Shea
Commercial Manager.....Phillips G. Terhune

WBIS

BRISTOL—1948

Frequency: 1440 Kc.....Power: 500 Watts d.
Owned-Oper. By.....The Bristol Bcstg. Corp.
Business-Studio Address.....183 Main St.
Phone Number 9265
Transmitter Location.....Greystone Ave.
Air Time .....Daytime
News Service .....UP
President.....Frederick W. Beach
Sales .....Lan Gordon
Pgm., Dir., Gen. Mgr. (Acting).....Cal Colby
Prom., Pub. Dir.....Amletto Ciccarelli
Chief Engineer.....Richard A. Ricci

WLAD

DANBURY—1947

Frequency: 800 Kc.....Power: 250 Watts d.
Owned-Operated By....Berkshire Bcstg. Corp.
Business-Studio Address.....207 Main St.
Phone Number 8-3565
Transmitter.....Brushy Hill Rd.
Air Time .....Daytime
News Service .....UP
Transcription Service .....SESAC
President .....Robert Doran
General Manager.....John P. Previdi
Commercial Manager.....J. Thomas Mathers

WCCC

HARTFORD—1947

Frequency: 1290 Kc.....Power: 500 Watts d.
Owned-Oper. By..Greater Hartford Bcstg Corp.
Business-Studio Address.....Bond Hotel
Phone Number 5-6648
Transmitter Location.....South Quaker Lane.
Air Time.....Local sunrise-local sunset
News Service .....UP
President.....William M. Savitt
Secretary-Treasurer.....Max M. Savitt
Station Manager.....Randy M. Savitt
Office Manager.....John Battey
Program Director.....Sydney Byrnes
Musical Director.....Ivor Hugh
Chief Engineer.....John Ramelka

WDRC

HARTFORD—1922—CBS

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Oper. By..The Connecticut Bcstg. Co.
Business-Studio Address.....750 Main St.
Phone Number 7-1188
Transmitter Location.....869 Blue Hills Ave., Bloomfield, Conn.
Air Time .....Unlimited
News Service .....UP
Representative.....Paul H. Raymer
Membership .....NAB, BAB
President.....Franklin M. Doolittle
Station Manager.....Walter B. Haase

Comm.-Sales Prom. Mgr...William F. Malo, Sr.
Program Manager.....Harvey H. Olson
Chief Announcer.....Russ Naughton
Chief Engineer.....Italo A. Martino
Consulting Engineer.Prof. Norman Adams, Jr.

WONS

HARTFORD—1935—MBS-YANKEE

Frequency: 1410 Kc.....Power: 5,000 Watts
Owned-Oper. By.....Yankee Network, Inc.
Business-Studio Address..54 Pratt St. (WONS)
Phone Number 7-9131
Transmitter Location.....Newington, Conn.
Air Time.....6:30 a.m.-M.
News Service .....UP
Transcription Service .....Associated
President .....William O'Neil
Vice-President .....Tom O'Neil
Gen.-Sta.-Comm. Mgr.....Robert Kennett
Pgm. Dir.-Prod. Mgr.....Ralph Klein
Music Director.....Morris Sechtman
Pub. Dir., Farm Ed.....Milton Berkowitz
Chief Engineer.....Rogers Holt

WTHT

HARTFORD—1936
ABC-CONN. STATE

Frequency: 1230 Kc.....Power: 250 Watts

HARTFORD'S ONLY
MUSIC AND NEWS STATION

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• CONTACT
• CASH
• CUSTOMERS

1290
ON THE DIAL

WCCC
HOTEL BOND
HARTFORD, CONNECTICUT

Owned-Operated By..The Hartford Times, Inc.
Business Address.....555 Asylum St.
Phone Number 2-0237
Air Time .....6:45 a.m.-M.
News Service .....AP
Representative.....J. P. McKinney
Membership .....NAB, BAB
Gen.-Sta. Manager.....C. Glover DeLaney
Commercial Manager...Leonard R. Schoenfeld
Prog.-Prod. Director.....Philip Becker
Chief Announcer.....Mitchell Betters
News Director.....Sereno Gammell
Chief Engineer.....Charles S. Masini

WTIC

HARTFORD—1925
NBC-NERN

Frequency: 1080 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Travelers Bcstg. Service Corp.
Business-Studio Address.....26 Grove St.
Phone Number 2-3181
Transmitter Location.....Talcott Mt., Avon
Air Time .....Unlimited
News Service .....AP, INS
Transcription Service .....Lang-Worth
Representative .....Weed
Membership .....NAB, BAB
President.....Jesse W. Randall
Vice Pres.-Gen. Mgr.....Paul W. Morency
Asst. Gen. Mgr. Chg. Sales....Walter Johnson
Asst. Sales Mgr.....Irwin Cowper
Program Director.....Leonard J. Patricelli
Asst. Program Director.....Paul Lucas
Production Dir.....George Bowe
Director Public Relations....Bernard Mullins
News Director.....Tom Eaton
Chief Engineer.....Herman Taylor
Farm Editor.....Frank Atwood
Consulting Engineer.....Ring & Clark

(See Page 365)

WMMW

MERIDEN—1947

Frequency: 1470 Kc.....Power: 1000 Watts d.
Owned-Operated By....Silver City Crystal Co.
Business-Studio Address.....8½ W. Main St.
Phone Number.....5-5747
Transmitter .....Lewis Ave.
Air Time .....Daytime
News Service.....UP
Transcription Service.....World, Lang-Worth
Membership .....NAB
President-Gen. Sta. Mgr.....Carl W. Schultz
Comm. Mgr., Pub. Dir...Gustav A. Kruttschnitt
Sales Promotion Mgr.....James Woodburn
Pgm. Dir., Chief Anncr....Arthur J. Borgesen
Chief Engineer.....Gabriel Langfelder

WCNX

MIDDLETOWN—1948

Frequency: 1150 Kc.....Power: 500 Watts d.

Owned-Oper. By.....Middlesex Bcstg. Co.
Business-Studio Address.....462 Main St.
Phone Number.....5821
Air Time.....Daytime
News Service.....UP
Representative.....Friedenberg
Managing Dirs.....R. J. O'Brien, W. J. O'Brien
Program Director.....Ernest Watso
Production Chief.....Lou Brooks

WHAY

NEW BRITAIN—1949

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Operated By..Central Conn. Bcstg. Co.
Business Address.....22 Grove Hill
Phone Number.....3-2721
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Lang-Worth, Capitol
General Mgr.-Chief Engineer.....H. W. Holt
Sales Manager.....Tom Meade
Program Director.....Leo Boren
Chief Announcer.....Carl Clements

WKNB

NEW BRITAIN—1946

Frequency: 840 Kc....Power: 1000 Watts d.
Owned-Oper. By.....New Britain Bcstg. Co.
Address.....213 Main St.
Phone Number.....3-6303-4
Transmitter Location.....Newington
Air Time.....Local sunrise-local sunset
News Service.....AP
Transcription Service.....World
Representative.....Forjoe
President, General Manager.....Julian Gross
Station-Commercial Mgr.....Peter B. Kenney
Pgm., Prod. Dir.....J. J. Mariani
Publicity Director.....Philip B. Hale
Chief Announcer.....Ray Neilan
Musical Director.....Al DeCaro
Chief Engineer.....Sam Balnius
Farm Editor.....E. H. Forbush
News Director.....Joseph Brosh

WAVZ

NEW HAVEN—1947

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WAVZ Bcstg. Corp.
Business-Studio Address.....152 Temple St.
Phone Number.....7-0171
Transmitter Location.....Thill St., W. Haven
Air Time.....Local sunrise-local sunset
News Service.....UP, AP
Representative.....Keller
Transcription Service.....Thesaurus
Membership.....NAB, BAB
President.....Victor W. Knauth
V.P., Gen., Sta. Mgr.....Daniel W. Kops
Commercial Manager.....Richard J. Monahan
Program Director.....Robert H. Gillespie
Chief Announcer.....John Mariani
News Dir., Farm Editor....Thomas W. Bentley
Musical Director.....Gordon Pentz
Chief Engineer.....Ernest S. Gellman
Consulting Engineer.....Lynne C. Smeby

WELI

NEW HAVEN—1935—ABC

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Operated By....Conn. Radio Foundation, Inc.
Business-Studio Address.....221 Orange St.
Phone Number.....8-1133
Transmitter Location....Benham Rd., Hamden
Air Time.....6:30 a.m.-12:05 a.m.
News Service.....UP
Transcription Service.....Lang-Worth, SESAC
Representative.....Headley-Reed
President.....H. C. Wilder
General Manager.....Richard W. Davis
Commercial Manager....Edwin H. Schweitzer
Publicity Director.....Rudy Frank
News Director.....Robert McKernan
Program Director.....Charles H. Wright
Chief Engineer.....Fred King
Consulting Engr.....Craven, Lonnes & Culver

WNHC

NEW HAVEN—1944

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Elm City Bcstg. Corp.

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- AP & UP for worldwide news
- Complete sport news coverage

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Bob Keller	Dan Kops, Gen. Mgr.
Promotional Rep.	Dick Monahan, Com. Mgr.

Business-Studio Address.....1110 Chapel St.
Phone Number.....6-9826
Transmitter Location....Front Ave., W. Haven
Air Time.....6:58 a.m.-12:05 a.m.
News Service.....AP, INS
Transcription Service.....World
Representative.....Katz Agency
Membership .....NAB
President.....Patrick J. Good
General Manager.....James T. Milne
Secretary-Treasurer .....Aldo DeDominicis
Comm. Actg. Mgr.....Vince Callanan
Program Director.....Walter Neilsen
News Director.....John Quinn
Musical Director.....John Drake
Chief Engineer.....Vinnie DeLaurentis
V.P. in Chg. of Engineering.....Goro W. Ray

WNLC

NEW LONDON—1936 — MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..The Thames Bcstg. Corp.
Business-Studio Address.....281 State St.
Phone Number 2-4365
Transmitter.....Winthrop Pt., E. New London
Air Time.....Unlimited
News Service.....UP
President-Gen. Sta. Mgr.....Gerald J. Morey
Vice-President.....Roderick L. Morey
Comm.-Sales Prom. Mgr.-Prod. Dir.....Leo B. Keegan
Publicity Director.....Nelson Brown
Program Dir.-Chief Engineer...Gerald J. Morey
Farm Editor.....Patricia Neilan
Consulting Engineer.....A. D. Ring Co.

WNLK

NORWALK—1947

Frequency: 1350 Kc.....Power: 500 Watts
Owned-Operated By..Norwalk Bcstg. Co., Inc.
Business-Studio Address....Main & Wall Sts.
Phone Number.....6-2542
Transmitter.....Stuart Ave. & Benedict St.
Air Time.....Unlimited
News Service .....UP
Transcription Service .....Associated
Representative .....McGillvra
Membership ..... NAB
Pres.-Gen.-Comm. Mgr.....Benjamin Ginzburg
Program Director.....Milton Warren
Chief Engineer.....Charles W. Winter, Jr.

WICH

NORWICH—1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Eastern Conn Bcstg. Co.
Business-Studio Address.....91 Main St.
Phone Number 7-1613
Transmitter Location.....Lucas Pk. Rd.
Air Time.....6:45 a.m.-11 p.m.
Newspaper Affiliation.....Norwich Bulletin-Record
News Service .....AP
Transcription Service.....World
Membership .....NAB
President-General Mgr.....John Deme
Commercial Manager.....Noel Breault
Program Director.....Robert Silverberg
News Director.....Jack Purrington
Chief Engineer.....Alexander Dubenetsky
Consulting Engineer.....McNary & Wrathall

WSTC

STAMFORD—1941
ABC-CONN. STATE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Wtn. Conn. Bcstg. Co.
Business-Studio Address.....270 Atlantic St.
Phone Number 4-7575
Transmitter Location..320 Strawberry Hill Ave.
Air Time.....6:30 a.m.-M.
Newspaper Affiliation.....Stamford Advocate
News Service .....UP
Transcription Service .....World
Representative .....Everett-McKinney
President .....Kingsley Gillespie
Gen.-Sta. Manager.....Julian Schwartz
Commercial Manager.....Wharton Ford
Program Director.....Frank J. Delfino
Chief Engineer.....Edward A. Fanbel
Consulting Engineer.....George C. Davis

WLCR

TORRINGTON—1946

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Litchfield Cty. Radio Corp.
Business-Studio Address.....23 Main St
Phone Number .....417[illegible]
Transmitter Location.....Highland Ave.
Air Time.....Local sunrise-local sunset
News Service .....UP
Transcription Service .....World
Representative..Sears & Ayer, Devney & Co.
Membership .....NAB
Pres., Gen. Mgr.....J. Richard Dobbins
Commercial Manager.....William C. Franklin
Sales Prom. Mgr.....Charles O. Scott
Pgm., Prod. Dir.....George Phillips
Publicity Director.....Joseph Storm
Chief Anncr., News Dir.....Pete Stoner
Chief Engineer.....Alfred Pallokat
Farm Editor.....Ray Atherton
Consulting Engineer.....John Creulz

WTOR

TORRINGTON—1947
CONN. STATE—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Harold Thomas
Business-Studio Address.....93 Main St.
Phone Number 4181

Transmitter Location .....93 Perkins St.
Air Time.....7 a.m.-M.
News Service .....AP
Representative .....Rambeau
General Manager.....Harold Thomas
Station Manager.....Edmund Waller
Commercial Manager.....John J. Morris
Program Director.....Richard C. Kilbourn
Chief Engineer.....Russ Jensen

WATR
WATERBURY—1934
ABC-CONN. STATE

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By.....The WATR Co., Inc.
Business-Studio Address.....440 Medow St.
Phone Number 3-5161
Transmitter Location.....Baldwin St.
Air Time.....7 a.m.-M.
News Service .....UP
Representative.....William G. Rambeau
Membership .....NAB
President-Gen. Mgr.....Harold Thomas
Sta.-Comm. Mgr.....Sam Elman
Sales Pro. Mgr., Pub. Dir.....Wallace Gordon
Pgm. Dir., Chief Anncr.....Wally King
News Dir.....Joseph C. Callan
Chief Engineer.....Russell Jensen

WBRY
WATERBURY—1934—CBS
NUTMEG

Frequency: 1590 Kc.....Power: 5000 Watts
Owned-Oper. By...American-Republican, Inc.
Business-Studio Address.....136 Grand St.
Phone Number 3-1125
Transmitter Location.....Boyden St.
Air Time.....6:55 a.m.-12:05 a.m.
News Service .....AP
Transcription Service .....World
Representative .....Avery-Knodel
Membership .....NAB
President.....William J. Pape
Commercial Manager.....Harry A. DeVorken
Sta.-Sales Prom. Mgr.-Pub Dir..J. Maxim Ryder
Prog.-Prod. Dir.....Walter O. Howard
Chief Announcer.....Robert Stewart
News Director.....E. Christy Erk
Musical Director.....Louis Bolsvert
Chief Engineer.....Frank B. Hales
Consulting Engineer....McNary & Wrathall

WWCO
WATERBURY—1946
MBS-YANKEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.Mattatuck Bcstg. Co., Inc.
Business-Studio Address....119 W. Main St.
Phone Number 4-5141
Transmitter Location.....Thomaston Ave.
Air Time .....Unlimited
News Service .....AP
Membership .....NAB
Pres., Gen. Manager.....Milton H. Meyers
Commercial Manager.....Gustave Nathan
Program Director.....Robert Crager
Publicity Director.....James Logan
Chief Announcer.....Gene Valentino
Chief Engineer.....Gene Fleisher

DELAWARE

Population 318,085—Increase 19.4% ('40-'50)—Radio Homes 79,350
Families—83,260—Stations in State 5

WDOV
DOVER—1948

Frequency: 1410 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Del. State Capital Bcstg. Corp.
Business Address..Bradford & Loockerman Sts.
Phone Number 5816
Air Time .....Daytime
News Service .....AP
Representative .....Rambeau
President.....Dr. C. F. Freed
Gen. Mgr., Pgm. Dir.....Mildred Carroll
Commercial Manager.....William S. Freed
Chief Anncr., Farm Editor .....Bill Gregory
News Director.....Chet Smith
Chief Engineer.....Ralph Galow
Consulting Engineer..Herbert L. Wilson Asso.

WAMS
WILMINGTON—1948—MBS

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By...Wilmington Tri-State Bcst. Co., Inc.
Business-Studio Address.....414 French St.
Phone Number 4-8881
Transmitter.....Mt. Cuba Rd. & Owl's Nest
Air Time.....7 a.m.-12:30 a.m.
News Service .....Trans-adio
Transcription Service....Transradio, Standard
Representative .....Hollingberry
President.....Frank S. Carrow
Comm. Mgr.....William S. Ewing
News Director.....Don Mathewson
Sales Prom. Mgr.....I. Alan Goff
Program Director.....Bill Smith
Music Director.....Alan Barclay
Chief Engineer.....Herbert Eckstein

WDEL

WILMINGTON—1922—NBC

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Operated By.....WDEL, Inc.
Business-Studio Address....10th & King Sts.
Phone Number 7268
Transmitter.....New Castle Co.
Air Time.....6:00 a.m.-1 a.m.
News Service .....UP
Transcription Service .....World
Representative .....Robert Meeker
Membership .....NAB
Station Executive.....Clair R. McCollough
Station Manager.....J. Gorman Walsh
National Sales Manager....J. Robert Gulick
Program Director.....Harvey C. Smith
Technical Dir.....J. E. Mathiot

WILM

WILMINGTON—1922—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Delaware Bcstg. Co.
Business-Studio Address.....920 King St.
Phone Number 4-7771
Transmitter.....1 mile N.W.—Route 202
Air Time.....6:30 a.m.-12:30 a.m.
News Service .....UP
Transcription Service .....World
Representative .....Bolling Co.
Membership .....NAB, BAB
President-Gen.-Comm. Mgr..Ewing B. Hawkins
Sta. Mgr., Pgm. Dir.....Robert J. McFann
Commercial Manager.....Jack Lee
News, Pub. Dir.....Charles Parnell
Musical Director.....Warren Keyser
Chief Engineer.....H. Edwin Kennedy
Farm Editor.....Richard L. Bair
Consulting Engineer.....Jansky & Bailey

WTUX

WILMINGTON—1947

Frequency: 1290 Kc.....Power: 500 Watts d.
Owned-Oper. By....Port Frere Bcstg. Co., Inc.
Business-Studio Address.....1326 Market St.
Phone Number.....Wilmington 5-8821
Transmitter Location.....Port Frere
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Forjoe
Membership .....NAB
Pres.-Sta. Mgr.....Gordon K. MacIntosh
General Mgr.....Howard R. Robinson
Comm. Mgr.-Publ. Dir.....Sidney Schulman
Program Director.....Waneda L. Clark
Chief Anncr.-Prod. Dir.....Fred Hechman
Chief Engineer.....Wayne Neuhaus
Consulting Engineer.....Dixie McKay

DISTRICT OF COLUMBIA

Population 802,178—Increase 21.0% ('40-'50)—Radio Homes 199,630
Families 205,800—Stations in D. C. 7

WGMS

WASHINGTON, D. C.—1947

Frequency: 570 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Station WQQW, Inc.
Address.....1125 Vermont Ave., N.W.
Phone Number.....Executive 8676
Transcription Service .....Associated
News Service .....AP
Air Time.....Sunrise to Sunset
President .....Morris Rodman
General Manager.....M. Robert Rogers
Commercial Manager.....V. F. Callahan
Program Director.....Pierson Underwood
Chief Engineer.....Robert B. Martin

WINX

WASHINGTON, D. C.—1940—SBN

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.Banks Independent Bcstg. Co.
Business-Studio.....8th & Eye Sts., N.W.
Phone Number.....Republic 8000
Transmitter Location..Florida St. & Lee Hway.
Air Time.....6 a.m.-1 a.m.
News Service .....UP
Representative.....Adam J. Young, Inc.
Pres.-Gen.-Sta. Mgr.....William A. Banks
Asst. Gen.-Sta. Mgr.....Dolly R. Banks
Sales Prom. Mgr.....Frank Blandin
Program Director.....William Hedgpeth
Chief Engineer.....Ralph E. Cannon, Jr.

WMAL

WASHINGTON, D. C.—1925—ABC

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Operated By.....The Evening Star Bcstg. Co., Inc.
Business-Studio Address..724 14th St., N.W.
Phone Number.....NAtional 5400
Transmitter Location.....Green Tree Rd., Bethesda, Md.
Air Time.....6 a.m.-1:05 a.m.
News Service.....AP, UP
Transcription Service.....World, Standard
Representative.....ABC Spot Sales

LOOK AT THE RECORD! . . .

In Washington everything is up

Population
Income
Retail Sales

*RADIO LISTENING

To reach the one and one-half million listeners in Metropolitan Washington, D. C., and a bonus market in Maryland and Virginia your best bet is

WRC

(Check your nearest NBC Spot Sales Office)

* American Research Bureau Radio Diary Study

FIRST in WASHINGTON

WRC NBC

5,000 Watts • 980 KC

• • • District of Columbia • • •

Membership ..... NAB
President ..... S. H. Kauffmann
V.P., General Manager ..... K. H. Berkeley
Sales Prom. Mgr. ..... Howard Bell
Commercial Manager ..... Ben B. Baylor, Jr.
Pgm. Dir. ..... Charles Kelly
Pub. Dir. ..... Mary P. Perry
Chief Anncr. ..... Harold Stepler
News Director ..... William Neel
Chief Engineer ..... Frank Harvey

WOL

WASHINGTON, D. C.—1924—MBS

Frequency: 1260 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... Cowles Bcstg. Co.
Bus.-Studio Address ..... 1627 K St., N.W.
Phone Number ..... Metropolitan 0010
Transmitter Location ..... Brookville Rd., Silver Spring, Md.
Air Time ..... Unlimited
News Service ..... AP, UP
Transcription Service ..... Associated
Representative ..... Katz
Membership ..... NAB, BMB
President-Owner ..... Gardner Cowles
V.P., Gen. Sales Mgr. ..... Phil Hoffman
Pgm. Dir.-Prom. Mgr. ..... S. J. McCormick
Chief Engineer ..... Harold Reed

WRC

WASHINGTON, D. C.—1923—NBC

Frequency: 980 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... National Bcstg. Co., Inc.
Business-Studio Address ..... 724 14th St., N.W.
Phone Number ..... Republic 4000
Transmitter ..... Ager Rd., W. Hyattsville, Md.
Air Time ..... 5:30 a.m.-1 a.m.
News Service ..... AP, INS, UP
Transcription Service ..... Thesaurus, Standard
Representative ..... NBC Spot Sales
Membership ..... NAB, BAB
President ..... Joseph H. McConnell
General Manager ..... William R. McAndrew
Program Manager ..... Kenneth French
Sales Director ..... Mahlon Glascock
Chief Engineer ..... Donald Cooper
News Director ..... Cassius Keller
Sales Promotion Manager ..... Tom Geoghegan
Musical Director ..... Fritz Baltzer
Consulting Engineer ..... NBC Engineering

WTOP

WASHINGTON, D. C.—1927—CBS

Frequency: 1500 Kc. ..... Power: 50,000 Watts
Owned-Operated By ..... WTOP, Inc.
Business-Studio Address ..... Warner Bldg.
Phone Number ..... Metropolitan 3200
Transmitter Location ..... Wheaton, Md.
Air Time ..... 5:30 a.m.-2 a.m.
News Service ..... AP, UP, INS
Representative ..... CBS Radio Sales

• • • District of Columbia • • •

President .....Philip L. Graham
Vice President-Gen. Mgr.....John S. Hayes
Commercial Manager.....George Hartford
Sales Prom. Mgr.-Pub. Dir.....Cody Pfanstiehl
Program-Production Dir...Hazel Kenyon Markel
News Director.....Ted Koop
Chief Engineer.....Clyde Hunt

WWDC

WASHINGTON, D. C.—1941

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By.....Capital Bcstg. Co.
Business-Studio Address.....1627 K St., N.W.
Phone Number.....Sterling 3800
Transmitter.....Silver Spring, Md.
Air Time.....24 hrs.
News Service.....AP, UP
Transcription Service.....Capitol, Standard, Lang-Worth
Representative .....Forjoe
Membership .....NAB, BAB
President .....Joseph Katz
General Manager.....Ben Strouse
Comm. Manager.....Herman Paris
Program Director.....Norman Reed
News Director.....Denis Sarta'n
Publicity Director.....Irving Lichtenstein
Musical Director.....Burke Pond
Chief Engineer.....Ross H. Beville
Consulting Engineer.....Weldon & Carr

Mr. Plus joins the Staff

WWDC

WASHINGTON joins Mutual

The big "PLUS" is now MUTUAL

AP SELLS

For Stations and Sponsors—

For instance . . . WWDC

"The sale of Associated Press newscasts has been consistently successful for WWDC."

BEN STROUSE,
General Manager,
WWDC, Wash., D. C.

FLORIDA

Population 2,711,305—Increase 46.1% ('40-'50)—Radio Homes 689,650
Families 769,800—Stations in State 69

WSWN

BELLE GLADE—1947

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Seminole Bcstg. Co.
Business Address.....P. O. Box 355
Phone Number.....2063
Studio Address.....Scarborough Bldg.
Transmitter Location.....Chosen
Air Time.....Daytime
News Service.....UP
Transcription Service.....World
President-General Mgr.....Tom Watson, Jr.
Commercial Manager.....Mrs. Mary Foy
Chief Engineer.....C. S. Clemans
Farm Editor.....Tom Lloyd

WDHL

BRADENTON—1946—KBS-LIBERTY

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Manatee Bcstg. Co.
Business Address.....Memorial Pier
Phone Number.....37-531, 37-561
Studio-Transmitter Location.....Memorial Pier
Air Time.....6:45 a.m.-11:45 p.m.
News Service.....AP
Representative.....Hil Bcst.
Transcription Service.....Associated
Pres.-Gen.-Sta. Mgr.....L. E. Jackobson
Program Director.....Atch McCabe
Chief Anncr.-Prod. Dir.....Al Mareau
Publicity Director.....Carmen Greenlaw
News Director.....Bill MacKechnie
Chief Engineer.....Charles Castle
Farm Editor.....Ed Ayers

WPIN

CLEARWATER—1946

Frequency: 680 Kc.....Power: 1000 Watts
Owned-Oper. By..Fla. W. Coast Bcstrs., Inc
Address.....Whitcomb Building
Phone Number.....Petersburg 7-0511; Clearwater 3-2373
Transmitter Location.....Largo
Air Time.....Sunrise-Sunset
News Service.....AP
Station Representative....Independent Metropolitan Sales-New York; Holman Co., Chicago
Membership.....NAB
Gen., Comm. Mgr., Pgm. Dir...Arthur Mundorff
Sta. Mgr.....Herb Anderson, St. Petersburg; Lloyd Wyngarden, Clearwater
Production Director.....George Gardiner
Chief Announcer.....Jim Carley
Farm Editor, News Dir.....Lloyd Wyngarden
Chief Engineer.....Manley St. Jean
Consulting Engr...Continental Research Labs

WTAN

CLEARWATER—1947—KBS-LIBERTY

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..Clearwater Ra. Bcstrs., Inc.
Business Address.....P. O. Box 1109
Phone Number.....33084
Transmitter Location....Municipal Auditorium
Air Time.....6:30 a.m.-12:15 a.m.
News Service.....UP
Transcription Service.....Capitol, Keystone
Representative.....Joseph Hershey McGillvra
Membership.....NAB
President.....Otis E. Pruitt
Gen., Comm. Mgr.....Frank L. Parker
Pgm. Dir., Prom. Mgr.....Charles Adams
Chief Engineer.....John D. Callan
Publicity Director.....Bob Weatherly

WTTT

CORAL GABLES—1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Atlantic Shores Bcstg.
Business-Studio Address....350 Aragon Ave.
Phone Number.....83-4683
Transmitter Location.....S.W. 16th St., S.W. 32nd Ave., Miami
Air Time.....7:00 a.m.-12 M.
News Service.....UP, Transradio
Transcription Service.....Associated
Representative.....Joseph Hershey McGillvra
Membership.....NNAB
President.....Richard Endicott
Sta., Comm. Mgr.....Lee Phillips
Program Director.....Noah Tyler
Chief Engineer.....Walter Kinney

WVCG

CORAL GABLES—1947—PG

Frequency: 1070 Kc.....Power: 1000 Watts d.
Owned-Operated By....Peninsular Bcstg. Corp.
Business Address.....223 Aaragon Ave.
Phone Number.....48-7411-2
Transmitter.....Bird & Ludlum Rds., Miami
Air Time.....Sunrise to sunset
News Service.....AP
Transcription Service.....Associated
Membership.....NAB, BAB
President-General Mgr.....George W. Thorpe
Program Director.....Robert S. Stevens
Chief Announcer.....Peter F. Cole
Chief Engineer.....Lawrence Mennitt
Consulting Engineer.....Lynn Smeby

WCNU

CRESTVIEW—1949—KBS-LIBERTY

Frequency: 1010 Kc.....Power: 1000 Watts d.

Owned-Operated By....Gulf Shores Bcstg. Co.
Business-Studio Address.....Box 518
Phone Number.....3511
Transmitter Location...Highway 85, Crestview
Air Time.....Daytime Only
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Hil Best
Membership .....NAB
Pres. & Sales Mgr.....D. Grady O'Neal
Gen. Mgr., Sec. & Treas.....H. French Brown
Commercial Manager.....Everette McCrary
Pgm. Dir., Chief Anncr.....Sam F. Townsend
Chief Engineer.....Tom Miniard

WMFJ

DAYTONA BEACH—1935—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....W. Wright Esch
Business-Studio Address.....244 N. Beach St.
Phone Number.....6491-2
Transmitter Location...126½ Magnolia Ave.
Air Time .....Unlimited
News Service .....INS
Transcription Service .....SESAC
Representative....Joseph Hershey McGillvra
Membership .....NAB
Owner .....W. Wright Esch
General Manager.....B. B. Esch
Station Manager.....Ray Clancy
Commercial Manager.....John S. Pitts
Traffic Director.....Walter Strouse
Chief Engineer.....Webster K. Ellenwood

WNDB

DAYTONA BEACH—1948

Frequency: 1150 Kc.....Power: 1,000 Watts d.
Owned-Operated By.....News-Journal Corp.
Business-Studio Address...128 Orange Ave.
Phone Number.....2-0531
Transmitter Location.....Holly Hill
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service.....Standard, World
Representative.....John H. Perry
Gen.-Sta.Mgr.....Jerry Stone
Comm., Prom. Mgr.....John Cummins
Program Director.....Kay Todd
Production Director.....Helen Traeger
Chief Announcer.....Richard Bate
News Director.....Ed Fulke
Musical Director.....Marilyn Ganung
Chief Engineer.....James H. Millard
Consulting Engr.....George C. Davis, Washington, D. C.

WROD

DAYTONA BEACH—1947—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By...Daytona Beach Bcstg. Corp.
Business Address.....Box 991
Phone Number.....4626
Studio-Transmitter Address..Wilder Blvd. & S. Beach St.

NOW THAT YOU CAN
HAVE THE BEST, WHY
BE SATISFIED WITH LESS

AP

Air Time.....Unlimited
News Service .....UP
Transcription Service .....Associated
Membership .....NAB
Pres.-Gen. Mgr.....E. J. Sperry
Commercial Manager.....R. Y. Huffman
Pgm. Dir.....Susan Baldwin
Chief Engineer.....L. M. Menard

WJBS

DELAND—1948—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....John B. Stetson Univ.
Address.....220 East Hubbard Ave.
Phone Number 1490
Transmitter Location....220 E. Hubbard Ave.
Air Time.....6:30 a.m.-11:30 p.m.
News Service .....AP
Transcription Service.....RC, Thesaurus
Membership .....FAB
President.....Dr. J. Ollie Edmunds
General Manager.....C. L. Menser
Station Manager.....Lauren Mickle
Commercial Manager.....M. M. Davis
Program Director.....Robert H. Walton
Sports Director.....Dick Pearce
Chief Engineer.....Lauren Mickle

WBRD

FT. LAUDERDALE—1950

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated By.....Broward Bcstg. Co.
Address.....P. O. Box 78
Phone Number 2-2563
News Service .....UP
President.....L. C. Judd
Gen., Comm. Mgr.....Robert Standart III
Prog. Dir., Prom. Mgr.....Frank W. Hainey
Chief Engineer.....John D. Miller
News Director.....Bert Wills

WFTL

FORT LAUDERDALE—1948-LIBERTY

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Gore Pub. Co.
Business-Studio Address..100 E. Las Olas Blvd.
Phone Number.....3-2511
Transmitter Location.....1785 S.E. 15th St.
Air Time.....Unlimited
News Service.....UP
Transcription Service .....World
Representative.....Sears & Ayer
Gen., Sta. Mgr., Pgm. Dir.....R. L. Bawles
Commercial Manager.....W. T. Burghart
Chief Engineer.....Merle Sanford
Consulting Engineer.....Weldon & Carr

WINK

FT. MYERS—1938—CBS-KBS-FS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Ft. Myers Bcstg. Co., Inc.
Business-Studio Address.....54 E. First St.
Phone Number 818
Transmitter Location.....54 E. First St.
Air Time.....6:30 a.m.-M.
News Service .....AP
Representative .....Donald Cooke
President.....Arthur B. McBride
Gen.-Sta.-Comm. Mgr.....A. J. Bauer
Sales Promotion Manager.....Betty Whified
Pub. Dir.....Dan Harlacher
Chief Anncr.....Bob Nash
Chief Engineer.....James Lacy

WIRA

FORT PIERCE—1946—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Indian River Bcstg Co.
Business Address.....Melody Lane
Phone Number.....870
Air Time.....6:30 a.m.-11:15 p.m.
News Service.....UP
Transcription Service.....Standard
Membership .....NAB
Pres., Gen.-Sta. Mgr.....Douglas Silver
Program Director.....Marjorie B. Silver
Commercial Manager.....J. Kingsley Butt
Chief Announcer.....William Strickland
Chief Engineer.....James Sowinski
Farm Editor.....Anne Wilder
Consulting Engineer.....Andrew Ring

WGGG

GAINESVILLE—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Alachua County Broadcasting Co., Inc.
Bus.-Studio-Transmitter.....1230 Waldo Rd.
Phone Number.....5791, 3922
Air Time .....6:59 a.m.-12:06 a.m.
News Service .....AP
Transcription Service.....Associated, Capitol
Representative.....Ashcraft & Banninger
Pres., Gen.-Sta. Mgr.....R. M. Chamberlin
Comm.-Sales Prom. Mgr.....Leon E. Mims
Pgm. Dir.-Chief Anncr.....S. Scott Sutton
Chief Engineer.....R. M. Chamberlin

WRUF

GAINESVILLE—1928
MBS-U. OF FLA. NET.

Frequency: 850 Kc.....Power 5000 Watts
Owned-Operated By.....Univ. of Fla.
Business-Studio Address..Campus, Univ. of Fla.
Phone Number.....3261, Ext. 466-7-8
Transmitter Location.....Newberry Rd.
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service.....Lang-Worth, SESAC
Representative .....Burn-Smith
Membership.....NAB, BAB, FMA

General Manager.....Garland Powell
Commercial Manager.....John Dunnavant
Program Director.....Ray Dantzler
Chief Announcer.....Otis Boggs
Chief Engineer.....Ovid Gano
Farm Editor.....Clyde Beale
Consulting Engineer.....Geo. C. Davis

WIVY

JACKSONVILLE—1948

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WIVY, Inc.
Business-Studio Address...135 Riverside Ave.
Phone Number.....4-7722, 4-7723
Transmitter Location.....Springrove Ave. at A. C. & L. RR. Tracks
Air Time.....Local sunrise to local sunset
News Service.....INS
Membership .....NAB
Pres., Gen. Mgr.....Edward J. Oberle
Sta., Comm. Mgr.....Alexander Kiersey
Sales Prom. Mgr.....Joe Forster
Pgm., News Dir.....Al Kiersey
Production Director.....Earl Wood
Publicity Director.....Claude Taylor
Chief Announcer.....Tom Carswell
Musical Director.....Fred Arnold
Chief Engineer.....James Stephens
Consulting Engineer.....Silliman & Barclay

WJAX

JACKSONVILLE—1925—NBC

Frequency: 930 Kc.....Power: 5,000 Watts
Owned-Operated By..City of Jacksonville, Fla.
Business-Studio Address.....1 Broadcast Pl.
Phone Number 4-1681
Transmitter Location.....Hyde Park
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service.....Thesaurus, Muzak
Representative.John Blair; Harry E. Cummings
Sta. Mgr., Chief Engr.....John T. Hopkins III
Program Director.....Marion DeTrowell
Commercial Manager.....J. W. Douglass
Chief Announcer.....Starling Coleman
Musical Director.....Frank Morris
Consulting Engineer.....Paul Godley

WJHP

JACKSONVILLE—1940—MBS

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated By.....The Metropolis Co.
Business-Studio Address.....500 Laura St.
Phone Number 4-7711
Transmitter Location.....Lane Ave. Annex
Air Time.....6 a.m.-1 a.m.
Newspaper Affiliate.....Jacksonville Journal
News Service.....UP
Transcription Service .....Lang-Worth
Representative .....John H. Perry
Gen.-Sta. Mgr.....Reggie Martin
Asst. Pgm. Dir.....Martha Thomas
Production Director.....Jocelyn Brown
Publicity Director.....Charlie Harris
News Director.....Jim Underwood
Chief Engineer.....Beecher Hagford
Consulting Engineer.....McIntosh & Inglis

WMBR

JACKSONVILLE—1934—CBS

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Operated By.....Florida Bcstg. Co.
Business-Studio Address.....605 Main St. S., P.O. Box 5187
Phone Number.....9-4477
Transmitter Location....Lane & Stewart Aves.
Air Time.....6 a.m.-12:05 a.m.
News Service .....UP, INS
Transcription Service.....World, Associated
Representative .....Avery-Knodel
President .....Frank King
Comm. Mgr.....Charles M. Stone
Program Director.....Roger O. Van Duzer
Chief Engineer.....Ernest B. Vordermark

WOBS

JACKSONVILLE—1948

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Oper. By...So. Radio and Equipt. Co.
Business-Studio Address...10 East Forsyth St.
Phone Number.....6-4231
Transmatter Location.....Gilmore Road
Air Time.....Sunrise to sunset
News Service .....INS
Station Representative.....Forjoe
President.....Jack Sharpe
General Manager.....Jim Macri
Commercial Manager.....R. L. McQuage
Program Director.....Wayne Farrell
Chief Engineer.....W. F. Askew

WPDQ

JACKSONVILLE—1942
ABC-FLA.-AMER. GROUP

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By..Jacksonville Bcstg. Corp.
Phone Number.....4-4421
Studio Address.....Gulf Life Insurance Bldg.
Transmitter Location.....Lenox Ave.
Air Time.....5:30 a.m.-1205 a.m.
News Service.....AP
Transcription Service.....Standard
Station Representative.....Katz
President.....James R. Stockton
General-Station Manager....Robert R. Feagin
Commercial Manager.....Frank Taylor, Jr.
Sales Prom. Mgr.....Evelyn C. Cooper
Farm Edit., Prod., Pgm. Dir. James O. Hardin, Jr.
Publicity Dir.....Frieda J. Sanders
News Director.....John MacLean
Chief Announcer.....Tommy Tucker

Musical Director.....Nelle Gossett
Chief Engineer.....James R. Donavan
Consulting Engineer.....George B. Davis

WRHC

JACKSONVILLE—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WRHC, Inc.

WJVB

JACKSONVILLE BEACH—1947—KBS

Frequency: 1010 Kc.....Power: 250 Watts d.
Owned-Oper. By Jacksonville Beach Bcstg. Co.
Business-Studio Address.....Penman Rd.
Phone Number 3674
Representative.....Hil F. Best
Transmitter Location.....Penman Rd.
Air Time.....Sunrise to sunset
President.....H. A. Prather
General Manager.....Lester M. Combs
Commercial Manager.....P. Combs
Chief Announcer.....Rick Hollister
Chief Engineer.....Tom Kindell

WKWF

KEY WEST—1945—MBS-KBS

Frequency: 1600 Kc.....Power: 500 Watts
Owned-Operated By.....John M. Spottswood
Trans. Address.....Stock Island
Phone Number 510
Air Time.....7:00 a.m.-11:15 p.m.
Representative.....John H. Perry
Pres., Gen., Sta., Comm., Prom. Mgr.
John M. Spottswood
Prog., Prod., Pub. Dir.....Mary S. Spottswood
News Director.....H. E. Day
Chief Engineer.....Charles Lowe
Consulting Engineer.....McNary & Wrathall

WDSR

LAKE CITY—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Deep South Radioways
Business-Studio Address..126 No. Marion St.
Phone Number.....525
Transmitter...South of Lake City on U.S. No. 41
Air Time.....6 a.m. to 10:05 p.m.
News Service.....AP
Transcription Service.....Associated
Representative .....Hil Best
Gen. Mgr. & Prin. Partner....Alfred H. Temple
Program Director.....Owen W. Parnacott
Chief Engineer.....Bruce Singleton
Consulting Engineer.....Kear & Kennedy

WLAK

LAKELAND—1936—NBC

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Operated By...Lakeland Bcstg. Corp.
Business Address.....P. O. Box 1211
Phone Number.....2127
Transmitter Location.....Shore Acres
Air Time.....5:30 a.m.-12:05 a.m.
News Service.....UP
Transcription Service .....Associated
Station Representative.....John E. Pearson
Pres.-Gen.-Station Mgr.....S. O. Ward
Asst. Mgr., Chief Engineer.....William P. Lee
Comm., Sales Prom. Mgr.....Powell Adams
Program Director.....Charlotte Humphreys
Pub. Dir., Chief Announcer.....Bill Lee
Musical Director.....George Friend
Consulting Engineer.....Everett Dillard

WONN

LAKELAND—1949—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Coastal Bcstg. Co.
Business Address.....New Fla. Hotel
Phone Number 5117
Air Time.....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
Co.Owners...Robert S. Taylor, Ted Covington, Duane McConnell
President.....Robert S. Taylor
Commercial Mgr.....Tom Barber
Program Dir.....Ted Covington
Chief Engineer.....Duane McConnell

WEAT

LAKE WORTH—1948—NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....James R. Meachem
Business Address.....422 N. Dixie Hwy.
Phone Number.....W. Palm Beach 7545
Transmitter Location.....Nineteenth Ave. No.
Air Time.....6:30 a.m.-12:05 a.m.
News Service.....AP
Representative .....Pearson
General Manager.....James R. Meachem
Commercial Manager.....Clifford H. Glick
Program Director.....Bill Schoocraft
Chief Engineer.....Andrew Keicher

WLBE

LEESBURG-EUSTIS—1949—KBS

Frequency: 790 Kc.....Power: 1,000 Watts
Owned-Operated By.....WLBE, Paul Hunter
Business-Studio Address..1240 Floradel Ave., Leesburg
Phone Number.....Leesburg 552
Transmitter Location.....Silver Lake, Fla.
Air Time.....6:25 a.m.-11 p.m.
News Service .....AP
Transcription Service .....Lang-Worth
Membership .....NAB
President .....Paul Hunter
General Manager.....Eleanor Hunter
Station-Commercial Mgr.....Robert Clinton
Program Director.....Pamela Clinton
Chief Anncr., Chief Engineer..Charles Castle

WNER

LIVE OAK—1949—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....John A. Boling
Business Address .....Jacksonville
Phone Number 1450
Transmitter.....1 Mi. E. city Rte. 90
News Service .....UP
Transcription Service.....SESAC, Lang-Worth
President.....John A. Boling
Sta., Gen. Manager.....Norman Protsman
Program Director.....James M. Crosley
Chief Engineer.....C. S. Parker
Consulting Engineer.....Claude Gray

WTYS

MARIANNA—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..John H. Phipps Radio Stas.
Business Address.....P. O. Box 565
Phone Number 650
Studio-Transmitter Address..U. S. Hway. 90, E.
Air Time.....5:30 a.m.-10:30 p.m.
News Service .....AP
Transcription Service .....Thesaurus
Representative.....Harry Cummings
President.....John H. Phipps
General Manager.....L. H. Graves
Station Manager.....H. C. Harris

WMMB

MELBOURNE—1947

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By...Melbourne Bcstg. Corp.
Business-Studio Address.....Front St.
Phone Numbers 575-6
Transmitter Location.....Front St.
Air Time.....Local sunrise to sunset
Representative .....Hil Best
News Service.....UP
Transcription Service .....Capitol
Membership .....NAB
President.....Joseph H. Wickham
General Manager.....Austin V. Catterton
Commercial Manager.....Joseph A. Peters
Chief Engineer.....Kenneth R. Waltz

WIOD

MIAMI—1926—NBC

Frequency: 610 Kc.....Power: 5,000 Watts
Owned-Oper. By..Isle of Dreams Bcstg. Corp.
Business-Studio Address...600 Biscayne Blvd.

We've Arrived! We've the Figures to Prove That...

We're No Longer Squalling Brats!

MIAMI **(Dade County)** Ranks 4th Among All Official Metropolitan County Areas in Percentage of Population Growth Since 1940!* Among All Cities in Its Population Group...the Miami Area Ranks 1st in Percentage of Population Increase!*

WIOD **(Miami-NBC)** Passed Its First Quarter Century Mark This Month! And, Proud We Are to Have Had a Part in the Growth and Development of Miami Into One of the Top Markets in the Entire South! Selling Did It! For the Facts and Figures, Call Our Rep...George P. Hollingbery Co.

*1950 U. S. Census



James M. LeGate,
General Manager

WIOD FIRST IN MIAMI

5,000 WATTS • 610 KC • NBC

Phone Number 3-6444
Transmitter Location.....Cameo Island
Air Time.....Unlimited
News Service .....AP, INS, UP
Transcription Service....Associated, Standard
Representative.....George P. Hollingbery
Membership .....BAB
President.....Daniel J. Mahoney
Manager.....James M. LeGate
Commercial Manager.....Robert L. Fidlar
Program Director.....Scott Bishop
News Director.....Eugene Strul
Prom. Pub. Dir.....Martha Henriquez
Musical Director.....Earl Barr Hanson
Chief Engineer.....M. C. Scott
Consulting Engineer....Chambers & Garrison

WFEC

MIAMI—1949

Frequency: 1220 Kc.....Power: 250 Watts
Owned-Operated By...Howard D. Steere DBA Florida E. Coast Bcstg. Co.
Trans-Address.....350 N.E. 71st St., Miami 38, Fla.
Phone Number 89-7534
Air Time.....Sunrise to Sunset
News Service .....UP
Station Representative.....Hil F. Best
Exec. Director.....Howard D. Steere
Station Manager.....Robert Lyons
Commercial Manager.....Norman Stuart
Program Director.....Calvert Carter
Chief Engineer.....Wm. Reeder

WGBS

MIAMI—1939—CBS

Frequency: 710 Kc.....Power: 50,000 Watts d., 10,000 Watts n.
Owned-Operated By.....The Fort Industry Co.
Address.....1605 Biscayne Blvd.
Phone Number 9-2401
Transmitter Location.....6½ miles NW of Hialeah
Air Time.....5:30 a.m.-2:00 a.m.
News Service.....INS, UP
Transcription Service .....Langworth
Station Representative...The Katz Agency Inc.
President.....George B. Storer
Managing Director.....Stanton P. Kettler
Commercial Manager.....M. N. Babcock
Sales Promotion Manager.....Frank Jaffe
Program Director.....Ewald Kockritz
News Director.....Robert Bingham
Chief Engineer.....A. W. Shropshire
Consulting Engineer.....A. Earl Cullum

WMIE

MIAMI—1947

Frequency: 1140 Kc...Power: 10,000 Watts, d., 5,000 Watts, n.
Owned-Operated By...Sun Coast Bcstg. Corp.
Business Address.....Everglades Hotel
Transcription Service .....Cole
Phone Number.....3-5556
Transmitter Location..Sunset Rd. & Snapper Creek, So. Miami
Air Time.....6:30 a.m.-4 a.m.
News Service.....INS, Transradio, UP
Transcription Service .....Associated
Representative .....Forjoe
Membership .....NAB, BAB
President.....J. Allen Brown
General Manager.....Robert G. Venn
Commercial Manager....Wm. Van der Busch
Merchandise Mgr.....Roland Jones
Pgm. Dir., Sta. Mgr.....Ted Anthony
Production Manager.....Wm. Rega
Publicity Director.....Matty Mathews
News Director.....John Price
Music Librarian.....Ruth Lee Jones
Chief Engineer.....Russell Bennett

WQAM

MIAMI—1920—ABC-FA

Frequency: 560 Kc.....Power: 5,000 Watts, d., 1,000 Watts, n.
Owned-Operated By.....Miami Bcstg. Co.
Business-Studio Address.....duPont Bldg.
Phone Number 2-6121
Transmitter Location...1425 N.E. Bayshore Ct.
Newspaper Affiliation.....Miami Herald
News Service .....AP
Transcription Service .....World
Representative.....John Blair, Cummings
Membership .....NAB, BMB
President.....John S. Knight
General-Station Mgr.....Owen F. Uridge
Comm., Sales, Prom. Mgr.....Harry Camp
Program Director.....Don Fischer
Publicity Director.....Marjorie Christopher
Musical Dir.....Walt Svelha
News Director.....John T. Bills
Chief Engineer.....Gene Rider
Consulting Engineer.....A. P. Ring & Co.

WWPB

MIAMI—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Paul Brake
Business-Studio Address....414 S.W. 2nd Ave.
Phone Number 3-7405
News Service .....AP
Transcription Service .....World
Representative .....Donald Cooke
Owner, Gen., Comm. Mgr.....Paul Brake
Program Dir.....Bill Johns
Prom. Mgr.....Ed Derryberry
Chief Engineer.....Jack Wilson

WINZ

MIAMI BEACH—1946—LBS

Frequency: 940 Kc.....Power: 1000 Watts

Owned-Operated By.....Hollywood Bcstg. System
Business Address.....304 Lincoln Rd.
Phone Number 58-73-11
Representative .....Perry
News Service .....Transradio
Pres., Gen. Mgr.....Jonas Weiland
Comm., Prom. Mgr.....Jules Lillienthal
Prog., News Dir.....Dennis Kirwan
Chief Engineer.....John Reynolds
Traffic Manager.....Ruth Kalin

WKAT

MIAMI BEACH—1937—MBS

Frequency: 1360 Kc.....Power: 5000 Watts d., 1000 Watts n.
Owned-Operated By.....WKAT, Inc.
Trans-Address.....1759 No. Bay Road
Phone Number 5-5711
Air Time.....6:00 a.m.-12 M.
News Service .....UP
Transcription Service.....Standard, Cole
Representative .....Weed
Membership .....NAB
President.....A. Frank Katzentine
General Manager.....John I. Prosser
Commercial Manager....Walter A. Callahan
Chief Engineer.....Arthur Smith

WMBM

MIAMI BEACH—1947

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Biscayne Bcstg. Co., Inc.
Business-Transmitter Address..Causeway Ter.
Phone Number 5-5586
Air Time .....Daytime
News Service .....UP
Transcription Service.....Standard, Capitol
Representative .....Rambeau
Membership .....NAB BAB
President.....Kenneth S. Keyes, Sr.
Gen., Sta., Comm. Mgr.....J. Lyle Williams
Sales Prom., Pub. Dir.....Dick Parker
Program Prod. Dir.....Arnold Kaufman
Farm Editor.....Lloyd Beckworth
Chief Engineer.....Charles A. Hartwick, Jr.
Consulting Engineer .....Gillette

WTMC

OCALA—1939—MBS-KBS

Frequency: 1290 Kc.....Power: 1000 Watts
Owned-Operated By...Ocala Bcstng. Co. Inc
Address.....1 Broadcast Place, P. O. Box 831
Phone Number.....128-129, 1329
Transmitter Location.....Highway 500, RFD Ocala
Air Time.....6:00 a.m.-12 M.
News Service .....UP
Transcription Service .....Langworth
Station Representative....H. Perry Associates
President.....John H. Perry, Jr.
General Manager.....T. S. Gilchrist, Jr.
Station Manager.....John F. Nicholson
Commercial Manager.....Carl J. Reinhardt
Program Director.....Ruth Whitley
Production Director.....James M. Smith
News Director.....John Nicholson
Chief Engineer.....Beecher Hayford
Farm Editor.....James Smith
Consulting Engineer.....McIntosh & Inglis

WDBO

ORLANDO—1925—CBS

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By...Orlando Bcstg. Co., Inc.
Business-Studio Address.....P. O. Box 3707, 30 S. Ivanhoe Blvd.
Phone Number 6181
Transmitter Location.....222 Hazard St.
Air Time.....5 a.m.-1 a.m.
News Service .....AP, UP
Transcription Service.....World, Thesaurus, Associated
Representative....John Blair, Harry Cummings
Membership .....NAB, BAB, FAB
Pres., Gen. Mgr.....Harold P. Danforth
Natl. Sales Dir.....W. G. McBride
Local Sales Director.....John M. Pedrick
Program Director.....Rosalind Baggs
Musical Director.....Walter D. Kimble
Chief Engineer.....J. E. Yarbrough
Farm Editor, Chief Anncr.....Carter Scofield

WHOO

ORLANDO—1947—ABC-FAG

Frequency: 990 Kc.....Power: 10,000 Watts d.; 5000 Watts n.
Owned-Oper. By..Orlando Daily Newspapers, Inc.
Address.....Fort Gatlin Hotel
Phone Number 9900
Transmitter Location.....Old Fairvilla Rd.
Air Time.....6 a.m.-12:30 a.m.
News Service .....AP
Transcription Service .....Standard
Representative .....Ra-Tel
President .....Martin Andersen
Gen., Sta. Mgr.....Clarence Bracey
Commercial Manager.....Carl Hallberg
Pgm. Dir., Chief Anncr.....Dan Daniel
Publicity Director.....Joan Fluker
Chief Engineer.....Gene Dashiell
News Director.....Phil Gaines
Farm Editor.....Bob Kilgore

WLOF

ORLANDO—1940—MBS

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Operated By.....Hazelwood, Inc.
Business-Studio Address.....Angebilt Hotel
Phone Number 8163
Transmitter Location.....Near Orlo Vista
Air Time.....4:55 a.m.-M.
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Paul H. Raymer
Membership .....NAB, BAB
President.....William Joe Sears
V.P., Gen. Mgr.....J. Allen Brown
Comm. Mgr.....Don R. Colee
Prom. Mgr., Pub. Dir.....Pat Kerr
Program Director.....R. Donahue
Chief Announcer.....Rocky Smith
News Director.....Paul Marlowe
Chief Engineer.....Dodd Daniel
Farm Editor.....Bob Keith

WORZ

ORLANDO—1946—NBC

Frequency: 740 Kc.....Power: 1000 Watts
Owned-Oper. By....Central Florida Bcstg. Co.
Business-Studio Address.....P. O. Box 2231
Phone Number 2-2451
Studio Address.....740 N. Orange
Transmitter Location.....Winter Garden Rd.
Air Time.....4:55 a.m.-1:05 a.m.
News Service .....AP
Transcription Service .....Standard
Representative .....Weed
Membership .....NAB, BAB
President .....James Dandelake
Gen., Comm. Mgr.....Eugene D. Hill
Station Manager.....W. O. Murrell, Jr.
Sales Prom. Mgr.....Sammy Roen
Program Dir.....Tony Chastain
News Director.....John Lofton
Chief Anncr., Farm Editor.....Lou Kennedy
Musical Director.....Gordon Towne
Chief Engineer.....Harold Stonitsch
Consulting Engineer.....Silliman & Barkley

WWPF

PALATKA—1947

Frequency: 800 Kc.....Power: 250 Watts d.
Owned-Operated By.....Palatka Bcstg. Co.
Address.....900 River St.
Phone Number 354
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service .....Lang-Worth
Partners.....L. C. McCall, J. E. Massey
Gen.-Station Manager.....L. C. McCall
Commercial Manager.....Herb Young
Music Director.....Bruce E. Wilson
Chief Announcer.....Wally Luce
Chief Engineer.....L. C. McCall

WWPG

PALM BEACH—1941—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Palm Beach Bcstg. Co.
Business Address.....South Ocean Blvd.
Phone Number.....West Palm Beach 2-1515, Lake Worth 5345
Transmitter Location.....South Ocean Blvd.
Air Time .....Unlimited
News Service .....INS
Transcription Service..Lang-Worth, Thesaurus, World
Representative .....Perry
President, Gen. Mgr.....Charles E. Davis
Station-Comm. Mgr.....Donald S. Greenlief
Chief Engineer.....Clyde E. Walkden

WDLP

PANAMA CITY—1940
FFN—LIBERTY—KBS

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By..Panama City Bcstg. Co., Inc.
Business-Studio Address.....West Beach Dr.
Phone Number 777
Transmitter Location.....North Springfield
Air Time.....5:30 a.m.-11 p.m.
News Service .....UP
Transcription Service .....World
Representative.....Perry Associates
President.....John H. Perry
Gen.-Sta.-Comm. Mgr.....Byron Hayford
Sales Prom. Mgr.....John Thomas
Chief Engineer.....Elmer Scott

WPCF

PANAMA CITY—1949—ABC

Frequency: 1400 Kc.....Power: 250 Watts d., 250 Watts n.
Owned-Operated By...Bay County Bcstg. Co.
Trans-Address.....300 E. 15th St.
Phone Number 6176-6177
Air Time.....6 a.m.-12 p.m.
News Service .....AP
Transcription Service .....Thesaurus
Pres., Gen., Sta., Comm. Mgr..E. L. Dukate, Jr.
Program Director.....Eleanor Whitelaw
Chief Announcer.....Cal Howrigan
News Director.....George Rowe
Chief Engineer.....Leon Hance
Consulting Engineer.....Edward Holmes

WBSR

PENSACOLA—1946—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Escambia Bcstg. Co., Inc.
Business Address.....P. O. Box 1351
Phone Number 6173-4
Studio.-Transmitter.....N. O & Moreno Sts.
Air Time.....6 a.m.-11 p.m.
News Service .....AP

Transcription Service .....Lang-Worth
Representative .....Robert Meeker
President, Gen. Mgr.....Ruth Braden
Sta.-Comm. Mgr.....Jack Rathbun
Sales Promotion Manager.....C. I. Smith
Chief Engineer.....G. Bert Mead

WCOA

PENSACOLA—1926—NBC

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Operated By.....Pensacola Bcstg. Co.
Business-Studio Address....San Carlos Hotel
Phone Number 4111
Transmitter Location.....Cary's Lane
Air Time.....6 a.m.-M.
Newspaper Affiliation.....News-Journal
News Service .....UP
Transcription Service .....World
Representative.....John H. Perry Associates
President.....John H. Perry
Gen.-Station Mgr.....J. Holliday Veal
Commercial Manager.....Irving Welch
Program Director.....Russell Hirsch
Chief Engineer.....Harold Heath
Consulting Engineer .....MacIntosh

WEAR

PENSACOLA—1947—MBS—LBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Gulfport Bcstg. Co.
Business-Studio Address.....Smith Shipyard
Phone Number 8-4449
Transmitter Location.....Smith Shipyard
Air Time.....6 a.m.-10:15 p.m.
News Service .....AP
Representative.....John E. Pearson
President.....T. J. Carroll
General Manager.....Earle Fletcher
Comm., Sales Prom. Mgr.....Mel Wheeler
Pgm., Prod. Dir.....LeRoy Morris
Chief Engineer.....Howard Grove

WPLA

PLANT CITY—1949—KBS

Frequency: 1570.....Power: 250 Watts d.
Owned-Operated By.....W. A. Smith
Address.....P. O. Box 1588, Hopewell Rd.
Phone Number 526
Transmitter Location.....Hopewell Rd.
Air Time.....7:00 a.m.-5:30 p.m.
News Service .....UP
Transcription Service.....Cole, Eells
Station Representative .....Best
Gen., Comm. Mgr.....Leon Lloyd
Program Director.....Elyse Shuman
Chief Announcer.....Jerry Bleich
News Director.....Joseph J. Wilson
Chief Engineer.....Jim Cruikshank

WCNH

QUINCY—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Quincy Bcstg. Corp.
Business Address.....Box 190, Quincy
Phone Number 300
Studio-Transmitter Location....Shelfer Heights
Air Time.....6 a.m.10 p.m.
News Service .....AP
Transcription Service .....Lang-Worth
Membership .....NAB
President.....Richard J. Gardner
General Manager.....A. B. Letson
Comm. Manager.....R. B. Bush
Program Director.....Norman Keller
Chief Engineer.....A. B. Letson

WFOY

ST. AUGUSTINE—1940—CBS

Frequency: 1240 Kc.....Power: 250 Watts d., 250 Watts n.
Owned-Operated By.....Fountain of Youth Broadcasting Co.
Address.....Box 588 Magnolia Park
Phone Number 1622
Transmitter Location.....Magnolia Park
Air Time.....6 a.m.-12:05 a.m.
News Service .....UP
Station Representative..Avery-Knodel Agency
President.....John C. Bell
Gen., Sta., Comm., Prom. Mgr. John E. Bernhard, Jr.
Prog., News, Prod., Music, Pub. Dir. Frankye C. Walker
Chief Announcer.....Bob Sheppe
Chief Eng., Farm Editor.....Ernest Raistrick

WPIN

ST. PETERSBURG-CLEARWATER—1946

Frequency: 680 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Florida West Coast Broadcasters, Inc.
Address.....Royal Palm Hotel
Phone Number 7-0511
Transmitter Location.....Largo, Florida
Air Time.....Sunrise to Sunset only
News Service .....AP
Station Representative.....Ind. Met. Sales
Gen., Comm. Mgr.....Arthur Mundorff
Sta. Mgr., Prog. Dir.....Herbert Anderson
Chief Engineer.....Manly St. Jean

WSUN

ST. PETERSBURG—1938—ABC

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By....City of St. Petersburg
Business Address.....Recreation Pier
Phone Number 7-4747-8
Transmitter Location .....Bayview

News Service ..... UP
Transcription Service ..... Associated
Representative ..... Weed
Membership ..... NAB
Sta., Prom. Mgr. ..... George D. Robinson
Commercial Manager ..... Vera New
Pgm. Dir., Chief Engr. ..... Louis J. Link
Chief Announcer ..... Burl McCarty

WTSP

ST. PETERSBURG—1939—MBS

Frequency: 1380 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... Pinellas Bcstg. Co.
Business-Studio Address ..... Times Bldg.
Phone Number 7-8108
Transmitter Location ..... Gandy Blvd.
News Service ..... UP
Transcription Service ..... World, Capitol
Representative ..... John E. Pearson
Membership ..... NAB
President ..... Nelson Poynter
V.P., Gen. Mgr. ..... F. J. Kelly
Comm. Mgr. ..... L. L. Wildman
Prom., Prog. Dir. ..... Jack Faulkner
Chief Engineer ..... William D. Mangold

WTRR

SANFORD—1947—KBS

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Myron A. Reck
Business Address ..... Box 1541
Phone Number 999
Studio-Transmitter ..... 1110 E. First St.
Representative ..... Hil Best
News Service ..... UP
Gen. Mgr. ..... Myron A. Reck
Comm. Mgr. ..... Dick Aiken
Program Dir. ..... J. Marion Harman, Sr.
Chief Engineer ..... Emerson Browne

WKXY

SARASOTA—1949—LIBERTY

Frequency: 1540 Kc. ..... Power: 1000 Watts d.
Owned-Operated By ..... Sarasota Bcstg. Co.
Business Address ..... P. O. Box 2431
Phone Number 3666
Representative ..... Hil Best
News Service ..... AP
Transcription Service ..... Capitol
Gen. Mgr., Chief Engr. ..... A. G. Fernandez
Comm. Mgr., News Dir. ..... William P. Carey
Pgm. Dir., Farm Editor .. Robert W. Hanesworth

WSPB

SARASOTA—1939—CBS

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Operated By ..... WSPB, Inc.
Business Address ..... Ringling Isle
News Service ..... UP
Transcription Service ..... World
Representative ..... John E. Pearson
President ..... Robert C. Jones, Jr.
General-Station Manager .... John B. Browning
Comm. Mgr. ..... William Baskerville, Jr.
Pgm., Prod., Pub. Dir. ..... David Hale
Music Director ..... Margaret Fleischman
Chief Engineer ..... James E. Grant

WJCM

SEBRING—1950—LBS

Frequency: 1340 Kc. ..... Power: 100 Watts
Owned-Operated By ..... Highlands Bcstg. Co.
Business Address ..... P. O. Box 233
Phone Number 81811
Representative ..... Best
Transcription Service ..... Standard
News Service ..... UP
President ..... Henry L. Jollay
Gen., Comm., Mgr., Chf. Eng. .. J. R. H. Wilson
Program Director ..... Jim Hardie

WTAL

TALLAHASSEE—1935—MBS—CBS

Frequency: 1270 Kc. ..... Power: 5000 Watts
Owned-Oper. By ..... John H. Phipps Radio Stations
Business Address ..... P. O. Box 989
Phone Number 2-1270
Studio Address ..... Cherokee Hotel
Transmitter Location ..... Lake Bradford
News Service ..... AP
Transcription Service ..... World
Representatives ..... Blair, Cummings
President ..... John H. Phipps
General Manager ..... L. Herschel Graves
Program Director ..... Joe Hosford
Chief Engineer ..... W. A. Snowden, Jr.

WTNT

TALLAHASSEE—1946-ABC-KBS-FAG

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Oper. By .... Tallahassee Appli. Corp.
Business-Studio Address ..... Duval Hotel
Phone Number 2-1450
Transmitter Location ..... East Park Ave.
News Service ..... UP
Transcription Service ..... World, Associated
Representative ..... Thomas F. Clark
Membership ..... NAB
President, General Manager .. Frank W. Pepper
Comm., Sales Prom. Mgr. .. Frank W. Hazelton
Program Director ..... Tom Dunn
Chief Engineer ..... Charles Clifton

WALT

TAMPA—1946—LBS

Frequency: 1110 Kc. ..... Power: 1000 Watts d.
Owned-Operated By ... W. Walter Tison tr/as Tampa Broadcasting Company
Address ..... 401 W. Tyler St.

News Service ..... AP
Transcription Service ..... Langworth
Station Representative ..... Perry Associates
Pres., Gen., Sta., Comm. Mgr. .. W. Walter Tison
Sales Promotion Manager ..... Coburn Gum
Pgm., Prod. Dir. ..... C. W. Geer
Publicity Director ..... Coburn Gum
Chief Announcer ..... Gene Garcia
News Director ..... Jimmy Willson
Musical Director ..... Sandy Geer
Chief Engineer ..... J. B. Tison
Asst. Ch. Eng. ..... Milton Lock
Farm Editor ..... C. W. Geer
Consulting Engineer ..... Kear & Kennedy
Recording Engineer ..... Arthur Betts

WDAE

TAMPA—1922—CBS

Frequency: 1250 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... Tampa Times Co.
Business Address ..... P. O. Box 2409, 114 N. Franklin St.
Phone Number 2-2911
Studio Address ..... Tampa Times Bldg.
Transmitter Location ..... Forrest Hills Country Club Area
Air Time ..... Unlimited
Newspaper Affiliation .... Tampa Daily Times
News Service ..... AP
Transcription Service ..... Associated
Representative ..... Katz
Membership ..... NAB
President ..... David E. Smiley
Gen.-Sta.-Comm. Mgr. ..... L. Spencer Mitchell
Prog.-Prod.-Publicity Dir. .. Kenneth W. Skelton
Musical Director ..... Edward C. Walker
Chief Announcer ..... S. J. Fleischman
Chief Engineer ..... William Pharr Moore
Farm Editor ..... Mark E. Swingley
Consulting Engineer ..... Paul Godley

WEBK

TAMPA—1950

Frequency: 1590 Kc. .... Power: 1000 Watts d.
Owned-Operated By ..... Hillsboro Bcstg. Co.
Address ..... 1521 E. Broadway
Phone Number 4-3982
News Service ..... INS
Co-Owners ..... E. P. Martin, Mrs. Alpha Martin, Elmo B. Kitts
President ..... E. P. Martin
Vice-President ..... Mrs. Alpha Martin
General Manager ..... Elmo B. Kitts
Program Director ..... Mrs. Ann Bowman
Chief Engineer ..... Angelo Louis Fazzri

WFLA

TAMPA—1925—NBC

Frequency: 970 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... Tribune Co.
Business Address ..... P. O. Box 1410
Phone Number H-1828
Studio Address ..... Seminole Bldg.
Transmitter Location ..... East Entrance Campbell Causeway, Columbus Dr.
Air Time ..... 6:30 a.m.-12:05 a.m.
News Service ..... UP
Transcription Service ... Thesaurus, Lang-Worth
Representative .. John Blair, Harry E. Cummings
Membership ..... NAB
Sta-Gen. Mgr. ..... Charles G. Baskerville
Commercial Manager ..... Melvin A. Myer
Sales Prom. Mgr., Pub. Dir. ..... Tom Matthews
Prog.-Prod. Director ..... Paul M. Jones
Chief Announcer, Farm Editor ..... Mardi Liles
News Director ..... Fred Reiter
Musical Director ..... Frank Grasso
Chief Engineer ..... Joseph Mitchell

WHBO

TAMPA—1948

Frequency: 1050 Kc. ..... Power: 250 Watts d.
Owned-Operated By ..... Harold A. Dunlap
Business Address ..... 8122 Nebraska Ave.
Phone Number 33-2251
Transmitter Location ..... 10001 Florida Ave.
Air Time ..... Local sunrise-sunset
News Service ..... AP
General Manager ..... Harold A. Dunlap
Business Manager ..... Ken Weber
Sales Prom. Manager ..... Richard P. Baker
Program Director ..... Ellen Melching
Traffic Dir. ..... Betty Strong
Chief Engineer ..... Edwin W. Hill
Consulting Engineer ..... E. C. Page

WIRK

WEST PALM BEACH—1947—MBS SCBS

Frequency: 1290 Kc. ..... Power: 1000 Watts
Owned-Operated By ..... Ken-Sell, Inc.
Business Address ..... 715 S. Flagler Drive
Phone Number 2-1744
Transmitter Location ..... S. Military Trail
Air Time ..... Unlimited
News Service ..... INS
Transcription Service ..... Associated
Representative ..... Cooke
Pres., Gen., Sta. Mgr. ..... Joseph S. Field, Jr.
Pgm. Prod. Dir. ..... James C. Steele, Jr.
Chief Anncr., Mus. Dir. ... James W. Anderson
Chief Engineer ..... William P. Heitzman
Farm Editor ..... John Wooten

WJNO

WEST PALM BEACH—1937—CBS

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Operated By ..... WJNO, Inc.
Business-Studio Address ... 1500 N. Flagler Dr.
Phone Number 2-3638
Air Time ..... 6:30 a.m.-12:05 a.m.
News Service ..... UP

Transcription Service .....Lang-Worth
Representative .....Robert Meeker
Membership .....NAB
President .....Marshall Heminway
Gen.-Sta. Mgr. .....Stephen P. Willis
Chief Engineer .....Otis C. Wright

WSIR

WINTER HAVEN—1947—MBS

Frequency: 1490 Kc. .....Power: 250 Watts
Owned-Oper. By .....Citrus Belt Bcstrs., Inc.
Business Address .....S.W. Lake Howard Dr.
Phone Number 31-313
Transmitter Location .....Lake Howard Dr.
Air Time .....6 a.m.-11:15 p.m.
News Service .....AP
President .....Frederick L. Allman
General Manager .....Larry Rollins
Program Director .....Richard Eyrich
Chief Engineer .....L. Orden Craig
Consulting Engineer .....Dixie McKey

GEORGIA

Population 3,444,578—Increase + 10.3% ('40-'50)—Radio Homes 699,800
Families 840,100—Stations in State 74

WALB

ALBANY—1940—ABC

Frequency: 1590 Kc. .....Power: 1000 Watts
Owned-Operated By .....Herald Publishing Co.
Transmitter Location .....Old Leesburg Road
Phone Number 1590-1
Air Time .....6:30 a.m.-12 M.
News Service .....AP
Transcription Service .....World
Representative .....Burn-Smith-Dodson
Membership .....NAB, BAB
President .....James H. Gray
Gen., Sta., Comm. Mgr. .....E. Arthur Tate
Pgm., Prod. Dir. .....Tommy Stillwagon
News Editor .....Don Fernando
Chief Engineer .....Thomas Duke
Farm Editor .....Bill Bowick
Consulting Engineer .....W. J. Holey

WGPC

ALBANY—1933—CBS—GSN

Frequency: 1450 Kc. .....Power: 250 Watts
Owned-Operated By .....Albany Bdcstg. Co.
Business-Studio Address .....New Albany Hotel
Phone Number 13760
Transmitter Location .....Gillionville Road
Air Time .....6:45 a.m.-12:05 a.m.
News Service .....UP
Transcription Service .....Associated
Representative .....George P. Hollingbery
Membership .....NAB, BAB
President .....J. W. Woodruff
Executive Manager .....J. W. Woodruff, Jr.
Sta.-Comm.-Sales Prom. Mgr. .....L. M. George
Program, News Director .....Walter H. Flint
Chief Engineer .....Redus A. Carlton
Farm Editor .....Bill Fowler

WDEC

AMERICUS—1947—MBS

Frequency: 1230 Kc. .....Power: 250 Watts
Owned-Operated By .....The Americus Bdcstg. Co.
Business-Studio Address .....109½ Windsor Ave.
Phone Number 3681-3682
Transmitter Location .....McGarrah St.
Air Time .....7 a.m.-11:15 p.m.
News Service .....AP
Transcription Service .....Capitol
Representative .....Continental
Pres., Gen. Mgr. .....James R. Blair
News, Sta., Pgm. Dir., Chief Anncr. .....Charles C. Smith
Comm. Mgr., Farm Editor .....Robert V. Rogers
Chief Engineer .....John Rivard

WGAU

ATHENS—1938—CBS-GALS-KBS

Frequency: 1340 Kc. .....Power: 250 Watts
Owned-Operated By .....J. K. Patrick & Company
Business-Studio Address .....Bobbin Mill Road
Phone Number 1741-2
Transmitter Location .....Bobbin Mill Road
Air Time .....6:35 a.m.-12:05 a.m.
News Service .....AP
Owners .....J. K. Patrick, C. A. Rowland, E. Brasswell, Tate Wright
Gen., Sta., Comm. Mgr. .....R. Lewis Doster
Program Dir. .....Mary L Betts
Chief Announcer .....Sol Abrams
Chief Engineer .....Bill Evans

WRFC

ATHENS—1948

Frequency: 960 Kc. .....Power: 1000 Watts
Owned-Operated By .....Radio Athens, Inc.
Business-Studio Add .....279½ N. Lumpkin St.
Phone Number 446-7
Studio-Transmitter Location .....Lake Road
Air Time .....Sunrise to Sunset
News Service .....UP
Transcription Service .....Associated
Membership .....AB, BAB
Representative .....Dodson Agency (Southeast)

Pres., Sta., Gen. Mgr.....L. H. Christian
Commercial Manager.....Claude Williams, Jr.
Prom., Pgm. Dir.....Charles A. McClure
News Director.....H. R. Holden
Chief Engineer.....L. D. Drewry
Farm Editor.....R. D. Stephens
Consulting Engineer.....W. J. Holey

WAGA

ATLANTA 1937—CBS—GMMT

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By.....Fort Industry Co.
Business-Studio Address..Western Union Bldg.
Phone Number.....Main 5900
Transmitter Location.....North Druid Hill Rd.
Air Time.....Unlimited
News Service .....AP
Representative .....Katz
Membership .....NAB, BMB
President.....George B. Storer, Sr.
General Manager.....Lee B. Wailes
Station Manager.....James E. Bailey
Commercial Manager.....Claude H. Frazier
Sales Prom. Mgr., Pub. Dir.....Lidie Lee
Program-Production Director-
Chief Announcer .....William McCain
Musical Director.....Marijane Bouleware
Chief Engineer.....Paul B. Cram
Farm Editor.....Dale Clark

WATL

ATLANTA—1931—LIBERTY

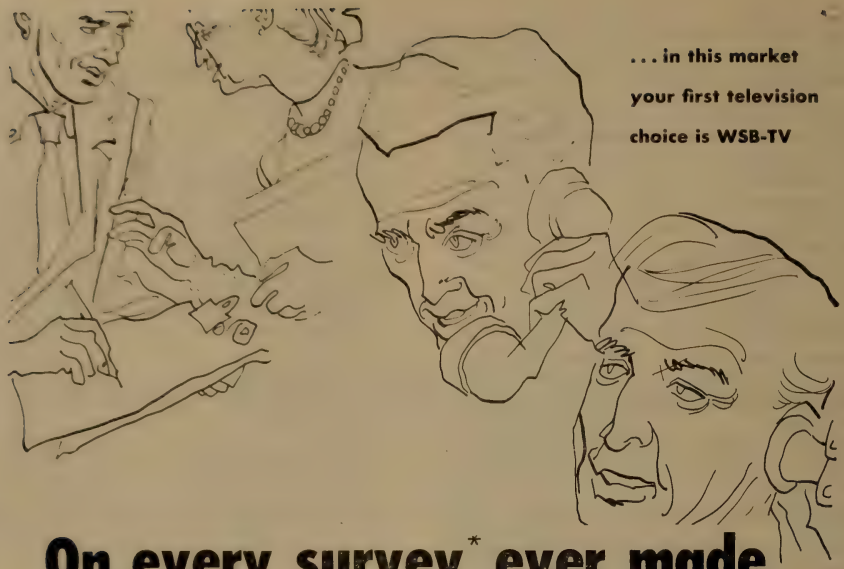
Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Operated By.....Atlanta Bcstg. Co.
Business Address.....Henry Grady Bldg.,
Phone Number .....Walnut 4377-8
Transmitter Location.....Chalmers Dr., S.W.
Air Time.....6 a.m.-M.
News Service .....INS
Transcription Service .....Standard
Representative .....Forjoe
President .....J. W. Woodruff, Sr.
General Manager.....J. W. Woodruff, Jr.
Commercial Manager.....E. A. Wing
Program Director.....E. R. Capral
Chief Engr., Sta. Mgr....G. C. Livingston, Jr.
Farm Editor.....H. W. Fields

WGST

ATLANTA—1923—MBS

Frequency: 920 Kc.....Power: 5000 Watts d.; 1000 n.
Owned-Operated By....Board of Regents, Uni-





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WSB

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versity System of Ga., behalf Ga. Institute of Technology
Business-Studio Address.....Forsyth Bldg.,
Phone Number.....Walnut 8441
Transmitter Location.....Cheshire Bridge Rd.
Air Time.....5:30 a.m.-12:30 a.m.
News Service.....AP
Representative....Blair; Coleman (Southeast)
Chairman Bd. of Regents.....F. M. Spratlin
General Manager.....John Fulton
Asst. Mgr., Chief Engr.....Ben Ackerman
Sales Promotion Manager.....Paul Sanford
Pgm., Prod. Dir.....Jack Kelly
Publicity Director.....Paul Sanford
Consulting Engineer.....John Mullaney

WBGE

ATLANTA—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....General Bcstg. Co.
Bus.-Studio Address...Georgian Terrace Hotel
Phone Number.....VErnon 1194
Transmitter.....467-469 W. Peachtree St., N.E.
News Service.....AP
Representative.....Burn-Smith
President.....Mike Benton
General Manager.....David J. Holt
Commercial Manager.....Stan Raymond
Production Director.....H. S. Langham
Chief Announcer.....Bob McGarrity
Chief Engineer.....David J. Holt
News Director.....Gene Mushall
Farm Editor.....Dick Granville

WEAS

ATLANTA-DECATUR—1947

Frequency: 1010 Kc....Power: 10,000 Watts d.
Owned-Oper. By....Eurith Dickinson Rivers, Jr.
Address.....217 W. Ponce de Leon Ave.
Phone Number.....Dearborn 2521
Transmitter Location....Lawrenceville Hiway
News Service.....AP
Transcription Service.....World
Representative.....Pearson
Owner-General Mgr.....E. D. Rivers, Jr.
Asst. to Owner.....Mrs. E. D. Rivers, Jr.
Program Dir., Prom. Mgr.....Warren Roberts
Production Director.....Ned Lukens
Chief Engineer.....William Hall Keller
Farm Editor.....Jack Nobles

WERD

ATLANTA—1949

Frequency: 860 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Radio Atlanta, Inc.
Business-Studio Add...274½ Auburn Ave., NE
Phone Number.....Lamar 0666-7-8
Transmitter Location....Fairmount Street, NW
Representative.....Interstate
President.....J. B. Blayton, Sr.
Gen. & Sta. Mgr.....J. B. Blayton, Jr.
Program Dir.....A. Kenneth Knight
Publicity Director.....L. M. Wells
Chief Anncr., News Dir.....R. Brisendine
Chief Engineer.....William F. Kennedy

WQXI

ATLANTA—1948—MBS

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By.....R. W. Rounsaville
Business-Studio Address.....Peachtree at Mathieson
Phone Number.....CHerokee 2196
Transmitter Location.....Cheshire Bridge Rd.
Air Time.....6 a.m.-Sunset
News Service.....UP
Transcription Service.....World
Station Representative.....Walker
Pres., Gen. Mgr.....R. W. Rounsaville
Station Manager.....H. G. Price
Program Dir.....Bob Corley
News Director.....Herb Harris
Chief Engineer.....Harold Price

WSB

ATLANTA—1922—NBC

Frequency: 750 Kc.....Power: 50000 Watts
Owned-Oper. By....Atlanta Newspapers, Inc.
Business-Studio Address.....Biltmore Hotel
Phone Number.....HEmlock 1045
Transmitter Location.....Tucker
Air Time.....5:15 a.m.-1:05 a.m. (Mon.-Sat.)
7 a.m.-1:05 a.m. (Sun.)
News Service.....AP, UP
Transcription Service.....World, Standard
Representative.....Edward Petry
Membership.....NAB, BAB
President.....G. C. Biggers, Sr.
General Manager.....John M. Outler, Jr.
Commercial Manager.....Frank Gaither
Sales Promotion Manager....Vincent C. Piano
Program Director.....Marcus Bartlett
Publicity Director.....Wayne L. Anderson
Chief Engineer.....C. F. Daugherty
Musical Director.....Bob Van Camp
Farm Editor.....Lee Morris
Consulting Engineer.....Frank McIntosh

WBBQ

AUGUSTA—1946—MBS-KEYSTONE

Frequency: 1340 Kc.....Power: 250 Watts
Owner.....Savannah Valley Bdcstg. Co.
Business-Studio-Transmitter Location.....515 Jefferson Davis Avenue
Phone Number.....4-5441
Air Time.....6 a.m.-1 a.m.
News Service.....AP
Representative.....Walker
President.....George G. Weiss
Gen., Sta., Comm. Mgr.....John W. Watkins
Sales Prom. Mgr., Pub. Dir.....Russell Poteet
Pgm., Prod. Dir.....George M. Scott

Chief Engineer.....Marvin Tarpley
News Director.....George Scott
Farm Editor.....Ed Dunbar

WGAC

AUGUSTA—1940—ABC

Frequency: 580 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By....The Twin States Bcstg. Co.
Business-Studio Address.....WGAC Bldg.
Phone Number.....2-2692
Transmitter Location.....Martinez
News Service.....UP
Transcription Service .....RCA
Representative .....Avery-Knodel
Membership .....NAB, BAB
Pres., Gen. Mgr.....A. D. Willard, Jr.
Station Mgr.....Donald MacDonald
Program Dir.....Warren Hites
Prod. Dir., Chief Anncr.....John G. Lyon
News Director.....John Barnes
Chief Engineer.....John Jopling
Farm Editor.....Ed Tracy
Consulting Engineer.....Ring & Clark

WJBF

AUGUSTA—1945—NBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Georgia-Carolina Bcstg. Co.
Phone Number.....4-2421
Transmitter Location.....Sunset Ave.
Air Time.....6:00 a.m.-M.
News Service.....UP
Transcription Service .....World
Representative .....Taylor
Membership .....NAB, BAB
Pres., Gen. Mgr.....J. B. Fuqua
Station Mgr.....D. M. Kelly, Jr.
Commercial Manager.....Steve Manderson
Pub., Pgm. Dir.....Tom Hennessy
Chief Announcer.....Hugh Alison
Chief Engineer.....Ernest Swint

WRDW

AUGUSTA—1930—CBS

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Operated By.....Radio Augusta, Inc.
Business-Studio Address....8th & Broad Streets
Phone Number 2-8805
Transmitter Location.....Berckmans Rd.
News Service .....UP
Transcription Service.....Lang-Worth
Representative .....Headley-Reed
Membership .....NAB
President.....Ernest D. Black
Gen., Sta. Sales Prom. Mgr.....W. R. Ringson
Commercial Manager.....Wm. B. Smart
Pgm., Pub. Dir.....Charles H. Pointel
Production Director.....Raymond Culpepper
News Director.....F. F. Hubbs
Chief Engineer.....Rabun F. Bobo
Farm Editor.....Bob Ruckle

WMGR

BAINBRIDGE—1946—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....S. Marvin Griffith
Address..... Faceville Hiway
Phone Number 776
General Mgr.....S. Marvin Griffith

WGIG

BRUNSWICK—1949

Frequency: 1440 Kc.....Power: 1,000 Watts
Owned-Operated By...Brunswick Bcstg. Corp.
Business-Studio Address.....1514 Union St.
Phone Number 2714
Transmitter Location.....Blythe Island
Air Time.....7 a.m.-M.
News Service .....AP
Transcription Service.....Associated
Membership .....NAB, BMB
President.....Norman A. Way
General Manager.....Alan Burke
Commercial Mgr.....John Lane
Pgm. Dir., Chief Announcer.....Ted Booth
Publicity Dir.....Ammie Ree Penn
Musical Dir.....Sue Shaw
Chief Engineer.....Herman Lange
Farm Editor.....Eddie Wade

WMOG

BRUNSWICK—1940—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...Coastal Bcstg. Co., Inc.
Address.....St. Simons Island Causeway
Phone Number.....1500
Air Time.....7:00 a.m.-M.
News Service.....UP
Transcription Service .....Lang-Worth
Membership ..... BMB
President.....Alma W. King
Gen.-Sta.-Comm. Mgr.....Kenneth E. White
Chief Engineer.....Sidney Hargraeves

WGRA

CAIRO—1950

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Grady Mitchell Bcstg. Co.
Address .....Bainbridge Rd.
Phone Number 439
Transcription Service .....Standard
News Service .....UP
President .....Ed Stevens
General Manager.....William C. Woodall
Comm. Mgr., Chief Engr.....Jim Honey
Program Director.....Kenneth E. Flynt
Prom. Mgr., News Dir.....Royce A. Jones
Farm Editor.....Bob Davis

WLBB

CARROLLTON—1947—GALS-KBS

Frequency: 1100 Kc.....Power: 250 Watts d.

Owned-Oper. By.....Carroll Bcstg. Co., Inc.
Business-Studio Address...Peoples Bank Bldg.
Phone Number.....980-981
Transmitter Location.....Cedar St.
News Service.....UP
Transcription Service .....Thesaurus
Membership ..... NAB
General Mgr.....Thomas K. Vassey
Commercial Manager.....Dale Smith
Production Manager.....Hiram Bray
Prom. Mgr.....Dale C. Smith
Chief Engineer.....Chessley F. Hooper
Remote Studio Mgr...(Bremen, Ga.) D. Brown

WBHF

CARTERSVILLE—1946—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....W. R. Frier
Transmitter Location.....Dallas Road
Phone Number 1200
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....W. Ryan Frier
Gen., Sta. Mgr.....W. Ryan Frier
Commercial Manager.....Minor C. Shadburn
Promotion Manager.....James H. New
Program Director.....Martha Sullins
Chf. Engr., Farm Editor.....J. T. Norton
News Director.....George Boswell
Consulting Engineer.....W. J. Holey

WGAA

CEDARTOWN—1941
ABC-KBS-GALS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....NW. Ga. Bdcstg. Co.
Business-Studio Address....West Theatre Bldg.
Phone Number.....Cedartown 777,570
Transmitter Location.....Rome Highway
Air Time.....6:45 a.m.-11:15 p.m
News Service.....AP
Transcription Service .....World
Membership .....NAB, BAB
President.....O. C. Lam
Gen., Sta., Comm. Mgr.....Frank H. Burgess
Program Director.....Wade H. Boggs
Production Director.....Harold Burgess
Chief Engineer.....Garry C. Hunt
Chief Anncr., Farm Editor....W. D. Hendrix
Consulting Engineer.....Garry C. Hunt

WDAK

COLUMBUS—1943—NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Radio Columbus, Inc.
Business-Studio Address.....Martin Bldg.
Phone Number.....5447
Transmitter Location.....Brickyard Road
Air Time.....5:30 a.m.-1:05 a.m.
News Service.....AP
Transcription Service.....World
Station Representative.....Headley-Reed
Membership .....NAB, BAB
President-General Manager..Allen M. Woodall
Sta. Mgr., Pub. Dir.....Miles H. Ferguson
Commercial Manager.....William Massie
Pgm., Prod. Dir., Chief Anncr.....Joe Byars
Musical Director.....Loretta Exum
Chief Engineer.....Hudie Brown

WGBA

COLUMBUS—1947—ABC-MBS

Frequency: 1460 Kc.....Power: 1000 Watts
Owned-Operated By....Ga.-Ala. Bdcstg. Corp.
Business-Studio Address....1213½ Broadway
Phone Number.....3-3603
Transmitter Location.....Morris Rd.
Air Time.....6 a.m.-1 a.m.; Sun.: 6:55 a.m.-M.
News Service .....UP
Transcription Service .....Lang-Worth
Representative ..... Branham
Membership.....NAB, BAB
President.....A. H. Chapman
General Manager.....Walter M. Windsor
Commercial Manager.....A. H. Haack, Jr.
Program Director.....Ridley Bell, Jr.
Sales Promotion Manager.....Hillard Brown
Chief Engineer.....William R. Atkinson
Consulting Engineer.....McNary & Wrathall

WRBL

COLUMBUS—1928—CBS

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By.....Columbus Bdcstg. Co.
Business-Studio Address....1350 - 13th Ave.
Phone Number.....2-0601
Transmitter Location.....Phenix City, Ala.
News Service.....INS, UP
Transcription Service .....Associated
Representative.....George P. Hollingbery
Membership .....NAB, BAB
Exec. Gen., Sta. Mgr.....J. W. Woodruff, Jr.
Partner.....J. W. Woodruff, Sr.
Commercial Manager.....B. Ed Johnson
Pgm., Prod. Dir.....George Gingell
News Director.....George Theeringer
Musical Director.....George Davis, Jr.
Publicity Director.....Nora Brennan
Chief Engineer.....J. A. Gamble
Farm Editor.....Douglas Gary

WMJM

CORDELE—1940—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By..Southeastern Bcstg. System
Business-Studio Address....20th Ave. & B St.
Phone Number 666
News Service .....UP
President.....James S. Rivers
General Mgr.....William E. Blizzard, Jr.
Comm., Prom. Mgr.....Willard Belote
Program Dir.....Bryant Lane
Chief Engineer.....Reo Chairland

WMOC

COVINGTON—1946—MBS-KBS
GA. SPORTS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....The Covington News
Business Address.....114-22 Pace St.
Phone Number 2274
Studio-Transmitter Location.....Monticello St
Air Time.....6 a.m.-11 p.m.
News Service.....UP
Transcription Service .....World
Representative.....Ga. Assn. Local Stations
President.....Belmont Dennis
General-Station-Commercial
Manager.....W. Thomas Hay
Sales Prom. Mgr., Prod., Pub. Dir...S. G. Turner
Program Director.....W. I. Allgood
Chief Anncr., Musical Dir.....Roy Jones
Chief Engineer.....Robert L. White, Jr.
Farm Editor.....Leo Mallard

WBLJ

DALTON—1940—MBS-KEYSTONE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Dalton Bdcstg. Corp.
Business-Studio Address....111 South Fentz St.
Phone Number 1180-1
Transmitter Location.....River Bend Rd.
Air Time.....6 a.m.-11:15 p.m.
News Service.....UP
Transcription Service .....Thesaurus
Membership .....NAB, BMB
President.....H. C. Kenemer
Gen. Sta. Mgr.....William B. Davies
Program Director.....Bernice Ewton
News Director.....James L. Clark
Chief Engineer.....John S. Andrews
Consulting Engineer.....Claude Gray

WDWD

DAWSON—1948

Frequency: 990 Kc.....Power: 1000 Watts D.
Owned-Operated By.....Dawson Bdcstg. Co.
Trans.-Bus.-Studio Address.....Parrott Road
Phone Number 415
Air Time.....Daytime
News Service .....UP
Transcription Service.....Standard, B. Eells
Membership .....NAB
President.....Ed Stevens
Gen., Sta., Comm., Sales Prom. Mgr.
W. C Woodall, Jr.
Program Director.....Olyn L. Gee
Publicity Director.....George Burton, Jr.
Chief Anncr., News Dir.....Bill McGuirt
Chief Engineer.....Joe Stephens
Consulting Engineer.....W. J. Holey

WGLS

DECATUR—1949—GALS

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....DeKalb Bcstg. Co.
Business-Studio Add....546 N. McDonough St.
Phone Number .....Crescent 6471
Transmitter Lication.....Northern Ave.,
News Service .....UP
Transcription Service .....Standard
President.....Guy W. Rutland, Sr.
Gen., Sta. Mgr., Pub. Dir.....Sam W. Kane
Comm. Sales Prom. Mgr.....Al Ciraldo
Program Dir.....Ruth Kent
News Dir., Farm Editor.....Tom Nolan
Chief Engineer.....Sam Dillard

WDMG

DOUGLAS—1947

Frequency: 860 Kc.....Power 1000 Watts D.
Owned-Operated By.....WDMG, Inc.
Business-Studio Address.....620 E. Ward St
Phone Number.....564
Transmitter Location.....Alma Highway
Air Time .....Sunrise-sunset
News Service.....UP
Transcription Service.....World, SESAC
Representative.....Dora C. Dodson
Membership ..... NAB
President.....Downing Musgrove
General Manager.....B. F. J. Timm
Musical Director.....George Lund
Chief Engineer.....Wilfrido Nunez
Consulting Engineer.....Claude M. Gray

WMLT

DUBLIN—1945—MBS-GALS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Dublin Bdcstg. Co.
Business Address.....Dublin
Phone Number.....871-2
Studio-Transmitter Location.....Franklin St.
Air Time.....6:30 a.m.-11:05 p.m.
News Service.....AP
Transcription Service .....Thesaurus
Representative.....Continental Radio Sales
Membership ..... BMB
President.....George T. Morris
General Mgr.....W. Newton Morris
Commercial Mgr.....J. Marion Kendrick
Program Dir.....Roy M. Hubbard
Chief Engineer.....Charlie R. Lord

WTJH

EAST POINT—1949—KBS

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Oper. By....James S., Doris R. Rivers
Address.....203 E. Point St.
Phone Number.....Fairfax 4343
Transmitter Location.....Dotson Drive
Air Time.....6 a.m.-Sunset

News Service .....INS
Transcription Service .....KBS
President.....James S. Rivers
Gen , Sta. Mgr.....Willard Belote
Commercial Manager.....James Brown
Promotion Manager...William T. Middlebrook
Music, Pgm., Prod. Dir.....Helene Randal
Publicity Director.....Walter Hood
Chief Engineer.....Wm. J. Hill, 3rd
Farm Editor, Chief Anncr., News Dir.
J. Brannon

WSGC

ELBERTON—1946—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Elberton Bcstg. Co.
Address .....Elberton
News Service .....AP
Representative .....Continental Radio Sales
Manager.....Melvin C. Gorman

WBHB

FITZGERALD—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Ben Hill Bdcstg. Corp.
Address .....600 Roanoke Dr.
Phone Number 740
Air Time.....6:15 a.m.-11 p.m.
News Service.....AP
President.....Arthur Carpenter, Jr.
Gen. Mgr., Chief Engnr....Thomas R. Hanssen
Comm. Mgr.....Charles W. Dowdy
Program Dir.....Mavis Mobley

WDUN

GAINESVILLE—1947—LIBERTY

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By Northeast Ga. Bdcstg. Co.
Business-Studio Address.....217½ S. Main St.
Phone Number 2342-1
Transmitter Location .....Tower Heights
Air Time.....6 a.m.-11 p.m.
News Service.....AP
Transcription Service .....Capitol
Representative .....Continental
Membership .....NAB, BAB
President.....Paul C. Plaginos
Gen., Sta. Mgr.....John W. Jacobs, Jr.
Commercial Manager.....Gary Arnold
Program Director.....Julius Still
Chief Engineer.....Lesley P. Brooks
Consulting Engineer.....Chambers & Harrison

WGGA

GAINESVILLE—1941—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Blue Ridge Bdcstg. Co.
Business Address.....P. O. Box 654
Phone Number.....1600
Studio-Transmitter Location....2400 Athens Rd.
Air Time.....6 a.m.-M.
News Service.....UP
Representative.....Dora Dodson Agency
Pres., Gen. Mgr.....Charles A. Smithgall
Commercial Manager.....E. F. MacLeod
Program Director.....Robert Schwab
Musical Dir.....James A. Hartley
Chief Engineer.....F. Keith Brown

WKEU

GRIFFIN—1934—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WKEU, Inc.
Address.....P. O. Box 155
Phone Number 5507
Transmitter Location .....Griffin
Air Time.....6 a.m.-11:15 p.m.
News Service .....UP
Representative .....Sears-Ayer
President, General Mgr.....A. W. Marshall, Jr.
Chief Anncr., News Dir.....Bill Pennell
Comm. Mgr., Pgm. Dir., Chief Engr.
G. H. Whitley, Jr.
Consulting Engineer.....Ben Ackerman

WKLY

HARTWELL—1947

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Louie L. Morris
Business Address.....Box 189, Hartwell
Phone Number 71
Studio-Trans. Location.....Bowerville Hiway
Air Time.....Local sunrise-sunset
News Service.....UP
Transcription Service .....Capitol
President.....Louie L. Morris
Gen., Sta. Mgr , Pgm. Dir....Max G. Plaender
Comm. Mgr., News Dir.....Joe Wilder
Sales Prom. Mgr.....Burch Griffin
Chief Anncr., Engr.....Broadus McLane

WBGR

JESSUP—1949—KBS

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Altamaha Bcstg. Co.
Address .....Jessup
Phone Numbe:.....2444, 2232
Transmitter Location.....Waycross Highway
Air Time.....Sunrise-Sunset
News Service .....UP
Transcription Service .....Standard
Rep esentative.....Dora C. Dodson
Pres., Gen. Mgr.....W. G. Thomas
Comm. Mgr.....Fred Miliken
Chief Announcer.....Joseph F. Crum
News Dir., Prom., Prod. Mgr...Frederic Kea, Jr.
Chief Engineer, Farm Editor.....D. A. Nichols

WLAG

LA GRANGE—1941—MBS

Frequency: 1240 Kc.....Power: 250 Watts

Owned-Operated By.....LaGrange Bdcstg. Co.
Business-Studio Address....305-307 Broome St.
Phone Number.....3505
Transmitter Location.....LaGrange
Air Time.....6 am.-M.
News Service.....UP
Transcription Service .....World
Membership .....NAB, BAB
President.....Roy C. Swank
General-Station-Commercial Manager.....Edwin Mullinax
Program Director.....John Boggess
Publicity Director.....Fayelle Scarborough
Musical Director.....William Hyde, Jr.
News Editor.....Bill Gregory
Chief Engineer.....James McKay
Farm Editor.....Joe Hawkins
Consulting Engineer.....Holey & Hillegas

WBML

MACON—1940—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Middle Georgia Bdcstg. Co.
Business-Studio Address.....240 Second St.
Phone Number 2728
Transmitter Location.....8th & Cherry St.
Air Time.....6 a.m.-12:30 a.m.
News Service.....AP
Transcription Service.....World
Representative.....O L. Taylor
Membership .....NAB, BAB
President.....E. D. Black
Gen., Sta. Mgr.....Charles W. Pitiman
Commercial Manager.....Walter Graham
Prod., Music Dir....Nancy Hester Richardson
Prod., Pub., News Dir.....Frank Proctor
Chief Announcer.....Tommy Snellgrove
Chief Engineer.....H. S. Goodrich
Consulting Engineer.....George Davis

WIBB

MACON—1948

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Peach State Bcstg. Co., Inc.
Business-Studio Address....Professional Bldg.
Phone Number.....Ivy 2716
Transmitter Location.....Millirons Road
Air Time.....Local sunrise-sunset
News Service .....UP
Pres., Gen. Mgr.....Thomas H. Maxwell
Commercial Manager.....George W. Patton
Sales Prom. Mgr.....Don C. Frost
Production Director.....Dick Ashby
Publicity Director.....Betty Crowell

WMAZ

MACON—1922—CBS

Frequency: 940 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Southeastern Bcstg. Co.
Business-Studio Address....Bankers Insurance Bldg.
Phone Number 3131
Transmitter Location.....Forsyth Rd.
Air Time.....5:30 a.m.-12:30 a.m.
News Service .....INS
Transcription Service .....Lang-Worth
Representative .....Katz
Membership .....BMB
Pres., Chief Engineer.....George P. Rankin
Gen., Sta. Mgr., Pgm. Dir .....Wilton E. Cobb
Sales Prom., Comm. Mgr.....Frank Crowther
Publicity Director.....Ed Pendleton
News Director.....Ben Chatfield
Chief Announcer.....Lloyd Harris
Farm Editor.....D. F. Bruce
Consulting Engineer.....George C. Davis

WNEX

MACON—1945—MBS-GFSN

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Macon Bcstg. Co.
Business-Studio Address.....Bibb Bldg.
Phone Number 8211
Transmitter Location.....Rogers Ave.
Air Time.....5:45 a.m.-12:35 a.m.
News Service .....AP
Transcription Service .....Associated
Representative .....Branham
Membership .....NAB
President .....Ed Lowe
General-Station Manager.....Alfred Lowe
Comm., Sales Prom. Mgr.....James Weathers
Pgm., Prod. Dir., Chief Anncr.....Ed Sharpe
Chief Engineer.....W. M. Moore, Jr.
Farm Editor.....Rayford Faircloth

WFOM

MARIETTA—1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Chattahoochee Bcstrs.
Business Address..So. Cobb Dr., P. O. Box 131
Phone Number 1746
Studio-Transmitter Location.....So. Cobb Dr.
Air Time.....7 a.m.-11 p.m.
News Service .....AP
Partners.....Fred B. Wilson, Channing Cope
General Manager.....Albert L. Jones
Program Director.....Pat Mason
Chief Announcer.....Bill Scott
Chief Engineer.....Chuck Strans
Farm Editor.....C. Cope
Consulting Engineer.....W. J. Holey

WMVG

MILLEDGEVILLE—1946—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Jere N. Moore
Business-Studio Address.....P. O. Box 307
Phone Number 250
Transmitter Location.....Fishing Creek
Air Time.....6:45 a.m.-11:15 p.m.
News Service .....UP

Transcription Service .....Capitol
Representative .....Homer Griffith
President (Owner).....Jere N. Moore
Gen., Sta., Comm. Mgr.....Michael T. Landy
Program Director .....Josephine Ragsdale
Publicity Director.....Farrell Smith
Chf. Anncr., News Dir..William G. Bloodworth
Chief Engineer.....Robbie O. Hattaway

W M G A

MOULTRIE—1939—GALS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....John F. Pidcock
Business-Studio Address.....Moultrie
Phone Number 999
Transmitter Location.....Tifton Hiway
Air Time.....5:45 a.m.-11 p.m.
News Service .....UP
Representative .....Thomas Clarke
General Manager.....John F. Pidcock
Station Mgr., Program Dir.....Roy F. Zess
Commercial Manager....A. Wandell Murphy
Chief Announcer.....Spence Raulerson
Chief Engineer.....Lamar Beaty
Farm Editor.....Harold Brown

W C O H

NEWMAN—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Newnan Bcstg. Co.
Business-Studio Address.....11 Court Sq.
Phone Number 1400-1
Transmitter Location.....Line St.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Gen., Sta., Comm. Mgr.....James Thomasson
Pgm., Prod. Dir.....Betty Bonner
Publicity, Musical Dir.....Imogene Jones
Chief Announcer.....Jim Gallogly
Chief Engineer.....Walter O. Welch
Farm Editor.....B. T. Brown

W K M A

QUITMAN—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Radio South
Business-Studio Address.....Walker Bldg.
Phone Number 4811
Transmitter Location..N. of New City Cemetery
Air Time.....6:45 a.m.-10 p.m.
News Service .....UP
Owner, Sta., Comm. Mgr.....John R. Bartlett
Program Dir.....Elizabeth Bartlett
Chief Engineer.....Jack V. LoPresti

W L A Q

ROME—1947—KBS

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Operated By.....News Publishing Co.
Business-Studio Address.....W. 1st Street
Phone Number 2-1511
Transmitter Location.....Hanks St.
News Service .....AP
Transcription Service .....Capitol
Membership .....NAB
President.....B. H. Mooney, Sr.
General Manager.....James F. Mann
Commercial Manager.....Martha Daniel
Pgm. Dir., Chief Anncr.....Blair Jessee
Sta. Mgr., News Dir.....Lee Mowrey, Jr.
Prod., Pub. Dir., Prom. Mgr.....J. B. Roberts
Chief Engineer.....Edward Cole
Consulting Engineer.....Weldon & Carr

W R G A

ROME—1930—MBS-GSN

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Operated By.....Rome Bcstg. Corp.
Bus.-Studio Address....Natl. City Bank Bldg.
Phone Number 2-2411
Transmitter Location.....Off Summerville Rd.
Air Time.....5:30 a.m.-12 M.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Walker
Membership .....NAB
President.....John W. Quarles
General Manager.....Happy Quarles
Station Manager.....Mather Payne
Commercial Manager.....Pinkie Talley
Prom. Mgr.....Cap Hicks
Prod., Pgm., Pub. Dir.....Jim Roberts
Chief Announcer.....Ben Lucas
News Director.....Cap Hicks
Musical Director.....Kitty Alford
Chief Engineer.....R. A. Starr
Farm Editor.....Al Kirby
Consulting Engineer.....W. J. Holey

W R O M

ROME—1946—LIBERTY

Frequency: 710 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Coosa Valley Radio Co.
Business-Studio Address.....121 Broad St.
Phone Number.....2-0833, 4
Transmitter Location.....Cooper Dr.
Air Time .....Sunrise-sunset
News Service .....AP
Representative .....Everett-McKinney,
Dora Dodson (Southeast)
Pres., Comm. Mgr.....Dean Covington
Gen., Sta. Mgr.....Edward N. McKay
Commercial Manager.....Dean Covington
Program Director.....Charlie Doss
Publicity Director.....Dorothy McKay
Production Director.....Charles Angley
News Director.....Harry Steinberg
Chief Engineer.....Gary Hunt
Consulting Engineer.....Ben Ackerman

WCCP

SAVANNAH—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated by.....Dixie Bcstg. Co.
Business-Studio Address.....P. O. Box 943
Phone Number 2-4182
Transmitter Location.....West Gwinnett St.
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Standard
Representative .....Walker
Membership .....NAB
Owner, Gen. Mgr.....Carter C. Peterson
Sta., Comm. Mgr.....Weldon Herrin
Program Director.....Charles Beresford
Publicity Director.....Al Jennings
Chief Anncr., Musical Dir.....Chuck Ford
Chief Engineer.....William Moats
Consulting Engineer.....Kear & Kennedy

WDAR

SAVANNAH—1946—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WDAR, Inc.
Business-Studio Address.....34 E. Bryan St.
Phone Number 3-8807
Transmitter Location.....E. Perry Street
Air Time.....6:30 a.m.-12:05 a.m.
News Service .....AP
Representative.....Adam J. Young, Jr.
Membership .....NAB
President .....A. C. Neff
General-Station Manager.....L. H. Thesmar
Commercial Manager.....Robert Finch
Sales Promotion Manager.....Jule C. Rossiter
Program Director.....Milton Bellah
Pub., Prod. Dir.....Jimmy Woods
Chief Announcer.....Jesse Mooney
News Director.....Dale Johnson
Musical Director.....Harriet Heriot
Chief Engineer.....Howard Jewett
Farm Editor.....Faye Hancock
Consulting Engineer.....Everett Dillard

WFRP

SAVANNAH—1946—GALS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Georgia Bcstg. Co.
Business-Studio Address....219 E. Charlton St.
Phone Number 3-9642
Transmitter Location.....E. Perry Lane
Air Time.....6 a.m.-M.
News Service .....AP
Representative.....Thomas F. Clark
President.....F. R. Pidcock, Sr.
Gen., Sta. Mgr., Pgm. Dir.....John F. Pidcock
Comm., Sales Prom. Mgr.....John Williams
Chief Engineer.....James M. Wilder

WJIV

SAVANNAH—1950

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Eurith Dickinson Rivers, Jr.
Bus. Address.....P. O. Box 67, Decatur

WSAV

SAVANNAH—1939—NBC-GSN

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Operated By.....WSAV, Inc.
Bus.-Studio Address...Liberty Natl. Bank Bldg.
Phone Number 3-0234
Transmitter Location.....Oatland Island
Air Time.....6 a.m.-12:05 a.m.
News Service .....AP
Transcription Service .....Thesaurus
Representative.....George P. Hollingbery
Membership .....GAB
Pres., Gen.-Sta. Mgr.....Harben Daniel
Comm. Mgr.....Don Jones
Sales Mgr.....George P. Cooper, Jr.
Pgm., News Dir.....Robert Shipley
Prod., Pub. Dir.....Robert Brett
Chief Announcer.....Norman Strand
Musical, Farm Director.....Melvin Peacock
Chief Engineer.....M. E. Thompson
Consulting Engineer.....Harold B. Rothrock

WTOC

SAVANNAH—1929—CBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By.....Savannah Bcstg. Co.
Business-Studio Address.....516 Abercorn St.
Phone Number 2-0127
Transmitter Location.....Anderson Rd.
Air Time.....5:30 a.m.-12:10 a.m.
News Service .....UP
Transcription Service.....Lang-Worth, World
Representative .....Katz
Membership .....NAB, BAB
Pres., Gen., Sta. Mgr...William T. Knight, Jr.
Commercial Manager.....Ben Williams
Music, Pgm., Pub. Dir.....Dwight J. Bruce
Production Director.....Ben H. Quick
Chief Announcer.....W. O. King
Chief Engineer.....Reeve Owen

WWNS

STATESBORO—1945—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..Statesboro Bcstg. System
Phone Number 502
Studio-Transmitter Location.....E. Olliff St.
Air Time.....6 a.m.-11:15 p.m.
News Service .....UP
Transcription Service .....World
Pres., Gen. Mgr.....R. H. Thompson
Sta. Mgr., Chief Engr.....Jack Lopreati
Program Director.....J. H. Watson
Consulting Engineer.....Claude M. Gray

WGTA

SUMMERVILLE—1950

Frequency: 950 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Tri-State Bcstg. Co.
Address .....Box 213
Phone Number 295
News Service .....UP
Co-owner & Pres.....E. C. Pesterfield
Co-owner, Secy.-Treas.....William B. Farrar
Program Director.....Laurence Keown
Chief Engineer.....James S. Stowers, Jr.

WJAT

SWAINSBORO—1950

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Jack & Nancy M. Thompson
Address .....Covena Road
Phone Number 2011
Transcription Service .....Lang-Worth
News Service .....UP
Partner, Gen. Mgr.....Jack A. Thompson
Partner.....Nancy M. Thompson
Commercial Manager.....R. J. Roche
Program Director.....Farris Laverne Evans
Chief Engineer.....John H. Wisely
Farm Editor.....Albert Katool

WSFT

THOMASTON—1947—MBS-GSN

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Thomaston Bcstg. Co.
Business-Studio Address.....101 N. Church St.
Phone Number 1300
Transmitter Location.....Hightower Rd.
Air Time .....Daytime
News Service .....AP
President.....R. E. Hightower
General Manager.....S. J. Carswell
Commercial Manager.....C. T. Thames
Program Director.....Bill Heule

WKTG

THOMASVILLE—1947—GALS

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Southern Bcstg. System, Inc.
Business-Studio Address.....Bank of Thomas County Bldg.
Phone Number 1501-2
Transmitter Location.....Pavo Hway.
Air Time .....Daytime
News Service .....AP
Transcription Service .....World
Representative.....Thomas F. Clark, Dora C. Dodson
Pres., Gen., Comm., Sta. Mgr....W. F. Scott, Jr.
Program Director.....William B. Hill
Chief Engineer.....K. T. Malory
Consulting Engineer.....Claude M. Gray

WPAX

THOMASVILLE—1934

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....H. Wimpy
Business-Studio Addres...117 Remington Ave.
Phone Number 909
Transmitter Location.....117 Remington Ave.
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Capitol
Membership .....NAB
General Manager.....H. Wimpy
Commercial Manager.....Al Feinberg
Chief Engineer.....James Poole

WTWA

THOMSON—1947—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..Hickory Hill Bcstg. Co., Inc.
Business-Studio-Transmitter Address .....215 Lumpkin St.
Phone Number 777
Air Time.....5:30 a.m.-11:15 p.m.
News Service .....UP
Transcription Service .....World
Membership .....NAB
President .....Walter Brown
President (MBS).....Edgar H. Kobak
Chief Engineer.....Edward Williams, Jr.

WWGS

TIFTON—1946—MBS

Frequency: 1340 Kc.....Power: 250 Watts, Full Time
Owned-Oper. By.....Tifton Bcstg. Corp.
Phone Number.....921
Bus.-Transmitter Location.....800 S. Main St.
Air Time.....6 a.m.-10:30 p.m.
News Service .....UP
Membership .....NAB
President.....W. A. Graham
Gen. Mgr., Prod., News, Music Dir. James E. Graham
Station Manager.....W. M. Shepherd
Program Director.....Carl Wandell
Chief Announcer.....Oscar Newsom
Chief Engineer.....W. C. Roberts

WLET

TOCCOA—1941—MBS-KBS-GALS-GSN

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Operated By.....R. G. Letourneau
Bus.-Studio-Transmitter Address....423 Prather Bridge Rd.
Phone Number 544
Air Time.....6 a.m.-Sunset
News Service .....UP
Transcription Service .....Keystone

Representative.....Thomas F. Clark
President.....R. G. Letourneau
Gen., Sta. Mgr.....Virgle E. Craig
Commercial Manager.....Sam A. Gaines
Sales Prom. Mgr., Pub. Dir.....Charles Gaines
Pgm. Dir. Chief Anncr.....Roy E. Gaines
Chief Engineer.....J. Carl Meeks
Consulting Engineer.....W. J. Holey

WGOV

VALDOSTA—1940—MBS

Frequency: 950 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....E. D. Rivers
Phone Number.....1420-1
Transmitter Location.....Kinderlou
Air Time.....6 a.m.-12 M.
News Service.....UP
Representative.....John E. Pearson, Dora C. Dodson
Owner.....E. D. Rivers
General Mgr.....Mrs. E. D. Rivers
Business Manager.....Mary Gorman
Program Director.....Robert S. Mansfield
Chief Engineer.....Ralph Dennis

WVOP

VIDALIA—1946
GALS—KEYSTONE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Vidalia Bcstg. Co.
Address.....Box 391, Mt. Vernon Rd.
Phone Numbers.....327, 692, 698
Transmitter Location.....Vidalia
Air Time.....6:30 a.m.-11:00 p.m.
News Service.....UP
Transcription Service.....World, Cole
Membership.....NAB
Gen., Sta. Mgr., Farm Editor Howard C. Gilreath
Comm., Prom. Mgr.....Joe Eagleson
Program Director.....Neil Windham
Pub., News Dir.....R. E. Ledford
Prod. Dir., Chief Anncr.....Warren Smith
Musical Director.....Lula Mae Leverett
Chief Engineer.....James B. Weir
Farm Editor.....H. C. Gilbreath
Consulting Engineer.....L. C. McCall

WAYX

WAYCROSS—1936—MBS-KBS-GALS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Jack Williams
Business-Studio Address...1600 Carswell Ave.
Phone Number.....965
Transmitter.....Waycross
Air Time.....6:30 a.m.-M.
News Service.....UP
Transcription Service.....World, Cole
Representative.....Hal Holman
Membership.....NAB, BAB
President.....Jack Williams
Gen., Sta., Comm. Mgr.....John J. Tobola
Sales Prom., News Dir.....Tommy Edwards
Production Director.....Curt Frazier
Publicity Dir.....Dorothy Smith
Chief Anncr., Pgm. Dir.....Ray Williamson
Chief Engineer.....John Legare
Farm Editor.....C. L. Blalock
Consulting Engineer.....Nathan Williams

WRLD

WEST POINT—1940—ABC-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Valley Bcstg. Co., Inc.
Business Address.....P. O. Box 312
Phone Number.....2-1391
Studio-Transmitter Location.....Lanett, Ala.
Air Time.....6 a.m.-11:15 p.m.
News Service.....AP
Transcription Service.....World
Representative.....Joseph H. McGillvra
Pres., Gen. Mgr.....J. C. Menderson
Sta., Comm., Sales Prom. Mgr...Jay H. Lamb
Program Director.....Aileen Love
Chief Engineer.....R. R. Magill
Consulting Engineer.....Claude Gray

AP SELLS

For Stations and Sponsors —

For instance . . . . WBBQ

"Scott's market has had the same schedule of five-minute Associated Press news for nearly two years. Mr. Scott tells us the program has done a terrific job for his business."

JOHN W. WATKINS,
Manager,
WBBQ, Augusta, Ga.

IDAHO

Population 588,637—Increase + 12.1% ('40-'50)—Radio Homes 159,100
Families 163,500—Stations in State 20

KDSH

BOISE—1947—CBS

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Operated By..Boise Valley Bcstrs., Inc.
Business-Studio Address.....311 N. 10th St.
Phone Number 6820
Transmitter Location..Meridian, 8 Mi. S.W. of Boise
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Free & Peters
Membership .....NAB, BAB
President .....Saul Haas
General Manager.....Westerman Whillock
Prom., Sta., Comm. Mgr.....Earl Glade, Jr.
Musical Director.....George Ganz
News Director.....Wm. Eames
Farm Editor, Chief Anncr.....Bill Graham
Chief Engineer.....James A. Johnz, Jr.

KGEM

BOISE—1946

ABC-RMBS-GEM STATE NET.-KBS

Frequency: 1140 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Idaho Bcstg. & Telev. Co.
Business-Studio Address.....Owybee Hotel
Phone Number 533
Transmitter Location.....Cassia at Eagleson
Air Time.....6 a.m.-1 a.m.
News Service .....AP
Transcription Service .....World
Representative.....George P. Hollingbery
Membership .....NAB, BAB
President.....Frank C. Carman
General Manager.....Milo J. Petersen
Assistant Manager.....H. Waterstone
Program Director.....H. E. Cunningham
Chief Engineer.....Richard Eggelston
Consulting Engineer.....Grant Wrathall

KIDO

BOISE—1928—NBC

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Operated By.....KIDO, Inc.
Business-Studio Add...Chamber of Comm. Bldg.
Phone Number 660
Transmitter Location.....10½ Mi., S.W. Boise
Air Time.....6 a.m.-12M.
News Service.....AP, UP
Transcription Service .....Standard
Representative .....John Blair
Membership .....NAB, BAB
President.....Georgia M. Davidson
General Mgr.....Walter E. Wagstaff
Commercial Mgr.....Hugh Shelley
Program Dir.....James B. McKibben, Jr.
Chief Announcer.....Vern Moore
Chief Engineer.....Harold W. Toedemeier
News Dir., Farm Editor.....Rulon Bradley
Consulting Engineer.....Commercial Radio

KBIO

BURLEY—1946

ABC-ROCKY MT. NET-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KBIO, Inc.
Business-Studio Address.....P. O. Box 461
Phone Number 10
Transmitter Location.....1½ Mi. W. of Burley
Air Time.....6 a.m.-12M.
News Service .....UP
Transcription Service.....Lang-Worth
Represen'ative.....Donald S. Cook
Membership .....NAB
President.....Jessica L. Longston
Gen., Sta. Mgr., Pub. Dir...Franklin K. Clark
Pgm., Prom. Dir., Farm Editor.James Schroeder
Pgm., Prod. Dir.....Dewitt C. Yelton
Ch'ef Engineer.....Donald R. Lockwood
Consulting Engineer.....J. B. Hatfield

KCID

CALDWELL—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Caldwell Bcstg. Co.
Business-Studio Address..520 So. Kimball Ave.
Phone Number 1950-51
Transmitter .....Franklin Lane
Air Time.....6:45 a.m.-10 p.m.
News Service .....UP
Transcription Service .....World
Representative .....Walter Biddick
President.....J. T. La Fond
Sta., Gen., Comm. Mgr.....H. R. McCosh
Pgm., Prod. Dir., Farm Edi'or.....Jack J. Link
Chief Anncr., News Dir.....E. B. Spinetti
Chief Engineer.....T. G. Burgess
Consulting Engineer.....James A. Johnz, Jr.

KVNI

COEUR D'ALENE—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....The Coeur d'Alene Bcstg.
Business-Studio Address.....Blackwell Island
Phone Number 1250, 900
Transmitter Location.....Blackwell Island
Air Time.....7 a.m.-11 p.m.
Transcription Service .....Capitol
Representative.....George P. Hollingbery
Pres., Gen. Mgr.....Burl C. Hagadone
Station Manager.....Wayne E. Olsen
Pgm. Dir., Asst. Mgr.....Bernard V. Merriman
Chief Engineer.....C. W. Evans

KID

IDAHO FALLS—1927
MBS-INTERMOUNTAIN NET

Frequency: 1350 Kc.....Power: 5000 Watts d., 500 Watts n.
Owned-Operated By.....Idaho Radio Corp.
Business-Studio Address.....Hotel Bonneville
Phone Number 4
Transmitter Location.....Ammon Rd.
Air Time .....Unlimited
News Service .....UP
Transcription Service.....World, MacGregor
Representative .....Avery-Knodel
Membership .....NAB
President.....Joseph E. Williams
General-Station Manager.....C. N. Layne
Commercial Manager.....Leonard Wasden
Sales Prom. Mgr., Pgm., Prod. Dir. Eugene A. Ackerley
Chief Anncr., Farm Editor.....Roy Southwick
Chief Engineer.....Newell Olsen

KIFI

IDAHO FALLS—1947-ABC-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Eastern Idaho Bcstg. & Television Co.
Business-Studio Address.....339 Broadway
Phone Number 1054
Transmitter Location....N. Yellowstone Hway.
Air Time .....Unlimited
News Service .....AP
Representative .....George P. Hollinabery
Pres., Gen. Mgr.....J. M. Brady
Local Sales.....Dan Kelly
Program Director.....Hal Simmons
Publicity Director.....Bill Denton
Chief Engineer.....Blair Nelson
Farm Editor.....David Lewis
Consulting Engineer.....McNary & Wrathall

KRLC

LEWISTON—1935—MBS-DON LEE

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Operated By.....H. E. Studebaker
Business-Studio Address....Lewis-Clark Hotel
Phone Number 1950
Transmitter Location.....Lewiston Orchards
Air Time.....6:30 a.m.-11 p.m.
News Service .....UP
Transcription Service.....RCA, Thesaurus
Representative.....W. S. Grant
Membership.....NAB, BMB, BAB
General Manager.....H. E. Studebaker
Station Manager.....Donald Thomas
Commercial Manager.....Robert Taylor
Program Director.....Bill Dodel
Sales Prom. Mgr.....Glenn Spear
Prod. Dir.....Harry Howard
Chief Engineer.....Gene Wilson
Farm Editor.....Irv Faling

KRPL

MOSCOW—1947—KEYSTONE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Interstate Radio, Inc.
Business Address. P. O. Box 396
Phone Number.....Moscow 2283
Studio-Transmitter Location.....Route 3
News Service .....AP
Transcription Service.....Cole, SESAC
Representative..Walter Biddick (Pacific Coast)
Membership.....NAB, BMB, BAB
President.....Ted R. Farrier
Gen., Sta. Mgr., Pgm. Dir. ....Bert McAllister
Comm., Sales Prom. Mgr.....D. R. Schroeder
Chief Engineer.....Herbert D. Young

KFXD

NAMPA—1930
MBS-INTERMOUNTAIN NET.

Frequency: 580 Kc.....Power: 1000 Watts
Owned-Oper. By.....Frank E. Hurt & Son
Business Address.....1024 12th Ave. S.
Phone Number 1200
Transmitter Location.....Near Meridan
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service.....RCA, Capitol
Representative .....Avery-Knodel
Membership .....NAB
President.....E. E. Coleman
General Manager.....Edward P. Hurt
Sta., Comm. Mgr.....D. A. Cain
Chief Engineer.....G. M. Rose

KEIO

POCATELLO—1946
ABC-KBS-RM-GS

Frequency: 1440 Kc.....Power: 1000 Watts
Owned By.....Eastern Idaho Bcstg. & TV Co.
Business-Studio Address.....Hotel Bannock
Phone Number 3400
Transmitter Location.....Pole Line Rd.
News Service .....AP
Transcription Service .....World
Representative.....George P. Hollingbery
Membership .....NAB
President.....James M. Brady
General Mgr.....Charles Crabtree
Commercial Manager.....Don W. Burden
Prom. Mgr., Pgm. Dir.....James Van Sickle
Chief Engineer.....Denzil Musulin
Consulting Engineer.....McNary & Wrathall

KEYY

POCATELLO—1946
MBS-INTERMOUNTAIN

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..Radio & Telev. Bcstg. Co. of Idaho

Address.....1140 Yellowstone Ave.
Phone Number 1240
Transcription Service .....World
Representative .....Avery-Knodel
Membership .....NAB
President.....F. M. Bistline
Gen., Comm. Mgr.....Louis F. Haller
Pgm. Dir., Prom. Mgr.....Doris MacBride
Chief Engineer.....Julian Dennis

KSEI

POCATELLO—1926
NBC-UTAH-IDAHO NET

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By.....Radio Service Corp.
Business-Studio Address.....Hotel Whitman
Phone Number 4000
Transmitter Location.....Pocatello
Air Time.....6 a.m.-12M.
News Service .....UP
Transcription.....Standard, Lang-Worth, Cole
Representative .....Walker
Membership.....NAB, BMB, BAB
President.....O. P. Soule
Gen., Comm. Mgr.....Henry H. Fletcher
Publicity Dir.....Olive M. Leeney
Program Director.....Ruthe A. Fletcher
Chief Engineer.....Ellis W. Call
Consulting Engineer..Comm. Radio Equpt. Co.

KPST

PRESTON—1948—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Voice of The Rockies, Inc.
Business-Studio Address.....17 North St.
Phone Number 600
Transcription Service..Lang-Worth, Associated
President .....Leon Smith
Gen., Sta. Mgr.....Rulon Dunn
Commercial Mgr.....N. Pratt Smith
Program Dir.....Bob Gregg
Chief Engineer.....Kenneth F. Smith

KSPT

SANDPOINT—1949—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Bauer Bcstg. Co.
Business Address .....Sandpoint
Phone Number 555
News Service .....UP
Transcription Service .....Standard
Partners.....Norman E. Bauer, Ione N. Bauer
General Mgr.....Norman Bauer
Asst. & Comm. Mgr.....Jack Hatch
Program Dir.....Ione N. Bauer
Promotion Mgr.....Marie Rossmiller
Chief Engineer.....Carl I. Hill

KLIX

TWIN FALLS—1946—KBS
ABC-GEM STATE-ROCKY MT.

Frequency: 1310 Kc...Power: 5000 d., 1000 n.
Owned-Operated By....Southern Idaho Bcstg. & Television Co.
Business-Studio Transmitter....Elizabeth Blvd.
Phone Number 2484
Air Time.....5 a.m.-1:05 a.m.
News Service .....AP
Transcription Service....Capitol, MacGregor, RCA, Thesaurus
Representative.....George P. Hollingbery
Membership .....NAB
V.P., Gen. Mgr., Prom., Pub. Dir. Frank C. McIntyre
Commercial Mgr.....Juneau H. Shinn
Program Director.....Earl Daphstrom
Asst. Mgr., News Dir.....Ian Elliott
Production Director.....Eddie Gish
Chief Engineer.....Lloyd James
Farm Editor.....Don Flinders
Publicity Director.....F. C. McIntyre
Consulting Engineer.....McNary & Wrathall

KTFI

TWIN FALLS—1928
NBC-UTAH-IDAHO

Frequency: 1270 Kc...Power: 5000 d., 1000 n.
Owned-Operated By.....Radio Bcstg. Corp.
Business-Studio Address....241 Main Ave. W.
Phone Number 2400
Transmitter Location.....Curry
Air Time.....6 a.m.-12M.
News Service .....UP
Transcription Service...Standard, Lang-Worth
Representative .....Weed
Membership.....NAB, BMB, BAB
President.....O. P. Soule
Gen.-Station-Comm. Manager...F. M. Gardner
Pgm., Pub., Prod. Dir.....Richard Bingham
Music Director.....Bud Beachwood
Chief Announcer.....Jack Farrar
News Director.....Bonnie Baird
Chief Engineer.....Marvin Hartley
Consulting Engineer.....McIntosh & Inglis

KVMV

TWIN FALLS—1946
MBS-INTERMOUNTAIN-DON LEE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Sales Corp.
Business Address.....P. O. Box 511
Phone Number 2002
Studio-Transmitter.....Blue Lakes Blvd. N
Air Time.....6 a.m.-12M.
News Service .....UP
Transcription Service .....World
Representative .....Avery-Knodel
Membership .....NAB, BMB

President.....Spencer D. Grow
Exec. Vice-Pres., Chief Eng...Arch L. Madsen
Sta., Comm. Mgr.....Dewain Sylvester
Prom., News Dir.....Jack Hughes
Pgm., Pub. Dir., Chief Anncr.....Al Lee
Music Director.....Don Chandler

KWAL

WALLACE—1939—MBS-KBS

Frequency: 620 Kc.....Power: 1000 Watts
Owned-Operated By.....Silver Bcstg. Co.
Business Address.....Box 930
Phone Number 2111
Studio Address.....Wallace; Kellogg
Transmitter Location .....Osburn
Transcription Service.....World, SESAC
Representative .....Holman
Membership .....BMB
President.....Dr. J. R. Binyon
General Manager.....Robert G. Binyon
Program Director.....W. Mondell Spencer
Chief Engineer.....G. Turner Dreher

KWEI

WEISER—1947—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Inland Bcst. Co.
Business-Studio Address.....Box 791
Phone Number 700
Transmitter...1 Mi. S. Weiser, Hway. No. 30
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service...Lang-Worth, Standard
Membership .....NAB
President .....Frank Gwilliam
Gen., Sta. Mgr.....Claude W. Cain
Pgm., News Dir., Chief Engr.....Don Jones
Commercial Manager.....Walter Lake
Chief Anncr., Farm Editor.....Leo Ellsworth

AP SELLS
For Stations and Sponsors —

For instance . . . . WMLS

"70 AP newscasts on WMLS are sold out. The biggest sponsor is Hill Grocery Company, the largest Alabama retail grocery chain, with three 5-minute AP newscasts daily.

"Associated Press newscasts not only are easy to sell; they sell for our advertisers."

CURTIS O. LILES,
General Manager,
WMLS, Sylacauga, Ala.

ILLINOIS

Population 8,712,176—Increase + 10.3% ('40-'50)—Radio Homes 2,359,500
Families—2,420,000—Stations in State 72

WOKZ

ALTON—1948

Frequency: 1570 Kc. .....Power 1000 Watts
Owned-Operated By .....WOKZ, Inc.
Address .....Hotel Stratford
Phone Number 3-5506
Transmitter Location ...Rt. 100 Jerseyville Rd.
Air Time .....Sunrise-Sunset
News Service .....AP
Transcription Service .....Standard
Station Rep. .....Joseph Hershey McGillvra
President.....Edward A. Wheeler
General Manager.....Ray L. Watton
Commercial Manager.....Bill Burch
Pub. Dir., Sales Prom. Mgr...Virginia Stewart
Chief Anncr., Pgm. Dir.....John O'Hara
Music, Prod. Director .....Ralph Reynolds
News Director .....Bob Linn
Chief Engineer .....William Garcia

WMRO

AURORA—1938—KBS

Frequency: 1280 Kc.....Power: 250 Watts, d.
Owned-Operated By.....Martin R. O'Brien
Business-Studio Address.....184 S. River
Phone Number 4215
Transmitter Location.....Hurd's Island
News Service .....INS
Transcription Service .....Lang-Worth
Pres., Gen., Sta. Mgr.....Martin R. O'Brien
Sales Prom. Mgr.....Vincent G. Cofey
Program Director.....Jeanne M. Doran
Production Director.....Michael O'Brien
Publicity Director.....Carol Kling
Chief Announcer.....James O'Brien
Musical Director.....Elaine Hayden
Chief Engineer.....John Kitner
Farm Editor.....Bill Randles

WIBV

BELLEVILLE—1947

Frequency: 1060 Kc.....Power: 250 Watts, d.
Owned-Operated By.....Belleville Bcstg. Co.
Bus.-Studio-Transmitter Address..2100 W. Main
Phone Number 5000
News Service .....AP
Transcription Service.....Thesaurus, World
Representative .....Hal Holman
Gen. Station Mgr.....Paul A. Wnorwski
Comm. Mgr.....Marshall True
Sales Prom. Mgr.....Lloyd C. Smith
Pro. Dir.-Chief Announcer..Russell W. Wagner
Production Director.....Bobby A. Boaz
Publicity Director.....John W. Lewis
Chief Engineer.....Marvin M. Mollring
Farm Editor.....Joseph W. Quinlan

WJBC

BLOOMINGTON—1924—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By....Bloomington Bcstg. Corp.
Phone Number 5281
Transmitter Location.....R.R. No. 2
Air Time.....6 a.m.-12 m.
News Service .....UP
Transcription Service....Lang-Worth, SESAC
Representative.....John E. Pearson
Membership ..... NAB
President.....Loring C. Merwin
General Manager .....Warner C. Tidemann
Commercial Manager.....Harry Swift
Program Director.....Fred Muxfeld
Chief Engineer.....Fred L. Bailey

WKRO

CAIRO—1942—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Oscar C. Hirsch
Business Address.....Box 311
Phone Number 1490
Studio-Transmitter Location .....Patierdale
Air Time .....6 a.m.-11 p.m.
News Service .....UP
Representative .....John E. Pearson
Membership .....NAB, BAB
Owner.....Oscar C. Hirsch
Gen.-Station-Comm. Mgr.....Merrill C. Currier
Program Director.....Charles Housewright
Chief Engineer .....Oscar C. Hirsch

WBYS

CANTON—1947—KEYSTONE

Frequency: 1560 Kc.....Power: 250 Watts, d.
Owned-Operated By...Fulton Co. Bcstg. Co.
Business-Studio-Transmitter.....E. Linn St.
Phone Number 1877
Air Time .....Sunrise-Sunset
News Service .....AP
Transcription Service.....Lang-Worth, World
Representative.....Sears & Ayer
President.....H. R. Winsor
General Manager .....William Richardson
Chief Engineer .....Gene Ribas

WCIL

CARBONDALE—1946

Frequency: 1020 Kc....Power: 1000 Watts, d.
Owned-Operated By...Southern Illinois Bcstg.
Business-Studio Address.....218 W. Main St.
Phone Number 167, 765
Transmitter Location..1 Mi. W. of Carbondale
News Service .....AP
Transcription Service .....Capitol

YOU'LL KNOW HOW

to buy more tuned-in homes per dollar in the rich Chicago market when you get the WCFL Cost Story. Ask your Bolling Company representative or write

WCFL, 666 Lake Shore Drive, Chicago 12, Illinois.

Representative .....Harlan Oakes
Membership .....NAB, BMB
President-Gen.-Station Mgr.....Paul F. McRoy
Comm.-Sales Promotion Mgr...Walter Schafer
Chief Anncr., Musical Dir.....Jim Bolen
Chief Engineer.....Marion Sawyer

WROY

CARMI—1948—KEYSTONE

Frequency: 1460 Kc. .....Power: 1000 Watts
Owned-Oper. By .....Carmi Bdcstg Co.
Address .....101 South Walnut Street
Phone Number 4161
Trans. Loca. ..U. S. Hgy 460, 1 M. W. of Carmi
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Sears & Ayer, Inc.
Membership ..... NAB
President .....Roy Clippinger
General Manager .....Thomas S. Land
Station Manager .....Ken Boultinghouse
Commercial Manager .....Howard M. Reedy
Program Director .....Garnet Williams
News Director .....John W. Berry
Chief Engineer .....Harold Vandament
Farm Editor .....Louis Glass

WCAZ

CARTHAGE—1921

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Superior Bcstg. Service, Inc.
Business-Studio Address.....502 Wabash Ave.
Phone Number 520
Air Time .....Daytime
Representative .....Holman
President .....Bob Compton
Manager .....John Palmer

WCNT

CENTRALIA—1946

Frequency: 1210 Kc....Power: 1000 Watts, d.
Owned-Operated By.....WCNT, Inc.
Business-Studio-Transmitter.....Hway. 51 N.
Phone Number 5151
News Service .....UP
Transcription Service .....Standard
Representative .....Sears & Ayer
President .....George F. Isaac
Comm., Sta. Mgr. .....Merle G. Rogers
Program Director .....W. R. O'Donnell
Publicity Director .....Pete Brown
Chief Engineer .....Dwight North
News Director .....Dick Berry
Musical Director .....Bill Staser

WDWS

CHAMPAIGN—1937—CBS

Frequency: 1400 Kc.....Power: 250 Watts
Owner....The Champaign News Gazette, Inc.
Business Address .....48 Main St.
Phone Number 6-1855
Studio-Transmitter.....1.3 mile S. of city
Air Time.....7 a.m.-10.45 p.m.
News Service .....UP
Transcription Service .....World
Representative...Robert Meeker & Associates
Membership .....NAB
General Manager.....J. A. McDermott
Station Manager.....Marc Howard
Chief Engineer.....Robert Schenke

WAAF

CHICAGO—1922

Frequency: 950 Kc....Power: 1000 Watts, d.
Owned-Operated By.....Corn Belt Pub., Inc.
Business Address.....836 Exchange Ave.
Phone Number .....Randolph 6-1932
Studio Address.....LaSalle-Wacker Bldg.
Transmitter Location..Exchange Bldg., Union Stock Yards
Air Time.....6 a.m.-local sunset
News Service .....UP
Transcription Service .....Standard
Representative .....John E. Pearson Co.
Membership .....NAB
President .....Ward A. Neff
General Manager.....W. E. Hutchinson
Comm., Sta. Mgr.....Thomas L. Davis
Promotion Manager .....Charles Pratt
Program Director .....Del Hester
Publicity Director .....Helen McKinley
Chief Engineer.....Carl W. Ulrich
Chief Anncr., News Dir. .....Bill Bauer
Consulting Engineer.....McNary & Wrathall

WAIT

CHICAGO—1941

Frequency: 820 Kc.....Power: 5000 Watts, d.
Owned-Operated By.....Gene T. Dyer
Bus.-Studio Address...360 No. Michigan Ave.
Phone Number.....Franklin 2-0660
Transmitter Location .....Elmhurst
Air Time .....Daytime
News Service .....UP
Transcription Service.....Capitol, Standard
Representative .....Radio Representatives
Executive Dir.....Gene T. Dyer
Gen., Sta., Comm. Mgr.....Sil M. Aston
Program Director .....Rosemary Petru
Musical Director.....Joseph Rudolph
Chief Engineer.....Edward W. Jacker

WCFL

CHICAGO—1926—ABC

Frequency: 1000 Kc.....Power: 50,000 Watts
Owned-Operated By..Chicago Federation of Labor
Business-Studio Address..666 Lake Shore Dr.
Phone Number.....MOhawk 4-2400
Transmitter Location.....Downers Grove
Air Time .....Unlimited
News Service .....UP

Not ONE...
But TWO Organizations

Say WGN reaches more homes than any other Chicago Station!

First...

the 1949 BMB showed WGN reached more homes than any other Chicago station.

Next...

the March-April, 1950, A. C. Nielsen annual report showed WGN reached more homes.

If your problem is sales...
how can you afford not to be on WGN

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.

West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

Transcription Service .....Standard
Representative .....Bolling
Pres., Gen. Mgr. .....William A. Lee
Commercial Manager.....George Isaac
Program Director.....Robert A. Platt
Production Director .....Louis J. Ronder, Jr.
Publicity Director.....Frank McGivern
Musical Director .....Jack Kelly
Chief Engineer .....Charles Willett
Consulting Engineer.....Walter Kean

WBBM

CHICAGO—1923

Frequency: 780 Kc. .....Power: 50,000 Watts
Owned-Oper. By .....CBS, Inc.
Address .....410 N. Michigan Ave.
Phone Number .....Whitehall 4-6000
Transmitter Location .....Itasca
Air Time .....Sunrise-Unlimited
News Service .....AP, INS, UP
Transcription Service .....Lang-Worth
Representative .....CBS Radio Sales
Pres., Gen. Mgr. .....H. Leslie Atlass
Station Manager .....E. H. Shomo
Commercial Manager .....Ralph Brent
Sales Promotion Manager .....Dave Kimble
Program Director .....Al Morey
Publicity Director .....Dave Moore
News Director .....Julian Bentley
Musical Director .....Caesar Petrillo
Chief Engineer .....George Sherman
Farm Editor .....Harry Campbell

WCBD

CHICAGO—1947

Frequency: 820 Kc.....Power: 5000 Watts
Owned-Oper. By....Christian Catholic Church
Business Address...Administration Bldg., Zion
Phone Number 521
Studio Address.....c-o Station WAIT
Transmitter Location .....Elmhurst
Air Time.....Share Time with WAIT
Chief Exec.....Michael J. Mintern

WCRW

CHICAGO—1926

Frequency: 1240 Kc....Power: 100 Watts, d.
Owned-Operated By.....Clinton R. White
Address.....2756 Pine Grove Ave.
Phone Number.....EAstgate 7-6860
Pres.-Owner-Chief Engr.....Clinton R. White
General Manager.....J. A. White

WEDC

CHICAGO—1926

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Emil Denemark, Inc.
Address.....3860 W. Ogden Ave.
Phone Number.....CRawford 7-4100
Air Time .....Unlimited
News Service .....UP
President .....Emil Denemark
Gen.-Station-Comm. Mgr.....Frank J. Kotnour
Prom., Pgm., Prod., Pub. Dir. Chief Anncr., News Dir. .....Bill Mack
Musical Director.....William P. Brady
Chief Engineer .....Thomas F. Korn

WENR

CHICAGO—1924—ABC

Frequency: 890 Kc.....Power: 50,000 Watts
Owned-Operated By....American Bcstg. Co.
Business-Studio Address....20 N. Wacker Dr.
Phone Number.....ANdover 3-7800
Transmitter Location.....Tinley Park
News Service .....AP, INS, UP
Transcription Service .....Standard
Representative.....ABC Spot Sales
Membership .....NAB, BMB
President (ABC).....Mark Woods
Vice Pres. Cen. Div. ABC..John H. Norton, Jr.
General Mgr.....James L. Stirton
Station-Comm. Mgr.....Roy McLaughlin
Sales Promotion Manager....Karl R. Sutphin
Program Director.....Harold Stokes
Production Director.....Burr E. Lee
Publicity Director.....Ell W. Henry
News & Sports Events.....Con O'Dea
Musical Director.....Rex Maupin
Chief Engineer.....Ed Horstman

WGES

CHICAGO—1924

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Operated By....Radio Station WGES
Business-Studio Address....2708 Wash. Blvd.
Phone Number.....SAcramento 2-1700
Transmitter Location.....8601 South Kedzie
Air Time .....6 a.m.-1 a.m.
News Service.....UP
Transcription Service .....Associated
Membership .....NAB
Station Manager .....John A. Dyer
Commercial Mgr.....Elizabeth M. Hinzman
Sales Promotion Maager.....K. P. Freda
Program Director.....Herbert Rudolph
Chief Engineer .....Ellery Plotts

WGN

CHICAGO—1924—MBS

Frequency: 720 Kc.....Power: 50,000 Watts
Owned-Operated By.....WGN, Inc.
Bus.-Studio Address...441 N. Michigan Ave.
Phone Number .....SU 7-0100
Transmitter Location .....Roselle
Ar Time.....24 hrs.
News Service .....AP, INS, UP
Transcription Service .....Standard
Representative .....Keenan & Eickelberg
President.....Col. Robert R. McCormick
General Sta. Manager.....Frank P. Schreiber

"Effective buying income" buys your product only when effective advertising sells it . . .



*WLS advertising is effective because of the confidence millions of people have in WLS.

WLS The PRAIRIE FARMER STATION CHICAGO 7

A Clear Channel Station

890 KILOCYCLES · 50,000 WATTS · ABC AFFILIATE · REPRESENTED BY JOHN BLAIR & CO.

Commercial Manager..William A. McGuineas
Sales Promotion Manager ..Charles A. Wilson
Program Director.....Bruce Dennis
Production Director .....Glenn Ransom
Publicity Director.....James Hanlon
Supervisor of Anncrs. .....William Jolly
News Director .....Robert F. Hurleigh
Musical Director.....Henry Weber
Chief Engineer.....Carl J. Meyers
Farm Editor .....Norman Kraeft

WIND

CHICAGO—1929

MIDWEST BASEBALL

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By.....Johnson Kennedy Radio Corp.
Bus.-Studio Address....400 N. Michigan Ave.
Phone Number.....WHitehall 4-2170
Transmitter Location.....Gary, Ind.
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....Standard
Representative .....Katz
President.....John S. Knight
General-Station Mgr.....Ralph L. Atlass
Commercial Manager.....John T. Carey
Prom. Mgr., Pgm. Dir. ....H. Leslie Atlass, Jr.
Production Director .....Walter Rubeus, Jr.
News Director .....Jim Dale
Chief Engineer.....Kenneth C. Shirk
Consulting Engineer.....E. C. Page

WJJD

CHICAGO—1934

Frequency: 1160 Kc.....Power: 50,000 Watts
Owned-Operated By....Field Enterprises, Inc.
Bus.-Studio Address...230 N. Michigan Ave.
Phone Number .....STate 2-5466
Transmitter Location.....Desplaines
Air Time.....4 a.m.-sundown
News Service .....UP
Transcription Service.....Standard, Capitol, Associated, World
Representative .....Avery-Knodel
Membership .....NAB, FMA
President.....Marshall Field
Gen.-Sta. Mgr., Pgm. Dir.....Arthur F. Harre
Commercial Manager.....Frederick G. Harm
Sales Prom. Mgr., Pub. Dir.....Edwin G. Short
Chief Anncr., Prod. Dir.....Carl Warner
Musical Director.....Don E. Lavery
Chief Engineer.....Walter F. Myers
Farm Editor .....Randy Blake

WLS

CHICAGO—1924—ABC

Frequency: 890 Kc.....Power: 50,000 Watts
Owned-Operated By...Agricultural Bcstg. Co.
Business Address....1230 Washington Blvd.
Phone Number .....MO 6-9700
Air Time .....Share Time with WENR
Transmitter Location .....Tinley Park
News Serv. .AP, Transradio, UP, Overseas N.
Transcription Service .....Standard
Representative .....John Blair
Membership .....NAB, BAB
President.....James E. Edwards
Gen., Sta. Mgr.....Glenn Snyder
Commercial Manager....Charles M. Freeman
Sales. Prom. Mgr. ....Warren W. Middleton
Program Director.....Harold Safford
Publicity Director .....John Drake
Chief Announcer .....Thomas Rowe
Musical Director.....Osgood Wesley
Chief Engineer.....Thomas Rowe
Farm Editor.....Arthur Page
Consulting Engineer.....Jansky & Bailey

NOW THAT YOU CAN HAVE THE BEST, WHY BE SATISFIED WITH LESS

AP

Still leading the field . . .

in RADIO and TELEVISION in Chicago

WMAQ . . .

✓ **AUDIENCE**—The station more people listen to daily than any other Chicago station (BMB Study No. 2)

✓ **SALES**—After almost 30 years (WMAQ went on the air April 13, 1922), still keeping sponsors happy. Witness the Chicago and North Western Railway, Richman Brothers, Skelly Oil Company, Wieboldt Stores, Inc., and Shell Oil Company who have sponsored WMAQ programs for 10 years or longer

✓ **PROGRAMS** — Still building award-winning programs like "Destination Freedom"; still featuring Chicago's top radio personalities like Norman Ross, Wed Howard, Everett Mitchell; still prepared to build quality programs to fit any advertising budget

. . . WNBQ

✓ **AUDIENCE**—Month after month still attracting more viewers day or night than any other Chicago television station (American Research Bureau)

✓ **SALES** — Still the TV master of the nation's No. 2 market. American Research Bureau surveys prove the audience is ours; any sponsor will tell you our audience buys — sometimes too well (have you heard the Home Container Corporation Fresherator story?)

✓ **PROGRAMS**—Where such stars as Dave Garroway, Wayne King, Clifton Utley, Clint Youle first hit TV stardom.

When you "buy Chicago" . . . Buy

WMAQ CHICAGO

WNBQ CHANNEL 5

NATIONAL BROADCASTING COMPANY

WMAQ

CHICAGO—1922—NBC

Frequency: 670 Kc.....Power: 50,000 Watts
Owned-Operated By..National Bcstg. Co., Inc.
Business-Studio Address....Merchandise Mart
Phone Number .....SUperior 7-8300
Transmitter Location .....Elmhurst
Air Time .....Unlimited
News Service.....AP, INS, UP
Transcription Service .....Thesaurus
Representative .....NBC
Membership ..... NAB
V.P. Chg. Cen. Div.....I. E. Showerman
Sales Manager.....Oliver Morton
Sales Prom. Mgr.....Harold A. Smith
Program Director.....Arthur Jacobson
Production Director.....Homer Heck
Manager of Press Dept.....John F. Ryan
Announcer Supervisor.....W. M. Kephart
Music Supervisor.....Donald A. Marcotte
Chief Engineer.....Howard C. Luttaens
Farm Director.....Everett Mitchell

WSBC

CHICAGO—1925

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By ....Radio Station WSBC
Business-Studio Address..2400 W. Madison St.
Phone Number.....MOnroe 6-9060
Transmitter Location ....2400 W. Madison St.
Air Time .....Unlimited
News Service .....UP
Transcription Service .....SESAC
Representative .....Forjoe
Gen. Mgr.. Pgm. Dir.....Robert O. Miller
Commercial Manager.....Julius Miller
Musical Director.....Richard Feinberg

WHFC

CICERO—1925

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By .....WHFC, Inc.
Address ....2136 S. 61st Court, Cicero 50, Ill.
Phone Number .....Townhall 3-6305
Trans. Loca. ....3350 S. Kedzie Ave., Chicago
Air Time .....7 a.m.-12 m.
News Service .....UP
Transcription Service ....Capitol, Lang-Worth
President .....Richard W. Hoffman
General Manager .....Marie E. Clifford
Program Director .....John P. Odell
Musical Director .....Frank Linhart
Tech. Super. .....Elmer P. Hayes

WHOW

CLINTON—1947—LINCOLN NET

Frequency: 1520 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Cornbelt Bcstg. Co.
Business Address .....401½ E. Side Sq.
Phone Number 305
Transmitter Location....Rt. 51, 4 Mi. S. City
News Service .....UP
Representative .....Holman
President .....J. R. Livesay
Vice Pres., Gen., Sta. Mgr. ..Rolland O. Looper
Comm. Mgr.....James Williams
Program Director .....Frank C. Jennings
Chief Announcer .....John Barton
Chief Engineer .....R. O. Looper

WDAN

DANVILLE—1938—CBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...Northwestern Pub. Co.
Address.....1500 N. Washington Ave.
Phone Number 1700-1
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative .....Everett-McKinney, Inc.
Membership .....NAB, BAB
General Manager.....E. C. Hewes
Sta.-Comm.-Sales Prom. Mgr...Robert J. Burow
Program Director .....Honore E. Ronan
Chief Announcer .....Max Shaffer
Chief Engineer.....T. G. Magin

WDZ

DECATUR—1921

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WDZ Bcstg. Co.
Business-Studio Address.....265 S. Park St
Transmitter ..4 Mi. SW of Decatur, RR No. 4
Phone Number 3-9744
News Service .....UP
Transcription Service.....World, Capitol
Representative.....Free & Peters
Membership .....NAB, BAB
President.....Charles C. Caley
Gen., Sta. Mgr.....Frank C. Schroeder, Jr.
Commercial Manager.....Howard G. Bill
Program Director .....William F. Miller
Chief Anncr.....Hugh Gray
News Director.....Wick Evans
Chief Engineer.....A. James Ebel
Farm Editor.....Marty Roberts
Consulting Engineer..Craven, Lohnes & Culver

WSOY

DECATUR—1925—CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Illinois Bcstg. Co.
Business Address (Sales).....351 N. Main St.
Phone Number.....5371, 5151
Studio-Transmitter..Route 58 at N. Jasper St.
Air Time .....5:45 a.m.-12:05 a.m.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Weed
Membership .....NAB, BAB
President.....Frederick W. Schaub
General Manager.....Merill Lindsay

Prom., Comm. Mgr. .....Charles F. Bruce
Program Director.....Bernard J. Johnson
Technical Director.....Milburn H. Stuckwish
Consulting Engineer.....Kear & Kennedy

WLBK

DE KALB—1947

Frequency: 1360 Kc.....Power: 500 Watts d.
Owned-Oper. By..DeKalb Radio Studios, Inc.
Business-Studio Address...153½ N. Third St.
Phone Number 2677
Transmitter Location.....N. First St. Rd.
Air Time .....Daytime
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Ra-Tel
Pres., Gen., Sta. Mgr.....Ted. A. Lanes
Pgm., Prod., Pub. Dir.....Robert C. Brown
Musical Director.....Murray Followill
Chief Engineer.....Clayton DeWitt

WTMV

EAST ST. LOUIS—1935

Frequency: 1490 Kc.....Power: 250 Watts
Owned By-Operated By.....On the Air, Inc.
Business-Studio-Transmitter Address.....Hotel Broadview, East St. Louis, Ill.
Phone Number.....Bridge 4625, Upton 4-4390
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative .....Weed
Membership ..... NAB
Gen. Mgr. Secty.-Treas.....Clarence Leich
Station Mgr.....Frank J. Prendergast
Program Director.....Avery Busch
Salesman-Publicity Director.....Tom Riggs
Chief Announcer.....Byron Scott
Musical Director.....Edwin League
Chief Engineer.....Erle E. White
Farm-News Editor.....John Sabin

WCRA

EFFINGHAM—1947—KEYSTONE

Frequency: 1090 Kc.....Power: 250 Watts, d.
Owned-Operated By.....Effingham Bcstg. Co.
Business-Studio Address ..110 N. Banker St.
Phone Number 1090-1
Transmitter Location....1 m. S. of Effingham
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....Cole
Membership .....NAB, BAB
President.....Joseph E. McNaughton
Sta., Comm. Mgr.....Joseph M. Sutter
Prog., Prod., Pub. Dir.....Stuart N. Sanders
Chief Announcer.....James W. Claar
News Director .....Jona B. Davis
Chief Engineer .....Richard H. Tolmie
Farm Editor.....James W. Claar

WRMN

ELGIN—1949

Frequency: 1410 Kc. .....Power: 500 Watts
Owned-Oper. By .....The Elgin Bdcstg Co.
Address .....156 Division Street
Phone Number 6930
Transmitter Location .....Route 58
Air Time .....6 a.m.-Sunset
News Service .....UP
Transcription Service .....Lang-Worth
Representative ....Joseph Hershey MvGillvra
Partners .....Geo. A. Ralston - Jerry C. Miller
Gen., Sta., Comm. Mgr. ....George A. Ralston
Program Director .....Lester Boese
News Director .....Bob Ferguson
Chief Engineer .....George A. Ralston

WNMP

EVANSTON—1946

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Evanston Bcstg. Co.
Business-Studio-Transmitter...2201 Oakton St.
Phone Number.....Greenleaf 5-1590
Transmitter Location ....Rear 2201 Oakton St.
Air Time .....Sunrise-sunset
News Service .....INS
Transcription Service .....Thesaurus
Membership .....NAB, BAB
President.....Fred S. Newton
Gen., Comm. Mgr.....Angus D. Pfaff
Production Director.....Walter S. Burr
Chief Announcer .....Jack Shellenberger
Musical Director .....Julia Norris
Chief Engineer .....L. J. Schnedorf
Consulting Engineer.....A. J. Cruentz

WFRL

FREEPORT—1947

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Operated By..Freeport Bcstg. Co., Inc.
Business-Studio Address....9 N. Chicago Ave.
Phone Number .....State 436
Transmitter Location 1¾ Mi. NE of Freeport
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Sears & Ayer
Membership .....BMB
Pres., Gen. Mgr., Chief Engr. Vincent S. Barker
Comm.-Sales Prom. Mgr.....Dave Taylor
Prog. Dir., Chief Announcer..Arthur Hanstrom
Chief Engineer .....Vincent S. Barker

WGIL

GALESBURG—1938

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Galesburg Bcstg. Co., Inc.
Transmitter Address .....312 Hill Arcade
Phone Number 4626

Air Time.....6 a.m.-M.
News Service .....UP
Transcritpion Service .....Thesaurus
Representative .....Wm. G. Rambeau
Membership ..... BMB
President .....Mrs. O. N. Custer
Sta., Gen. Mgr. .....Robert W. Frudeger
Comm., Sales Prom. Mgr. ..Roger L. Hoffman
Program Director .....Cy Nelson
Chief Announcer.....Dwight B. Olson
News Director.....George Fox Thoma
Chief Engineer .....Douglas H. Horner
Farm Editor.....A. R. Kemp
Consulting Engineer.....James Ebel

WEBQ

HARRISBURG—1923—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Harrisburg Bcstg. Co.
Business-Studio-Transmitter....100 E. Poplar St.
Phone Number 28
Air Time.....6 a.m.-10 p.m.
News Service .....UP
Representative .....George O. Sutton
Membership .....NAB
President.....J. M. Pruett
Gen.-Station-Comm. Mgr.....Inglis M. Taylor
Sales Prom. Mgr., Farm Editor..Ken Hamilton
Program Dir.....Norma Alexander
Production, Music Director.....Naomi Rice
Chief Announcer .....Ed Wise
Chief Engineer.....Elmer L. Gladson
Consulting Engineer.....John B. Caraway

WJPF

HERRIN—1940—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Orville W. Lyerla
Business-Studio Address.....P. O. Box 179
Phone Number 382-3
Transmitter Location.....2.2 Mi. N. of Herrin
Air Time.....5:30 a.m.-10:30 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....John E. Pearson
Membership ..... NAB
Owner.....Orville W. Lyerla
Gen.-Station-Comm. Mgr.....Charles R. Cook
Local Sales Manager .....Fred Simmons
Musical Director.....Frank E. Elders
Chief Engineer.....Rayburn Yandell

WLDS

JACKSONVILLE—1941

Frequency: 1180 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Milton Edge & E. J. Korsmeyer
Business-Studio.....Fox Illinois Theatre B'ldg.
Phone Number 1180
Transmitter Location..1.7 Mi. E. of Jacksonville on Old State Rd.
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....Standard
Representative .....Hal Holman
Membership ..... NAB
Gen., Sta., Comm. Mgr.....E. J. Koremeyer
Program Director.....T. J. Fairburn
Musical Director.....Virginia Colwell
News Director .....T. J. Fairburn
Chief Engineer.....G. J. Cassens
Farm Editor.....E. H. Garlich
Consulting Engineer.....Fred O. Grimwood

WJOL

JOLIET—1926

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Joliet Bcstg. Co.
Business-Studio-Transmitter....601 Walnut St.
Phone Number 4761
Air Time.....7 a.m.-11 p.m.
News Service .....UP
Transcription Service .....World
Representative.....Joseph Hershey McGillvra
President .....Calvin Wilson
Gen.-Sta.-Comm. Mgr.....Joseph J. Garvey
Prom. Mgr., Pub. Dir.....Marion Warner
Pgm. Dir., Farm Editor .....Eileen Caron
Chief Announcer.....Scott Dilworth
News Director .....Glenn Logan
Musical Director.....Gregg Phillips
Chief Engineer.....Lester DeCosta
Consulting Engineer .....Andrews

WKAN

KANKAKEE—1947

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Kankakee Daily Journal Co.
Business-Studio Address..183 N. Schuyler Ave.
Phone Number 3-6633
Transmitter Location .....R. R. 1
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service.....World, Standard
Representative .....Hal Holman
Membership .....NAB
President.....Leslie C. Small
General Manager .....Burrel Small
Station Manager.....Bruce Brown
Commercial Manager.....Robert Hawkins
Program Director.....Orren Allain
News Director .....John Allen
Chief Engineer .....Richard Eckels

WTAQ

LA GRANGE—1950

Frequency: 1300 Kc.....Power: 500 Watts d.
Owned-Oper. By....The La Grange Bcstg. Co.
Address.....613 S. 7th Ave.
Partner, Gen. Mgr., Pgm. Dir., Chief Eng. Russ Salter
Partner, Comm., Prom. Mgr., News Dir. Charles Sebastain

WLPO

LA SALLE—1947

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Oper. By...La Salle County Bcstg. Co.
Bus. Ad. .....P. O. Box 215-Med. Arts Bldg.
Phone Number 3100
Transmitter Location.....Near Oglesby
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service .....Lang-Worth
Membership .....NAB, BAB
President .....Mrs. R. M. Miller
General-Commercial Mgr.....William Holm
Prod., Pgm. Dir. .....Joseph Terrando
News Director.....Laverne Waltman
Musical Director.....Harrison Leurig
Chief Engineer.....Lawrence McCann
Farm Editor .....William Kostellic
Consulting Engineer.....Fred O. Grimwood

WPRC

LINCOLN—1949

Frequency: 1370 Kc. .....Power: 500 Watts
Owned-Oper. By .....Prairie Radio Corp.
Address .....P. O. Box 427
Phone Number 209
Trans. Location .....Stringer Ave. & Route 66
Air Time .....Sunrise-Sunset only
News Service .....AP
Transcription Service ..Lang-Worth, Thesaurus
Pres., Gen. Mgr. .....Ray F. Knochel
Comm., Sales Prom. Mgr. .....John H. Deal
Pgm. Pub. Dir. .....William M. Brady
Prod., News Dir. .....James E. Crowell
Chief Anncr., Mus. Dir. .....Bryon Emerson
Chief Engineer .....Ray F. Nnochel
Farm Editor .....Thomas Campbell

WSMI

LITCHFIELD—1950

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Mid-Illinois Bcstg. Co.
Phone Number 100
Representative .....Lincoln
News Service .....AP
President, Farm Editor....Hayward L. Talley
Exec. V.P., Chief Engr...Thomas F. Payton, Jr.
Studio Manager.....Owen Lackey, Jr.

WKAI

MACOMB—1947—KBS

Frequency: 1510 Kc.....Power: 250 Watts d.
Owned-Oper. By.....The Macomb Bcstg. Co.
Business-Studio Address....113 E. Carroll St.
Phone Number 1350
Transmitter ....McDonough Co. Fair Grounds
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Devney
Membership .....NAB
President.....James C. Bailey
Gen., Sta. Mgrs.....J. C. Bailey, L. B. Landis
Program Director .....Pete Stenger
Chief Announcer .....John Mason
News Director .....Caryl Carsteus
Musical Director .....Ann Graham
Chief Engineer .....John Meyer
Consulting Engineer.....Fred O. Grimwood

WGGH

MARION—1949

Frequency: 1150 Kc.....Power: 500 Watts d.
Owned-Operated By.....Marion Bcstg. Co.
Business Address.....R. R. No. 4
Phone Number 824
News Service .....AP
Transcription Service .....Associated
Partner, Gen. Mgr.....Hartley Grisham
Partner, Chief Engr.....George W. Dodds
Program Dir.....John O. Weaver

WLBH

MATTOON—1946

Frequency: 1170 Kc.....Power: 250 Watts d.
Owned-Operated By.....Mattoon Bcstg. Co.
Bus.-Studio Address....17th & Broadway Ave.
Phone Number 3800
Transmitter Location.....Hway. 45
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service .....Capitol
Representative .....Holman
Membership ..... NAB
President, Gen.-Station Mgr.....J. R. Livesay
Commercial Manager.....Rolland O. Looper
Sales Promotion Manager.....Dwain Bower
Program Director.....Robert F. LaMere
Chief Announcer.....Charles R. Guess
Musical Director.....Ken Jakle
Chief Engineer.....Ray Livesay
Farm Editor.....Alvin Pigg

WMOK

METROPOLIS—1951

Frequency: 920 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Fort Massac Bcstg. Co.
Address.....Natl. State Bank Bldg.
Phone Number 544
Transcription Service .....Thesaurus
New Service .....UP
Gen., Prom. Mgr., News Dir...James H. Firmin
Commercial Manager.....C. A. Rohl
Program Director.....J. R. Wetherington
Chief Engineer.....Stephen C. Wolf

WQUA

MOLINE—1946—CBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By ...Moline Bdcstg Corporation

Address .....1319 5th Avenue
Phone Number 7000
Transmitter Location .....7th Street Ext.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative.....Geo. P. Hollingberry Co.
Membership ..... NAB
President .....Dalton A. LeMasurier
Exec. V. P., Gen. Mgr. ...G. LaVerne Flambo
Commercial Manager .....W. John Grandy
Pgm. Dir., Farm Editor .....Verne Glewwe
Production Director .....Jack Davis
News Director .....Dan Rafferty
Chief Engineer .....Larry Lynch

WVMC

MOUNT CARMEL—1948

Frequency: 1360 Kc.....Power: 500 Watts d.
Owned-Operated By...Mt. Carmel Bcstg. Co.
Address.....114½ W. 4th St.
Phone Number 927
Air Time .....Daytime
News Service .....UP
Transcription Service .....Capitol
Owner, President.....Charles Vandever
Gen., Comm. Mgr., Pgm. Dir.....Jerrell Henry
Chief Engineer.....Raymond E. Luth

WMIX

MT. VERNON—1946

Frequency: 940 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Mt. Vernon Radio & Tel. Co.
Address.....No. 2 Radio Center Bldg.
Phone Number 3500
Trans. Location...Route 37, No. of Mt. Vernon
Air Time.....6:30 a.m.-9:15 p.m.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....John E. Pearson Co.
Membership .....NAB, BAB
President .....John Russell Mitchell
Gen., Sta., Comm. Mgr. ...Richard C. Barnes
Sports Director .....James Purser
Prom. Mgr., Pub. Dir. .....David Berlo
Pam. Dir., Chief Anncr. ....William C. Bailey
News Director .....Robert E. Brown
Musical Director .....Mildred McGill
Chief Engineer .....Neill R. Westerdale
Farm Editor .....Robert E. Brown

WOPA

OAK PARK—1950

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Village Bcstg. Co.
Address.....408 S. Oak Park Ave.
Phone Number.....VI 8-5760
Transcription Service .....Associated
News Service .....UP
General Manager.....William L. Klein
Commercial Manager.....Egmont Sonderling
Chief Engineer.....Bryan Wright

WVLN

OLNEY—1947

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Operated By.....Olney Bcstg. Co.
Business-Studio Address.....302½ E. Main St.
Phone Number 935
Transmitter Location.....1 Mi. S. of Olney
Air Time .....Daytime
News Service .....AP
Transcription Service .....Standard
Representative .....Hal Holman
Pres., Gen. Mgr.....Marshall H. Poole
Sta. Mgr.....Edward Raasch
Commercial Manager .....Al McKelfresh
Program Director.....James Butler
News Director .....Bert DeBarr
Chief Engineer.....Adron Miller
Farm Editor .....Edward J. Barnes
Consulting Engineer.....Worthington C. Lent

WSIV

PEKIN—1945—MBN

Frequency: 1140 Kc.....Power: 1000 Watts d.
Owned-Operated By....Pekin Bcstg. Co., Inc.
Business-Studio Address.....15 S. Capitol St.
Phone Number.....1747, 1539
Transmitter.....Midway bet. Pekin & Peoria
Air Time .....6 a.m.-local sunset
News Service .....AP
Representative .....Hal Holman
Membership .....NAB, BAB
Pres., Gen.-Sta. Mgr.....W. Kenneth Patterson
Commercial Manager .....Robert Schumm
Sales Prom. Mgr., Pub. Dir.....George Udry
Program Director.....Robert R. Snow
Production Director .....Phillip Strand
Musical Director .....Charles Timm
Chief Announcer .....Gerald Hansen
Chief Engineer.....Emil Prandoni
Farm Editor .....Fearn Wilson
Consulting Engineer.....Fred O. Grimwood

WEEK

PEORIA—1947—NBC

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Operated By...West Central Bcstg. Co.
Phone Number 3-3688
Transmitter Location .....Bartonville
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....World
Representative .....Headley-Reed
Membership .....NAB, BAB
President .....Robert S. Kerr
Gen., Sta. Mgr. .....Fred C. Mueller
Comm., Prom. Mgr., Pgm. Dir. ..Geo. Cremeens
Production Director .....Leonard Elliott
News Director .....Larry Finley
Chief Engineer.....Wayne Lovely
Consulting Engineer.....McIntosh & Inglis

WIRL

PEORIA—1948—ABC—MBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Oper. By....Illinois Valley Bcstg. Co.
Business-Studio Address..115 N. Jefferson Ave.
Phone Number 4-9239
Transmitter Location ....Groveland Township
Air Time .....5 a.m.-M.
News Service .....UP
Transcription Service .....Standard
Representative .....Avery-Knodel
President.....Timothy W. Swain
General Manager .....Tom Gavin
Chief Engineer.....Rudolph Luukinen
Pgm., Prod. Dir. .....Jack Gordon
Publicity Dir.....Jack Lawrence
Farm Editor.....Dick Herm
Chief Announcer .....Robyn Weaver
News Director .....Phillip Wilson

WMBD

PEORIA—CBS

Frequency: 1470 Kc. Power 5000 Watts
Owned-Operated By.....Peoria Brcstg Co.
Address .....212 South Jefferson Street
Phone Number 6-0711
Transmitter Location .. 1 Mi. S. of Groveland
Air Time .....5:30 a.m.-12:30 a.m.
News Service .....AP, UP
Transcription Service .....Thesaurus
Representatives .....Free & Peters
Membership ..... NAB
Vice Pres., Gen. Mgr. .....Charles C. Caley
Commercial Manager .....Don D. Kynaston
Dir. of Prom. and Pub. Rela. ..Marvin H. Hult
Program Director .....Charles Barnhart
Production Director .....Charles Miller
Chief Announcer .....Robert Carlton
News Director .....Brooks Watson
Musical Director .....Harold Osborne
Dir. of Engineering .....A. James Ebel
Farm Director .....Emil Bill
Continuity Director .....Charles Stephen

WPEO

PEORIA—1950

Frequency: 1020 Kc....Power: 1000 Watts d.
Owned-Oper. By.....WPEO, Inc.
Address.....P. O. Box 1229
Representative .....Pearson
Manager.....T. E. Brewer

WWXL

PEORIA—1947

Frequency: 1590 Kc.....Power: 1000 Watts
Owned-Oper. By...Central Illinois Radio Corp.
Business-Studio Address.....Hotel Jefferson
Phone Number 9106
Transmitter Location.....Creve Coeur
Air Time.....6 a.m.-M.
News Service .....INS
Representative .....Burn-Smith
President .....Joseph Giddan
Gen., Sta. Mgr.....Michael Henry
Commercial Manager .....Dodd Boyer
Program Dir.....Patricia Zimmerle
Sales Prom., Prod. Dir. .....Paul M. Enright
Publicity Dir.....Charlotte Sutton
Chief Announcer.....Lee Rothman
Farm Editor, News Dir.....Todd Fallon
Musical Director.....Justin Wollstoneholm
Chief Engineer.....Carl Horine

WGEM

QUINCY—1948—ABC

Frequency: 1440 Kc.....Power: 1000 Watts
Owned-Operated By.....Quincy Bcstg. Co.
Business-Studio Address.....Hotel Quincy
Phone Number 6840
Transmitter Location.....Ellington Township
Air Time.....6 a.m.-12 M.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Walker
Membership .....NAB, BMB, BAB
President.....T. C. Oakley
Sta., Gen. Mgr. .....Joseph S. Bonansinga
Program Dir.....Paul McClelland
Musical Director.....Mary Harvey
Chief Engineer .....Edmund Derhake
News Director .....Gene Terry

WTAD

QUINCY—1926—CBS

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Operated By.....Lee Bcstg., Inc.
Business-Studio Address.....W.C.U. Bldg.
Phone Number 6200
Transmitter Location.....Melrose Township
Air Time.....5:45 a.m.-12:05 a.m.
News Service .....AP
Transcription Service .....Associated
Representative.....Weed & Co.
Membership .....NAB, BAB
President.....Lee P. Loomis
General Manager.....Walter Rothschild
Nat. Sales Mgr...(Lee Stas.)..Walter Rothschild
Commercial Manager .....Lloyd Loers
Sales Prom. Mgr.....John Phillips
Program Dir.....Merritt Milligan
News Editor.....Don Nicholson
Musical Dir.....Jean Fessler
Chief Engineer.....Urlin Whitman
Farm Editor.....Dick Faler
Consulting Engineer.....E. C. Page

WHBF

ROCK ISLAND—1925—ABC

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Operated By....Rock Island Bcstg. Co.
Business-Studio Address .....321 18th St.
Phone Number 6-5441

Transmitter.....52nd St., 23rd Ave., Moline
News Service .....UP
Transcription Service .....Standard
Representative .....Avery-Knodel
Membership .....NAB, BAB
President.....Ben H. Potter
Vice Pres., Gen.-Sta. Mgr. ...Leslie C. Johnson
Commercial Manager.....Maurice Corken
Promotion Manager .....Fern Hawks
Local Sales Manager .....Ted Arnold
Program Director.....Forest W. Cooke
Publicity Director.....Fern R. Hawks
Chief Engineer.....Robert J. Sinnett
Prod., News Dir. .....C. F. Harrison

WROK

ROCKFORD—1928—ABC

Frequency: 1440 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Rockford Bcstrs., Inc.
Bus.-Studio Address.....Rockford Newstower
Phone Number 2-6621
Transmitter Location .....Guilford
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service .....Standard
Representative .....Headley-Reed
President.....Albert B. Simms
Gen., Sta. Mgr.....Walter M. Koessler
Commercial Manager.....John J. Dixon
Publicity Dir.....Betty L. Thro
Program Director.....Maurice P. Owens
Production Director .....Lee Hauptman
Farm Editor .....Don Bowton
Musical Director.....Lorna Lane
Chief Engineer.....Wilfred A. Smith
News Director .....Bill Fisher

WCVS

SPRINGFIELD—1922—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WCBS, Inc.
Business-Studio Address...523 E. Capitol Ave.
Phone Number 9855
Transmitter Location .....3000 So. 4th St.
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service .....World
Representative.....Sears & Ayer
Membership .....BAB
President.....H. L. Dewing
Comm., Prom., Gen., Sta. Mgr. ...C. W. Neeld
Program, Music Dir. .....John Geil
Prod., Pub. Dir. .....Mary Bruemmer
News Director .....James H. Mitchell
Chief Engineer.....R. Ashenfelter
Farm Editor .....Ken Spengler

WMAY

SPRINGFIELD—1950

Frequency: 970 Kc.....Power: 1000 Watts d., 500 Watts n.
Owned-Oper. By.....Lincoln Bcstg. Co., Inc.
Address.....526 Reisch Bldg.
Phone Number 6963
Transmitter Location .....Riverton
Air Time.....5:30 a.m.-M.
News Service .....UP
Transcription Service.....RCA, Thesaurus
Representative.....H-R Representatives, Inc.
Pres., Gen. Mgr.....Gordon Sherman
Program Director.....Syl Binkin
Chief Announcer.....Robert Irving
News Director.....Alex Buchan
Chief Engineer.....Melvin Feldman
Farm Editor.....Bill Price
Consulting Engineer.....Weldon and Carr

WMAY

SPRINGFIELD—1950

Frequency: 970 Kc.....Power: 1000 Watts d., 500 Watts n.
Owned-Oper. By.....Lincoln Bcstg. Co.
Address.....418 Reisch Bldg.
Phone Number 6963
Representative.....H-R Representatives, Inc.
Transcription Service .....Thesaurus
News Service .....UP
General Manager.....Gordon Sherman
Program Director.....Syl Binkin
Promotion Manager.....Alexander Buchan
Chief Engineer.....Melvin Feldman
Farm Editor.....Bill Price

*Look at the Record!**

WROK

Rockford's Only Station

Leads in Listening
In This $426,000,000 Market

Morning - - - - 42.5%
Afternoon - - - 44.5%
Evening - - - - 34.6%

*Results of a New Conlan
Taken Week of Jan. 28, 1951

An ABC Affiliate

H-R REPRESENTATIVES, INC.
Nat'l. Reps.

WTAX

SPRINGFIELD—1930—CBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....WTAX, Inc.
Address.....Route 66 & E. Cook St.
Phone Number.....2-4441
Trans. Location ..U. S. Rt. 66 & E. Cook St.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Weed
Membership.....NAB, BAB
President, General Manager...Oliver J. Keller
Sales Prom. Manager.....Shelby T. Harbison
Program Director.....John W. Midgely
Production Director.....John Begue
News Dir., Chief Anncr. .....Glen Farrington
Chief Engineer.....E. C. Swaringen
Farm Editor.....Spizz Singer

WSDR

STERLING—1949

Frequency: 1240 Kc. Power 100 Watts
Owned-Oper. By.....Blackhawk Bdcstg. Co.
Address.....Lawrence Bldg.
Phone Number.....3400
News Service.....UP
Transcription Service.....Standard
Membership.....NAB, BAB
Pres., Gen., Sta. Mgr.....Sam Bartlett
Comm., Sales Prom. Mgr. .....Lillian Bartlett
Pgm., Prod. Dir.....John Rohwer
News Director.....Bob Edell
Chief Engineer.....Ed Fisher
Farm Editor.....Sam Bartlett

WKID

URBANA—1948—LINCOLN NET

Frequency: 1580 Kc. Power 250 Watts d
Owned-Operated By .....Kemper-Fabert, Inc.
Address.....P. O. Box 192
Phone Number.....75431
Transmitter Location ....½ Mi. S. E. Urbana
Air Time.....Sunrise-Sunset
News Service.....UP
Transcription Service.....Lang-Worth
Representative ...Joseph Hershey Malgilvra
Membership..... NAB
President.....Elwood Fabert
General Manager.....Frank Strand
Station Manager.....Jim Strand
Commercial Manager.....Bob Eaton
Chief Announcer.....Stewart Cochran
Musical Director.....Marilyn Holley
Chief Engineer.....Joseph Swingle

WKRS

WAUKEGAN—1949

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Operated By.....New Sun Bcstg. Co.
Business Address.....P. O. Box 500
Phone Number.....ONtario 9000
News Service.....AP
Transcription Service.....World, Standard
Representative.....McGillvra
President.....Frank H. Just
General Mgr.....Joseph B. Kirby
Commercial Mgr.....Donald DeThorn
Program Dir.....Fritz Sorenson
Chief Engineer.....M. D. Hunnicutt, Jr.

INDIANA

Population 3,934,224—Increase +14.8% ('40-'50)—Radio Homes 1,054,550
Families 1,092,800—Stations in State 46

WCBC

ANDERSON—1946

Frequency: 1470 Kc. ....Power: 1000 Watts d.
Owned-Operated By .....Civic Bdcstg Corp.
Address.....204 Tower Building
Phone Number.....8822
Transmitter Location ..State Roads 9 and 67
News Service.....AP
Transcription Service.....World, SESAC
Representative.....Hal Holman
Membership.....NAB, BAB
President.....L. B. Gallimore
Gen., Comm. Mgr. .....William Travis
Sales Promotion Manager .....Harry Neff
Program Director.....Lorraine Travis
Chief Announcer.....Morie Kirk
News Director.....Al Woodridge
Farm Editor, Musical Dir. ....Sid Grieb
Chief Engineer.....Kenneth Routh

WHBU

ANDERSON—1923—ABC—CBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Anderson Bcstg. Corp.
Business-Studio.....640 Citizens Bank Bldg.
Phone Number.....7791
Transmitter Location.....1110 Meridian St.
Air Time.....6:30 a.m.-M.
News Service.....UP
Transcription Service.....Standard
Representative.....Bolling Co.
Membership.....NAB, BAB
President.....C. Bruce McConnell
General Manager.....John R. Atkinson
Program Director.....E. R. McCord
Chief Engineer.....L. M. Shroyer
Consulting Engineer.....A. D. Ring & Co.

41% GAIN in SALES over 1949. . . .

50% INCREASE in Mail Response*

200 NEW Local and Regional Advertisers

BONUS Coverage of Indiana's FIRST MARKET

Success Stories Galore

Super-Markets, Drug Chains, Meat Packers, Lumber Dealers, Furniture Dealers! Honest down-to-earth, documented success stories, PROVING WCBC SELLING POWER! Details on request.

Anderson is Indiana's FIFTH Market.

*2000 letters weekly in peak 1950 months.

WCBC, with 1000 EFFECTIVE watts, is in the CENTER of Indiana's HEAVIEST CONCENTRATION of population. Mail TELLS the story: Indianapolis, only 22 air miles distant, accounts for 17.5% of WCBC mail. Muncie, only 11 air miles distant, accounts for nearly 20% of WCBC mail. Obviously, WCBC provides EFFECTIVE SUPPLEMENTAL COVERAGE of "Metropolitan Central Indiana."

WCBC

That SUCCESSFUL Independent

ANDERSON, INDIANA

Wm. TRAVIS
Gen. Manager

An L. B. Gallimore Radio Enterprise

Represented by
Hal Holman

WBIW

BEDFORD—1948—MBS

Frequency: 1340 Kc. .....Power: 250 Watts
Owned-Operated By ....Radio Bedford, Inc.
Address .....Radio Farm, P. O. Box 169
Phone Number 4421-4422
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service ...Capitol & Lang-Worth
Representative ...Martin H. McGeehan, Chic.
Pres., Gen., Sta. Mgr. ...William C. Smith, Jr.
Commercial Manager .....Louis E. Gaines
Sales Promotion Manager ....Larry Incollingo
Pgm., Prod. Dir., Chief Anncr. ..James D. Baker
News Dirs. ..Warren Thomas & L. Incollingo
Musical Director .....Michael Sargant
Chief Engineer .....Carl J. Finger
Farm Editor .....James D. Baker
Consulting Engineer.....Harold B. Rothrock

WTOM

BLOOMINGTON—1945—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Fred O. Grimwood
Business Address .....Quincy
Transmitter Location .....Allen St.
Air Time.....6 a.m.-1 a.m.
News Service .....AP
Membership ..... NAB
Pres., Gen. Mgr.....Fred O. Grimwood
Gen., Sta. Mgr. .....Maurice Latimer
Comm., Prom. Mgr. .....Paul Lennon
Program Director.....George Willeford
Prod., Pub. Dir. .....John Taylor
Chief Announcer .....William Fraser
Musical Director .....Jack Gilbert
News Director .....Dave Smith
Chief Engineer .....Keith Nyfeler
Farm Editor .....Maurice Latimore
Consulting Engineer.....James Rolfe

WTTS

BLOOMINGTON—1949

Frequency: 1370 Kc ....Power 5000 Watts d.; 500 Watts n.
Owned-Oper. By .....Sarkes Tarzian
Business-Studio Address...535 S. Walnut St.
Phone Number 2-3366
Transmitter Location.....2½ Mi. SE of City
Air Time .....6 a.m.-1 a.m.
News Service .....AP
Transcription Service .....Associated, World
Representative ....Robert Meeker Assoc., Inc.
Membership .....NAB
Owner .....Sarkes Tarzian
General Mgr.....Glenn Van Horn
Commercial Manager .....Robert Lemon
Program Director .....Steve Briggs
Publicity Dir.....Lyle Warrick
Chief Engineer.....Morton Weigel
Consulting Engineer.....Kear & Kennedy

WBNL

BOONVILLE—1950

Frequency: 1540 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Henry C. Sanderst, Norman Hall

WCSI

COLUMBUS—1950

Frequency: 1010 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Syndicate Theatres, Inc.
Address .....WCSI Bldg.
Phone Number 3397
Transcription Service .....Associated, World
News Service .....AP
President.....Joseph P. Finneran
General Manager.....Richard L. Pyles
Commercial Manager.....Dick Jewel
Program Director.....Ernie Kerns
Promotion Manager.....Virgil Royer
Chief Engineer.....Paul Kelley
News Dir., Farm Editor.....Charles Powell

WCNB

CONNERSVILLE—1948

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated By.....News Examiner Co.
Business-Studio Address.....406 Central Ave.
Phone Number 1950
Transmitter Location.....Summit Ave.
Air Time .....7 a.m.-local sundown
News Service .....UP
Transcription Service.....World, Capitol
Representative .....Burn-Smith Co., Inc.
General Mgr.....G. S. Tatman
Sta., Comm. Mgr.....E. M. Jackson
Pgm., Pub. Dir. .....Ralph T. Underwood
Chief Engineer.....James C. Wulliman
Chief Announcer .....Harold H. Heekin

WTRC

ELKHART—1931—NBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owner-Oper. By..The Truth Publishing Corp.
Business-Studio Address....116 S. Second St.
Phone Number 3-1960
Transmitter Location.....Oakland Ave.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service.....World, Standard,
Representative .....John E. Pearson Co.
Membership .....NAB, BAB
General Mgr.....Richard W. Holloway
Commercial Mgr.....Donald McFall
Publicity Director .....Dorothy Fleck
Program Director .....Boyd Lawlor
Chief Announcer .....Jack Whalen
Chief Engineer.....Lester Zellmer
News Director .....Phillip Haines

WEOA

EVANSVILLE—1936—CBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WFBM, Inc.
Business-Studio Address.....24 N.W. 3rd St.
Phone Number 4-9215
Transmitter Location.....5th & Vine Sts.
Air Time.....6 a.m.-12:05 a.m.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Katz
President.....Harry M. Bitner, Jr.
General-Station-Commercial Mgr...Don Menke
Prod., Pgm.-Pub. Dir. .....Bill Fall
News Director .....Courtney Smith
Chief Engineer .....William Schultz
Farm Editor.....Eddie Duncan

WGBF

EVANSVILLE—1923—NBC

Frequency: 1280 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....On The Air, Inc.
Business-Studio Ad. .....1001 Diamond Ave.
Phone Number 21171
Transmitter Location.....Burkhardt Rd.
News Service .....UP
Transcription Service .....World
Representative .....Weed & Co.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....Weed
Membership .....NAB, BAB
General Manager.....Clarence Leich
Operations Manager.....Martin L. Leich
Local Sales .....Guy R. Crecelius
Prom., Pub. Mgr. .....Del Greenwood
Pgm., Prod. Dir. .....Mrs. Pat Roper
Chief Engineer.....Erwin P. Schoeny
Chief Anncr., News Dir. .....Fred Rollison
Musical Director.....R. A. Schmalz
Farm Editor .....Al Bishea

WIKY

EVANSVILLE—1947

Frequency: 820 Kc.....Power: 250 Watts d.
Owned-Oper. By...South Central Bcstg. Corp.
Address .....Mt. Auburn Rd. P. O. Box 148
Phone Number 4-8284
Trans. Loca. ....Mt. Auburn Rd. & Bismark St.
Air Time .....Daytime
News Service .....AP
Transcription Service.....Associated, Capitol
Representative ..... Independent
Pres., Gen.-Sta. Mgr.....John A. Engelbrecht
Commercial Mgr.....John Barrett
News Director .....John Munger
Musical Director.....Ken McCutchan
Chief Engineer.....George F. Stoltz
Consulting Engineer.....Harold B. Rothrock

WJPS

EVANSVILLE—1948—ABC

Frequency: 1330 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....WJPS, Inc.
Business-Studio Address.....206 Main St.
Phone Number 5-2221
Transmitter Location.....Mohr Rd. Bet. 1st & St. Joseph Ave.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Standard
Representative .....Walker Co.
Membership .....NAB
President.....Robert S. Davis
Gen., Sta., Comm. Mgr.....Robert J. McIntosh
Sales Prom. Mgr., Pub. Dir. .Betty Sparkman
News, Pgm., Prod. Dir. .....Jack McLean
Chief Announcer .....Vern Paule
Musical Director.....Dorothy Roeder
Chief Engineer.....Gilbert Hoffman

WANE

FT. WAYNE—1948—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Radio Fort Wayne, Inc.
Trans. Add. ....1205 Ft. Wayne Bank Bldg.
Phone Number.....Anthony 6212
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Standard
Representative .....Boiling
President.....C. Bruce McConnell
Gen., Comm. Mgr.....Charles E. Kennedy
Program Director .....Paul Murphy
Chief Engineer.....William Wallace Warren

WGL

FT. WAYNE—1924—ABC

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Oper. By..News-Sentinel Bcstg. Co., Inc.
Business-Studio Address..201 W. Jefferson St.
Phone Number E-3366
Transmitter Location....Lower Huntington Rd.
Air Time ..... 6 a.m.-M. (Sunday, 7 a.m.-M.)
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Headley-Reed
President.....Helene R. Foellinger
Gen., Sta. Mgr.....Pierre Boucheron
Commercial Mgr.....Merrill C. Johnson
Prom. Mgr., Pub. Dir. .....Richard M. Katt
Pgm., Prod. Dir.....Norman Widenhofer
Chief Engineer.....Don Holzapfel
Consulting Engineer.....A. D. Ring

WKJG

FT. WAYNE—1947—MBS

Frequency: 1380 Kc.....Power: 5000 Watts
Owner...Northeastern Indiana Bcstg. Co., Inc.
Business-Studio Add. .....220 E. Jefferson St.

Phone Number ..... Anthony 2295
Transmitter Location .... Decatur & Maple Rds.
Air Time ..... 6 a.m.-12 M.
News Service ..... UP
Transcription Service ..... World
Representative ..... Raymer
President ..... Clarence L. Schust
General Manager ..... Edward G. Thoms
Asst. to Mgr. ..... Hilliard Gates
Commercial Manager .... Edward G. Thomas
Program Dir. ..... Calo O. Mahlock
Chief Engineer ..... Eugene A. Chase

WOWO

FT. WAYNE—1925—ABC

Frequency: 1190 Kc. ..... Power: 10,000 Watts
Owner ..... Westinghouse Radio Stations, Inc.
Business-Studio Address .... 925 S. Harrison St.
Phone Number ..... Anthony 2136
Transmitter Location ..... Routes 30 & 33
Air Time ..... Unlimited
News Service ..... UP
Transcription Service ..... RCA Thesaurus
Representative ..... Free & Peters
Station Manager ..... Robert G. Duffield
Commercial Manager ..... Paul E. Mills
Sales Prom. & Pub. Mgr. .. Hilda C. Woehrmeyer
Program Director ..... Carl Vandegrift
Chief Engineer ..... Bruce H. Ratts

WGRY

GARY—1950

Frequency: 1370 Kc. ..... Power: 500 Watts d.
Owned-Oper. By ..... WGRY, Inc.
Address ..... 2489 La. St.
Phone Number 3-8516
News Service ..... UP
President, Chief Engr. ..... George Whitney
General Manager ..... Bert Mulroy
Commercial Manager ..... George Brenard
Program Director ..... Don O'Connor

WWCA

GARY—1949

Frequency: 1270 Kc. ..... Power: 1000 Watts
Owned-Operated By .. Lake Bdcastg Co., Inc.
Address ..... Hotel Gary
Phone Number 9171
Transmitter Location .. 50th and Chase Streets
Air Time ..... 6 a.m.-2:05 a.m.
News Service ..... AP, Transradio
Transcription Service ..... Standard
Representative ..... Hal Holman Co.
Membership ..... NAB, BAB
Pres., Gen., Sta., Comm. Mgr. .... Dee O. Coe
Sales Promotion Manager ... Roy G. Parry, Jr.
Pgm., Prod. Dir. ..... Todd Branson
Chief Announcer ..... Mike Rapchak
News Director ..... Morrison Schwartz
Musical Director ..... Henry Roddiger
Chief Engineer ..... Victor Voss
Farm Editor ..... Bill Foster

WJOB

HAMMOND—1928

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... South Shore Bcstg. Corp.
Business-Studio Address ..... 449 State St.
Phone Number ..... Sheffield 8400
Transmitter Location .. 6425 Indianapolis Blvd.
News Service ..... UP
Transcription Service ..... Associated, World, SESAC
Representative ..... Joseph Hershey McGillvra
Membership ..... NAB
President, General Manager .. Robert C. Adair
Station Manager ..... L. B. Weller
Commercial Manager ..... Al Halus
Prom. Mgr., Publicity Dir. ..... Glen Thomas
Program Director ..... Wilbert Wobus
Chief Announcer ..... Jack Popper
Musical Director ..... Leona Manis
Chief Engineer ..... Jess Peters
News Director ..... Wm. Warrick

WFBM

INDIANAPOLIS—1926—CBS

Frequency: 1260 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... WFBM, Inc.
Business-Studio Address .. 48 Monument Circle
Phone Number ..... Lincoln 8506
Transmitter Location ..... Millersville Rd.
News Service ..... AP, INS
Transcription Service ..... Associated
Representative ..... Katz
Membership ..... NAB, BMB
Pres., Gen., Sta. Mgr. .... Harry M. Bitner, Jr.
Commercial Manager ..... William F. Kiely
Prom. Mgr., Pub. Dir. ..... David F. Milligan
Program Dir. ..... Frank O. Sharp
Chief Announcer ..... Lyell Ludwig
News Director ..... Gilbert Forbes
Chief Engineer ..... Harold Holland
Farm Editor ..... Harry Martin

WIBC

INDIANAPOLIS—1938—MBS

Frequency: 1070 Kc. ..... Power: 50,000 d.; 10,000 n.
Owned-Operated By ..... WIBC, Inc.
Business-Studio Address . 30 W. Washington St.
Phone Number ..... Lincoln 2305
Transmitter Location ..... E. 86th St., Zionsville
Air Time ..... 24 Hrs.
News Service ..... AP
Transcription Service ..... SESAC
Representative ..... John Blair
Membership ..... NAB, BAB
President ..... Richard M. Fairbanks
V.P., General Mgr. ..... Kenneth W. Church
Program Director ..... William L. Dean
News Director ..... Gordon Graham
Chief Engineer ..... Harvey Aderhold
Farm Editor ..... Jack Morrow

WIRE

INDIANAPOLIS—1924—NBC

Frequency: 1430 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Indianapolis Bcstg., Inc.
Business-Studio Add...307 N. Pennsylvania St.
Phone Number.....Ri. 1541
Transmitter Location....44th St. & Knollton Rd.
News Service.....AP, UP
Transcription Service .....World
Representative.....John E. Pearson
Membership .....BMB
President.....Eugene C. Pulliam
V.P., Gen.-Station Mgr...Willard C. Worcester
Commercial Manager.....Daniel C. Park
Prom. Mgr., Pub. Dir.....James N. Willingham
Pgm., Prod. Dir.....M. Wayland Fullington
Chief Anncr., Farm Editor.....Thomas Peden
Chief Engineer.....Eugene E. Alden

WISH

INDIANAPOLIS—1941—ABC

Frequency: 1310 Kc.....Power: 5000 Watts .d; 1000 n.
Owned-Oper. By.....Universal Bcstg. Co., Inc.
Business-Studio Address..1440 N. Meridian St.
Phone Number .....Riley 4595
Transmitter Location ..Post Rd. & Rawls Ave.
News Service .....AP
Transcription Service .....Standard
Representative.....Free & Peters
Membership .....NAB, BAB
President.....C. Bruce McConnell
Vice-Pres., Gen. Mgr.....Robert B. McConnell
Sales Prom. Mgr., Pub. Dir.....Reid Chapman
Station Manager.....William H. Spencer
Prod., Pgm. Dir. .....William E. Frosch
Chief Engineer.....Stokes Gresham, Jr.
Farm Editor.....Howdy Carlson
News Director .....Bill Folger

WXLW

INDIANAPOLIS—1948

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Indianapolis, Inc.
Transmitter Address .....3003 Kessler Blvd.
Phone Number.....Highland 6494
News Service .....UP
Transcription Service .....Capitol
Representative .....Metropolitan
President.....John C. Appel
Gen., Sta. Mgr.....Robert D. Enoch
Comm., Sales Prom. Mgr. .....Parker Smith
Pgm., Prod., Pub. Dir. .....Shirl K. Evans, Jr.
Chief Engineer.....Edward C. Lockwood

WITZ

JASPER—1948—PBS

Frequency: 990 Kc. ....Power: 1000 Watts d.
Owned-Operated By ..Jasper on the Air Inc.
Phone Number .....Jasper 678
Transmitter Address .....Highway 45
Air Time .....Sunrise-Sunset
News Service .....UP
Transcription Service ...Associated Pgm. Serv.
Representative .....Sales Division PBS
President .....Dr. Gilbert E. Metzger
General Manager .....F. A. Higgins
Commercial Manager .....Dennis Keller
Sales Promotion Manager ...George Foulkes
Pgm., Prod. Dir. .....Carl Van Sittert
Publicity Director .....Patricia Frezon
Chief Announcer .....Robert Bolby
Musical Director .....Frank Martin
Chief Engineer.....Donald Ruyle

WIOU

KOKOMO—1948—CBS

Frequency: 1350 Kc.....Power: 1000 Watts
Owner.....North Central Indiana Bcstg. Corp.
Business-Studio Address.....Radio Center
Phone Number 6194
Transmitter.....Rd. 26, E. of State Rd. 31
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Standard
Representative .....Weed
Membership ..... NAB
President .....Richard Blacklidge
V.P., Gen., Sta. Mgr. .....John Cary Jeffrey
Program Director .....James E. Muse
News Director .....Robert Bruner
Chief Engineer.....Chester Rector
Farm Editor.....Dixon Harper
Consulting Engineer .....Gillette

WASK

LAFAYETTE—1941
MBS—MIDWEST

Frequency: 1450 Kc..... Power: 250 watts
Owned-Operated By ..... WFAM, Inc.
Business-Studio Address .....McCarty Lane
Phone Number 4300
Transmitter Location ..... McCarty Lane
Air Time .....6 a.m.-12:30 a.m.
News Service ..... UP
Representative ..... Ra-Tel
Transcription Service ..... World
Membership .....NAB, BAB
Pres., Gen., Comm. Mgr. ...O. E. Richardson
Station Manager .....E. R. Herkner
Pgm. Dir., Chief Announcer. ..Richard Fraser
Chief Engineer ..... Harry Garba
Consulting Engineer.....Frank McIntosh

WLOI

LA PORTE—1948

Frequency: 1540 Kc.....Power: 250 Watts d.
Owned-Oper. By...La Porte County Bcstg. Co.
Business-Studio Address.....Rumely Hotel
Phone Number 3734
Transmitter Location.....Holton Rd.

News Service ..... INS
Transcription Service ..... Capitol
President ..... Hoyt H. Scott
Treasurer ..... Dr. Edward Young
Gen., Sta. Mgr. ..... William A. Whitlock
Chief Announcer ..... Gene LaGrange
Chief Engineer ..... Raymond Mould
Farm Editor ..... Ralph Beyers

WSAL

LOGANSPORT—1949

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Operated By .. Logansport Bdg. Corp.
Address ..... P. O. Box 399
Phone Number 4261
Transmitter Location ..... Main at Hamilton
Air Time ..... 6 a.m.-11 p.m.
News Service ..... AP
Transcription Service ..... Associated
Membership ..... NAB, BAB
President ..... John C. Cotner
Pub. Dir., Gen. Sta., Comm., Sales Prom. Mgr. Sam Searfoss
News, Pgm., Prod. Dir. ..... Dick Aker
Chief Announcer ..... John Dalzell
Chief Engineer ..... Earl Nelson

WBAT

MARION—1947

Frequency: 1600 Kc. ..... Power: 500 Watts d.
Owned-Operated By .... Marion Radio Corp.
Business-Studio Address ..... Resnick Bldg.
Phone Number 5500
Transmitter Location ... ¾ Mi. So. Roseburg
News Service ..... AP
Transcription Service ..... World
Representative ..... Hal Holman Co.
Membership ..... NAB
Pres., Gen.-Sta. Mgr., Pub. Dir. ..... J. H. Bone
Comm.-Sales Prom. Mgr. .... Kermit A. Botkin
Pgm., Prod. Dir. ..... Lenora Fuller
Chief Engineer ..... Chas. E. Westfall
Chief Announcer, News Dir. .... William Fowler
Farm Editor ..... Guy Harris

WIMS

MICHIGAN CITY—1947

Frequency: 1420 Kc. ..... Power: 1000 Watts d. (CP 500 n.)
Owned-Oper. By ... Northern Indiana Bcsters., Inc.
Business-Studio Address ..... 415 Franklin St.
Phone Number 4980
Transmitter Location ..... Keiffer Rd.
News Service ..... UP
Transcription Service ..... World
Representative ..... Ra-Tel
President ..... O. E. Richardson
Gen., Sta. Mgr. ..... E. R. Herkner
Program Director ..... Richard S. Olson
News Director ..... J. H. Gleason
Chief Engineer ..... Robert Schilling
Farm Editor ..... W. C. Ashton

WLBC

MUNCIE—1926—CBS

Frequency: 1340 Kc ..... Power: 250 Watts
Owned-Operated By .. Tri City Radio Corp.
Business Address ..... P. O. Box 271
Phone Number 4403
Studio-Trans. Location ..... Hway. 35 SE City
Air Time ..... 6:45 a.m.-12:05 a.m.
News Service ..... AP
Transcription Service ..... Standard
Representative ..... Walker, Hal Holman
Pres., Gen. Sta. Mgr. ..... D. A. Burton
Comm., Prom. Mgr. ..... W. F. Craig
Program Director ..... Lee Allerton
News Director ..... Fred M. Hinshaw
Musical Director ..... Bill Summers
Chief Engineer ..... Maury Crain

WLRP

NEW ALBANY—1949

Frequency: 1570 Kc. ..... Power: 1000 Watts d.
Owned-Operated By .. Ohio Valley Bcstg. Co.
Transmitter Add. .1216 Slate Run Rd., Box 285
Phone Number 4-2235
Air Time ..... Daytime
News Service ..... UP
Transcription Service ..... Lang-Worth
Pres., Gen., Sta. Mgr. ..... Roy L. Hickox
Commercial Manager ..... Dwight L. Barr
Pgm., Prod. Dir., Chief Anncr. .. Keith Reising
Publicity Director ..... Joe Gillman
Chief Engineer ..... Eugene A. Fischer
Musical Director ..... Rita Loesch

WPGW

PORTLAND—1950

Frequency: 1440 Kc. ..... Power: 500 Watts
Owned-Oper. By ..... Glenn West
Address ..... R.R. No. 2
Phone Number 1094
Transcription Service ..... Thesaurus, SESAC
News Service ..... INS
President, Gen. Mgr. ..... Glenn West
Commercial Manager ..... William B. Thomas
Chief Engineer ..... Maurice J. Lamb
Pgm., News Dir. ..... Robert Ehle

WRAY

PORTLAND—1950

Frequency: 1250 Kc. ... Power: 1000 Watts d.
Owned-Oper. By ..... M. R. Lankford

WKBV

RICHMOND—1926—MBS

Frequency: 1490 Kc ..... Power: 250 Watts
Owned-Operated By .... Central Bcstg. Corp.
Bus.-Studio-Transmitter Address .. 25 S. Ninth St.
Phone Number 2-1156
Air Time ..... 6 a.m.-10:30 p.m.

News Service .....UP
Transcription Service.....Lang-Worth, SESAC
Representative ..... Robert Meeker
Membership .....NAB, BAB
Pres., Gen., Sta. Mgr. .....G. F. Albright
Comm., Sales Prom. Mgr.....R. L. Nusbaum
Program Dir.....A. F. Schroy
News Director .....Spencer Danes
Musical Director .....Sue Tucker
Chief Engineer ..... L. J. Duning
Farm Editor .....Mary Liz Miller
Consulting Engineer..Craven, Lohnes & Culver

WJCD

SEYMOUR—1949

Frequency: 1390 Kc. ....Power: 500 Watts d.
Owned-Operated By.....Dr. Azra C. Baker
Address .....Seymour
Phone Number 1212
Transmitter ..... 1 Mi. No. of Seymour
News Service .....AP
Air Time .....Daytime
Transcription Service ....Lang-Worth, SESAC
General Manager .....Dr. Azra C. Baker
Commercial Manager .....Robert E. Shippee
Chief Engineer.....Arnold Haun
Consulting Engineer.....Kear & Kennedy

WHOT

SOUTH BEND—1944—ABC

Frequency: 1490 Kc ..... Power: 250 Watts
Owned-Operated By South Bend Bcstg. Corp.
Bus.-Studio-Transmitter Address...St. Joseph & Monroe Sts.
Phone Number 7-1566
Air Time .....6 a.m.-12 M.
News Service ..... AP
Transcription Service ..... Associated
Representative ..... Bolling
Membership .....NAB, BAB
President ..... C. Bruce McConnell
Gen.-Sta.-Comm. Mgr.....William H. Spencer
Sales Prom. Mgr.....C. J. Pajakowski
Pgm., Prod., Pub. Dir. .....Frank Crosiar
News Director .....John Andrews
Chief Engineer .....Ira D. Kealy

WJVA

SOUTH BEND—1947

Frequency: 1580 Kc. .....Power: 250 Watts d.
Owned-Oper. By St. Joseph Valley Bdstg. Corp.
Address ....206 So. Main St., Misawaka, Ind.
Phone Number 5-8620
Transmitter Location .....N. Hickory Rd.
Air Time .....Sunrise-Sunset
News Service .....UP
Transcription Service .....World
Representative .....Burn-Smith
Membership .....NAB, BAB
Pres., Gen. Mgr. .....F. R. Householder
Commercial Manager .....Charlie Sharpless
Program Director .....Vince Doyle
Chief Announcer .....Lou Neitzel
Chief Engineer.....Francis J. Bock

WSBT

SOUTH BEND—1922—CBS

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Operated By The South Bend Tribune
Business-Studio Address ..223 W. Colfax Ave.
Phone Number 3-6161
Transmitter Location .....Ironwood Road
News Service ..... UP
Transcrip. Serv. ...RCA Thesaurus, Standard
Representative.....Paul H. Raymer
Membership .....NAB, BAB
President ..... F. A. Miller
Station Manager .....Robert H. Swintz
Commercial Manager ..... Neal B. Welch
Sales Prom. Mgr. Pub. Dir. Walter A. Sweitzer
Program Director ..... Robert J. Drain
Production Director ..... Oliver Parcher
Chief Anncr., News Dir. .....Morton Linder
Musical Director ..... Harlan Hogan
Chief Engineer ..... Herbert G. Cole
Farm Editor ..... Philip Combs

WTCJ

TELL CITY—1948—KBS

Frequency: 1230 Kc ..... Power: 250 Watts
Owned-Operated By ..... James R. Brewer
Business-Studio Address.....Tell City
Phone Number 740
Transmitter Address.....Highway 66-E
Air Time .....Unlimited
News Service ..... AP
Owner, Pres., Gen. Mgr.....James R. Brewer
Sales Prom. Mgr., Pub. Dir...Steve Bellinger
Pgm., Prod. Dir.....Tom Allebrandi
Musical Director ..... Ruth Baumgart
Chief Engineer ..... James R. Brewer
Farm Editor.....Bill Faulkner

WBOW

TERRE HAUTE—1927—NBC

Frequency: 1230 Kc ..... Power: 250 Watts
Owned-Operated By Banks of the Wabash, Inc.
Business-Studio Address ..... 303 S. Sixth St.
Phone Number ..... Crawford 5034
Transmitter Location ..... First & Peyton Sts.
News Service.....AP, UP
Transcription Service .....World
Representative .....Weed
Membership .....NAB, BAB
President .....Alvin Eades
Comm., Gen., Sta. Mgr. ..William F. Rippetoe
Sales Prom. Manager.....Sigel A. Roush
Program Director.....Leo J. Baxter
Prod. Dir., Chief Anncr.....Harry Frey
Publicity Director.... ...Madeline K. Barry
News Director .....Howard Stevens
Chief Engineer.....Howard Stewart

WTHI

TERRE HAUTE—1947—CBS

Frequency: 1480 Kc. ....Power: 1000 Watts
Owned-Oper. By Wabash Valley Bdg. Corp.
Address .....120 South 7th Street
Phone Number .....Crawford 9481
Trans. Loca. ...13th St., & Hasselburger Rd.
Air Time .....6 a.m.-M.
News Service .....UP
Transcription Service ....Lang-Worth Library
Representation .....Bolling and Co., Inc.
Membership .....NAB, BAB
President .....Mr. Anton Hulman, Jr.
Gen., Sta. Mgr. .....Mr. Joseph M. Higgins
Commercial Manager .....Dick Forbes
Sales Promotion Mgr. ..Arthur V. Crary, Jr.
Program Director .....Ben Falber, Jr.
News Director.....Robert Kimbro
Musical Director .....George Martin
Chief Engineer .....Ray Felts
Farm Editor.....George Martin

WAOV

VINCENNES—1940—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Vincennes Sun Co.
Business Address.....320 Busseron St.
Phone Number 787
Studio Address .....320 Busseron St.
Transmitter Location...Hgwy., N. of Vincennes
Air Time.....6 a.m.-11 p.m.
News Service.....UP
Transcription Service .....World
Representative.....John E. Pearson
President.....Eugene C. Pulliam
General Manager.....Howard N. Greenlee
Comm., Sta., Sales Prom. Mgr...Samuel J. Dodd
Program Director .....Dick Shaughnessy
Publicity Director .....Don Kendall
Chief Announcer .....Al Vare
Chief Technician.....Ralph Baldwin
News Dir., Farm Edit. ....Austin Edmondson
Musical Director .....Cliff Golden
Consulting Engineer.....Eugen C. Alden

WKAM

WARSAW—1949

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Operated By...Kosciusko Bcstg. Corp.
Address.....RFD No. 1
Phone Number 65
Transmitter .....1 Mi. E. of City
Air Time .....Daytime
News Service .....AP
Transcription Service.....London, Cole
Representative .....Hal Holman Co.
Pres., Gen., Sta., Comm., Prom. Mgr. .....
J. W. Autenrieth, Jr.
Pgm., Farm Edit., News Dir. ....Jack A. Luse
Chief Engineer.....Charles F. Stinson
Consulting Engineer.....Kear & Kennedy

AP SELLS

For Stations and Sponsors —

For instance . . . . WLAM

"WLAM carries a total of 87 sponsored AP newscasts weekly, including ten 15-minute programs for women and 14 others on Sports.

"We have just closed a contract with the Oldsmobile, Cadillac and Chevrolet dealers for the only AP newscast we had left—at 10 P.M., seven nights a week.

"Associated Press news programs are the easiest to sell."

FRANK S. HOY,
General Manager,
WLAM, Lewiston, Me.

IOWA

Population 2,621,073—Increase +3.3% ('40-'50)—Radio Homes 725,490
Families 728,000—Stations in State 45

KASI

AMES—1948

Frequency: 1430 Kc....Power: 1000 Watts d.
Owned-Operated By.....Ames Bcstg. Co.
Business-Studio Address.....328½ Main St.
Phone Number 3460
Transmitter Location.....Ontario
Air Time .....Daytime
News Service .....UP
Transcription Service .....Capitol
President.....W. S. Rupe
Gen., Sta. Mgr.....Arthur A. Skinner
Program Director .....Robert Chase
Musical Director .....Richard Schory
Chief Engineer.....Doyle D. Kelso
Consulting Engineer.....A. D. Ring

KJAN

ATLANTIC—1950

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Operated By..George Basil Anderson
Phone Number 1694
Representative .....Biddick
News Service .....AP
Pres., Gen. Mgr.....George Basil Anderson
Commercial Manager.....Leslie Wally
Chief Engineer.....Bob Falk
News Director.....Bill Sander

KWBG

BOONE—1950

Frequency: 1590 Kc.....Power: 1000 Watts d., 500 Watts n.
Owned-Operated By.....Boone Bcstg. Co.
Address.....609 Boone Natl. Bldg.
Phone Number 2145
Transcription Service....Standard, Thesaurus
News Service.....UP, INS
President.....Harold L. Fisher
Comm., Gen. Mgr.....Harold W. Higby
Pgm., News Dir.....Robert S. Graham
Chief Engineer.....Dan Garretson

KBUR

BURLINGTON—1941—ABC

Frequency: 1490.....Power: 250 Watts
Owned-Operated By....Burlington Bcstg. Co.
Business-Studio Address..National Bank Bldg.
Phone Number.....680
Transmitter Location.....West Burlington
Air Time.....6:00 a.m.-M
News Service.....UP
Transcription Service .....Standard
Representative .....Taylor-Borroff
Membership .....NAB, FMA
Pres., Gen. Mgr.....Gerard B. McDermott
Prom., Comm. Mgr.....David H. Steinle
Secretary-Treasurer.....R. H. Plock
Program Director.....Richard Mosena
Chief Engineer.....John Gallino

KCIM

CARROLL—1950

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By.....Carroll Broadcasting Co.
Address.....520 N. Adams St.
Phone Number 1380
Transcription Service .....Lang-Worth
News Service .....UP
President.....C. Everett Bliss
Pgm., News Dir.....Bill Parker
Chief Engineer.....Bernard Neher
Farm Editor.....Dale Barton

KCRG

CEDAR RAPIDS—1947—MBS

Frequency: 1600 Kc.....Power 5000 Watts
Owned-Operated By.....The Gazette Co.
Business-Studio Address....104 First St., SW
Phone Number 4-4194
Transmitter Location.....Cedar Rapids
News Service.....AP, INS
Transcription Service .....Standard
Representative .....Burn-Smith
Membership .....NAB, BAB
Secretary, Vice-President..Joseph F. Hladky
Gen., Comm. Mgr. ....Fred W. Wagenvoord
Sales Prom., Pub. Dir. .....Edna A. Herbst
Program Director .....Robert L. Quinn
News Director .....Dick Yoakam
Musical Dir.....Jordon Jackr
Chief Engineer.....Kenneth M. Caldwell
Farm Editor.....Rex Conn
Consulting Engineer.....George C. Davis

KWCR

CEDAR RAPIDS—1949—TALL CORN

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By..Cedar Rapids Bcstg. Corp.
Business Address.....211 First St., SW
Transmitter .....2616 Robbins Road
Phone Number 3-8285
News Service .....UP
Transcription Service.....Capitol, Thesaurus
Representative.McKinney, Meneough-Friedman
Membership .....NAB, BAB
President.....William J. Barron
Gen., Sta., Pub. Dir. .....Paul E. Millen
Pgm., Music, Prod. Dir. .....Ralph Willey
Commercial Manager .....Richard Huber
Chief Engineer.....James A. Dickens
News Director .....Richard Cheverton

WMT

CEDAR RAPIDS—1922—CBS

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By.....American Bcstg. Stations, Inc.
Business-Studio Address..Para. Theatre Bldg.
Phone Number 6127
Transmitter Location.....Marion
Air Time .....5 a.m.-1 a.m.
News Service.....AP, INS, UP
Transcription Service....World, Lang-Worth
Representative .....Katz
Membership .....NAB, BAB
Exec. Vice-Pres.....William B. Dolph
General Manager .....William B. Quarton
Commercial Manager....Lew Van Nostrand
Promotion Mgr.....Leo F. Cole
Program-Production Director..Douglas B. Grant
Publicity Dir.....Dorothy Ireland
Chief Announcer.....Bob Leefers
News Director .....James Borman
Musical Director .....Esther Rausch
Chief Engineer.....George Hixenbaugh
Farm Editor.....Charles A. Worcester

KCOG

CENTERVILLE—1949

Frequency: 1400 Kc. .....Power: 500 Watts
Owned-Operated By ..Centerville Bdcstg Co.
Address .....1910 South Main St.
Phone Number 131, 407
Transmitter Location .....1910 South Main St.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
Representative Joseph Hershey McGillvra, Inc.
Membership ..... NAB
President .....R. K. Beck
Gen., Sta., Comm., Mgr.....A. M. Farber
Pgm., Prod., News, Dir.....Clyde Holbrook
Chief Engin., Anncr. .....Robert K. Reimers
Farm Editor .....Warren Langfitt

KCHA

CHARLES CITY—1949

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated By.....Inland Bcstg. Corp.
Business Address.....Charles City
Phone Number 787
Air Time .....Daytime
President.....Dean Hollingsworth
Chief Engineer.....Robert Weiry

KROS

CLINTON—1941—MBS-TALL CORN

Frequency: 1340 Kc. .....Power: 250 Watts
Owned-Operated By ...Clinton Bdcstg Corp.
Address .....246 Fifth Avenue South
Phone Number 448
Trans. Location ..13th Ave., No. & Elvira Rd.
Air Time .....6 a.m.-M.
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Everett, McKinney, Inc.
Membership .....NAB, BAB
President .....W. S. Jacobsen
Gen., Sta., Comm. Mgr. .....W. J. Teich
Sales Prom. Mgr., Pgm. Dir. ..Henry Dihlmann
Production Director .....John Elliott
Publicity Director .....Edward Rodgers
Farm Edit., Chief Anncr. .....Jack Thomsen
News Director .....Lee White
Chief Engineer .....Gerald Parker

KSWI

COUNCIL BLUFFS—1947

Frequency: 1560 Kc. .....Power: 500 Watts d.
Owned-Operated By ....Nonpareil Bdcstg. Co.
Address .....P. O. Box 509
Phone Number.....Co. Bluffs 4041—Ohoma: Jackson 7736
Transmitter Location .....South Omaha Rd.
Air Time .....Sunrise-Sunset
News Service .....UP
Transcription Service ..Lang-Worth-Associated
Representative ..... Everett-McKinney
Membership .....NAB, BAB
President .....Robert R. O'Brien
Gen., Sta. Mgr. .....Robert L. Davis
Commercial Manager ...Richard B. Gurney
Program Director .....Harold Hughes
Chief Announcer .....Don French
News Director .....Robert L. Davis
Chief Engineer .....Robert W. Hall
Farm Editor .....C. W. McManamy

KSIB

CRESTON—1946—KBS

Frequency: 1520 Kc....Power: 1000 Watts d.
Owned-Oper. By....Southwest Iowa Bstg. Co.
Address .....Radio Center
Phone Number.....55
Transmitter .....Highway 34
News Service.....AP
Transcription Service .....Thesaurus
Representative ..... Everett-McKinney
President.....Arthur Horning
Gen., Sta., Prom., Comm. Mgr., Pub. Dir. .... E. M. Horning
Pgm.-Prod. Dir.....Dorothy Lindley
Chief Anncr., Musical Dir.....Jack Mills
News Director .....Ed Helgert
Chief Engineer.....Jean Poole
Farm Editor .....Dick Arnold
Consulting Engineer...Comm. Rd. Equipt. Co.

KSTT

DAVENPORT—1946
MBS-IOWA TALL CORN

Frequency: 1170 Kc.....Power: 1000 Watts
Owned-Operated By..Davenport Bcstg. Co. Inc.
Business-Studio Address.....324 Main St.
Phone Number.....2-3525

Transmitter Location.....Milan, Ill.
News Service.....UP
Transcription Service.....C. P. MacGregor
Representative.....J. P. McKinney
President, Station Manager...Hugh R. Norman
Commercial Mgr. .....Neil Conklin
Chief Announcer .....Warren Anderson
Musical Director .....Joe Grear
Farm Editor.....Warren Anderson

WOC

DAVENPORT—1922—NBC

Frequency: 1420 Kc. ....Power: 5000 Watts
Owned-Operated By ....Tri-City Bdcstg. Co.
Address .....805 Brady Street
Phone Number 3-3661
Transmitter Location .....Bennendorf
Air Time .....6 a.m.-M.
News Service .....UP
Transcription Service. .Lang-Worth, Thesaurus
Representatives .....Free & Peters, Inc.
Membership .....NAB, BAB
President .....Col. B. J. Palmer
Gen., Sta. Mgr. .....Ernest Sanders
Commercial Manager .....Mark Wodlinger
Sales Promotion Manager .....Fred Reed
Pgm., Prod. Dir. .....Charles Freburg
Publicity Director .....Paul Ives
News Director .....Bob Redeen
Musical Director .....George Sontag
Chief Engineer .....Paul Arvidson
Farm Editor .....Bob Frank

KDEC

DECORAH—1947—MBS-TALL CORN

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Telegraph-Herald
Business-Studio Address.....301 W. Broadway
Phone Number.....1240
Transmitter Location....600 Leiv Eiriksson Dr.
News Service.....AP
Transcription Service.....Standard
Representative .....Everett-McKinney
Membership .....NAB
President.....F. W. Woodward
General Manager.....William J. Croker
Commercial Manager.....George Dorrington
Chief Engineer .....Arnold Zaruba

KCBC

DES MOINES—1946

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Oper. By.....Kapital City Bcstg. Co.
Business-Studio Address.....2323 Grand Ave.
Phone Number 4-3151
Transmitter Location.....E. 42nd & Dean Ave.
News Service .....AP
Representative .....Weed
President .....Karl Peters
General-Station Mgr.....Rollo H. Bergeson
Commercial Mgr.....C. E. Grant
Operations Mgr.....J. I. Mitchell
Chief Engineer.....Bob Brown

KIOA

DES MOINES—1948—MBS

Frequency: 940 Kc. ...Power: 10,000 Watts d., 5,000 Watts n.
Owned-Oper. By ...Independent Bdcstg. Co.
Address....10th & Mulberry, Onthank Bldg.
Phone Number 2-9191
Transmitter Location .....Hartford
Air Time .....6 a.m.-12 M.
News Service .....INS, UP
Transcription Service .....World
Representative .....Paul H. Raymer Co.
President .....Ralph L. Atlass
Gen., Sta. Mgr. .....Marvin L. Rosene
Commercial Manager .....James L. Kelehan
Program Director .....Lee L. Harris
Publicity Director .....Janice R. Hull
News Director .....R. J. Nash
Chief Engineer .....Lloyd R. Amoo
Farm Editor .....Don Ames

KRNT

DES MOINES—1935—ABC

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Operated By.....Cowles Bcstg. Co.
Business-Studio Address.....715 Locust St.
Phone Number.....3-2111
Transmitter Location....S.W. 22nd & Park Ave.
Air Time.....6 a.m.-M
News Service.....AP, INS, UP
Transcription Service....Standard, Associated
Station Representative.....The Katz Agency
Membership .....NAB, BAB
President.....Gardner Cowles
General-Station Manager.....Bob Dillon
Commercial Manager.....Paul Elliott
Sales Prom. Mgr., Pub. Dir. ....Joe Hudgens
Program Director .....Dick Covey
Musical Director.....Wayne Ackley
Chief Engineer.....Charles Quentin

KSO

DES MOINES—1922—CBS

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Operated By.....Murphy Bcstg. Co.
Business-Studio Address..Tenth & Grand Ave.
Phone Number.....3-0571
Transmitter Location.....E. 38th & Broadway
News Service .....AP
Transcription Service .....Capitol
Station Representative.....Headley-Reed
Representative .....Petry & Co.
Membership .....NAB, BAB
President.....Kingsley H. Murphy
Gen., Comm. Mgr. .....S. H. McGovern
Pub., Pgm. Dir. .....B. C. Baldwin
News Director .....Glenn Goodwin
Chief Engineer.....F. E. Bartlett

KWDM

DES MOINES—1947—TALL CORN

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Operated By..Des Moines Bcstg. Corp.
Business-Studio Address.....407 Fifth Ave.
Phone Number.....2-8363
Transmitter Location.....Levey Road
Air Time.....Unlimited
News Service.....INS, UP
Transcription Service..Cole, Capitol, Associat'd
Representative.....Everett-McKinney
Membership.....NAB
Pres., Natl. Sales Mgr.....George W. Webber
Station Manager.....Robert L. Webber
Commercial Manager.....H. R. Hurd
Program Director.....Edith D. Webber
Promotion Mgr.....Ira L. Johnson
Chief Engineer.....Werner Schwarz

WHO

DES MOINES—1924—NBC

Frequency: 1040 Kc.....Power: 50,000 Watts
Owned-Operated By.....Central Bcstg. Co.
Business-Studio Address.....914 Walnut St.
Phone Number.....3-7147
Transmitter Location.....Mitchellville
News Service.....AP, INS, UP
Transcription Service.....Thesaurus, SESAC
Station Representative.....Free & Peters
Membership.....NAB, BAB
President.....Col. B. J. Palmer
V. Pres. & Resident Mgr.....Paul A. Loyet
Exec. V. Pres.....Ralph Evans
Assitasnt Manager.....W. W. Woods
Sales Manager.....Harold Fulton
Sales Promotion.....John Schweiker
Program Director.....Jack Kerrigan
Production Director.....Kenneth Gfeller
News Bureau Manager.....Jack D. Shelley
Chief Engineer.....Reed E. Snyder
Farm Editor.....Herb Plambeck
Consulting Engineer.....A. D. Ring

KDTH

DUBUQUE—1941—MBS

Frequency: 1370 Kc.....Power: 1000 Watts
Owner.....Dubuque Telegraph-Herald
Bus.-Studio Address...Eighth Ave. & Bluff Sts.
Phone Number.....1603
Transmitter Location.....East Dubuque
News Service.....AP
Transcription Service.....Associated
Station Representative.....Everett-McKinney
Membership.....NAB
President.....F. W. Woodward
General-Station Manager.....K. S. Gordon
Commercail Manager.....A. C. Newburgh
Program Director.....Arnie Stierman
News Director.....George Freund
Chief Engineer.....Robert I. Hancock
Farm Editor.....Gerald McAleece

WKBB

DUBUQUE—1933—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Dubuque Bcstg. Co.
Business-Studio Address.....505 Main St.
Phone Number.....572
Transmitter Location.....R. R. No. 2
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Robert Meeker
Membership.....NAB
President.....Charles T. Landon
General Manager.....James D. Carpenter
Commercial Mgr.....Harry Hatzenbuehler
Program-Production Dir.....Gleason Kistler
Chief Anncr., News Dir....L. Vaughn Gayman
Musical Director.....Ethel M. Carpenter
Chief Engineer.....Barkey-Heim
Farm Editor.....Gleason Kistler

KVFD

FT. DODGE—1939—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Northwest Bcstg. Co.
Business-Studio Address.....Warden Bldg.
Phone Number.....Walnut 3761
Air Time.....6 a.m.-12 M.
News Service.....UP, INS
Transcription Service.....Lang-Worth
Representative.....Everett-McKinney
Membership.....NAB
President, General Manager...Edward Breen
Office Manager.....Lester Person
Commercial Mgr.....Max Landes
Sales Prom. Mgr.....Wally Engelhardt
Farm Edit., News, Pgm. Dir....Drexel Peterson
Publicity Director.....Kenneth Peterson
Chief Announcer.....Johnny Green
Chief Engineer.....David G. Sinclair

KXGI

FT. MADISON—1948

Frequency: 1360 Kc.....Power: 500 Watts d.
Owned-Operated By.....Carson Radio, Inc.
Business-Studio Address.....Marquette Bldg.
Phone Number.....1360
Transmitter Location.....Ft. Madison
Air Time.....Sunrise to sunset
News Service.....AP
Transcription Service.....Lang-Worth
President.....A. Orrie Carson
General Manager.....Robert M. Carson
Station Manager.....L. R. Nuss
Chief Engineer.....Hubert Marshall
Program Director.....Robert Chamlee

KXIC

IOWA CITY—1948—HSN

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Johnson County Bcstg. Corp.

Bus.-Studio Address..108½ E. Washington St.
Phone Number 8-1181
Transmitter Location....1 Mi. N. of Iowa City
Air Time.....Local sunrise-local sunset
News Service.....UP
Representative .....Wm. G. Rambeau
Transcription Service .....Lang-Worth
Membership .....NAB, BAB
Pres., Comm., Prom. Mgr. .....Robert Snyder
Gen., Sta. Mgr., News Dir. ....Gene Claussen
Chief Announcer .....Gene Philippe
Musical Director .....Herbert D. Olson
Chief Engineer.....Elliott Full
Farm Editor.....G. M. Ludwig
Consulting Engineer.....James Ebel

KOKX

KEOKUK—1947—TALL CORN

Frequency: 1310 Kc. ...Power: 1000 Watts d., 500 Watts n.
Owned-Operated By .....Keokuk Bdcstg. Co.
Address .....500½ Main Street
Phone Number.....235
Transmitter Location .....Hamilton, Ill.
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative .....Tallcorn
Membership ..... NAB
President.....H. W. Stadler
Gen., Comm., Mgr.....H. O. Totten
Pgm., Prod., Chief Anncr. ...C. C. Andrews
News Director .....Edwin H. Newcombe
Musical Director .....Chester C. Andrews
Chief Engineer .....James L. Mott

KFJB

MARSHALLTOWN—1923
MBS—TALL CORN

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Times Republican Ptg. Co.
Operated By.....Marshall Electric Co.
Business-Studio Address.....133 E. Main St.
Phone Number.....3361
Transmitter Location.....Route No. 3
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Standard
Representative .....Everett-McKinney
Membership ..... NAB
President.....John W. Norris
Station Manager.....William P. White
Commercial Manager.....R. W. Brown
Program Director.....Ray P. Bennett
Publicity Director.....Allan Schrock
Musical Dir.....D. Gatrelle
Chief Engineer.....Herbert G. Anderson
Farm Editor.....W. Benson

KGLO

MASON CITY—1937—CBS

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Operated By.....Lee Radio, Inc.
Business-Studio Address....12½ 2nd St., N.E.
Phone Number.....2800
Transmitter Location.....Hgwy. 18
Air Time .....6 a.m.-12 M.
News Service.....AP, UP
Transcription Service .....Standard
Representative .....Weed
Membership .....NAB, BAB
President.....Lee P. Loomis
Exec. V.P.....Herbert R. Ohrt
Sta., Comm Mgr. .....Henry B. Hook
Sales Promotion Manager.....Donald Harrer
Program Director.....William G. Suter
Prod. Dir., Chief Anncr.....Robert Clausen
Publicity Director .....Dorothy Brown
Chief Engineer.....Roger E. Sawyer
News Director .....Charles Hilton
Farm Editor .....Bob Crom
Consulting Engineer.....Esterly Page

KRIB

MASON CITY—1948—MBS
TALL CORN

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Mason City Bcstg. Co.
Address.....5 Second St., S.W.
Phone Number 5400
Representative .....Menough
Transcription Service .....World
News Service .....AP
Parners.....Louis, George, Abbott & Robert Wolf
General Manager.....William Yearout, Jr.
Commercial Manager.....Joseph Simon
Pgm., News, Farm Dir.....Paul Patrick
Promotion Manager.....Robert Erickson
Chief Engineer.....Larry Lawson

KSMN

MASON CITY—1948

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Mohawk Bcstg. Co.
Business-Studio Address.....Weir Bldg.
Phone Number 5420
Transmitter Location.....Hiway 18
Air Time.....Daytime
News Service.....UP
Membership .....NAB
Transcription Service ....Asociated, B. Eells
Representative .....Wm. Rembeau Co.
Pres., General-Station Mgr...Robert M. Carson
Comm., Sales Prom. Mgr....Norman W. Rice
Pgm., Prod. Director .....Milten H. Cohen
News Director .....Chuck Ney
Chief Engineer.....Jack Duncan
Farm Editor .....Reuben A. Hall
Consulting Engineer.....Weldon & Carr

KWPC

MUSCATINE—1947—TALL CORN

Frequency: 860 Kc.....Power: 250 Watts d.

Owned-Operated By.....Muscatine Bcstg. Co.
Transmitter Address .....Mulberry at Houser
Phone Number 860
Air Time.....Sunrise-sunset
News Service .....UP
Transcription Service....Thesaurus, Associated
Representative ...Everett-McKinney, Tall Corn
Membership .....NAB
Comm., Gen., Mgr.....George J. Volger
Chief Anncr., Prod. Dir. .....Donald Wooten
Musical Director.....Thelma Volger
News Director.....James Ryan
Chief Engineer.....Edward Edenson
Farm Editor .....Jack Butcher
Consulting Engineer....Chambers & Garrison

KOEL

OELWEIN—1950—LBS

Frequency: 950 Kc.....Power: 500 Watts d.
Owned-Oper. By..Northeast Iowa Radio Corp.
Address.....4½ W. Charles St.
Phone Number 317
Representative .....Continental
Transcription Service .....Lang-Worth
News Service .....UP
General Manager.....John O. Vick
Program Director.....Chester T. Behrman
Chief Engineer.....James A. Peterson
News Director.....David Melton

KBOE

OSKALOOSA—1950

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Oskaloosa Bcstg. Co.
Address.....117 High Ave. E.
Phone Number 301
Transcription Service .....Standard
News Service .....AP
President.....E. W. Wenrick
General Manager.....Ken Kilmer
Sales Manager.....L. G. Stanley
Chief Engineer.....Robert W. Moore
News Director.....Glen Law

KBIZ

OTTUMWA—1941—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....KBIZ, Inc.
Address.....Seven Acres, 2513 N. Court Rd.
Phone Number 5600-1
Transmitter Location.....Community Gardens
News Service .....AP
Transcription Service.....World
President, General Mgr.....James J. Conroy
Station Manager.....Eleanor M. Haling
Commercial Mgr.....Richard Meier
Program-Production Dir.....Del Donahoo
Promotion Mgr.....Berg Allison
Chief Engineer.....Wayne J. Hatchett

KFNF

SHENANDOAH—1924—MBS

Frequency: 920 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Capital Bcstg. Co.
Address .....407 Sycamore
Phone Number 1302
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative .....Taylor-Borroff
Membership .....NAB
President.....C. J. Abbott
General Manager.....C. Earl Williams
Comm. Mgr., Chief Engr.....Mark W. Bullock
Program Director.....Earl Blakesley
Chief Announcer.....Harry Packard

KMA

SHENANDOAH—1925—ABC

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Operated By.....May Bcstg. Co.
Phone Number.....192
Transmitter Location.....1 mi. NE of Shenadoah on Hgwy. 48
Air Time.....Unlimited
News Service.....AP, UP
Transcription Service .....Capitol
Representative.....Avery-Knodel, Inc.
President.....Edward W. May
Gen., Sta. Mgr.....Owen Saddler
Comm. Mgr.....H. O. Peterson
Sales Prom. Mgr., Pub. Dir. ... H. B. Arkoff
Program Director .....Wayne Beavers
Chief Announcer .....Jim Kendrick
News Director .....Ralph Childs
Musical Director .....Virginia White
Chief Engineer.....R. J. Schroeder
Farm Editor .....Mell Morris
Consulting Engineer.....Wm. L. Foss

KCOM

SIOUX CITY—1949—TALL CORN

Frequency: 620 Kc.....Power: 1000 Watts
Owned-Operated By.....KCOM Bcstg. Co.
Address.....620 Insurance & Exchange B'dg.
Phone Number 8-0628
Air Time .....6 a.m.-12 M.
News Service .....UP
Transcription Service .....Standard
Representative ...Everett-McKinney, Tall Corn
President & Manager.....Dietrich Dirks
Sales, Comm. Mgr. .....Sheldon Singer
Pgm., News Dir., Ch. Anncr.....Don Soliday
Chief Engineer.....Al Smith
Consulting Engineer.....McIntosh & Inglis

KSCJ

SIOUX CITY—1927—CBS

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Operated By.....Perkins Bros. Co.

Business-Studio Address.....415 Douglas St.
Phone Number.....5-7993
Transmitter Location .....Leeds
News Service.....AP
Transcription Service.....Lang-Worth, World SESAC, Cole
Representative.....George P. Hollingbery
Membership.....NAB, FMA
President.....W. R. Perkins
Station-Commercial Mgr.....E. T. Flaherty
Program Director.....Elizabeth Sammons
Chief Engineer.....S. C. Dier

KTRI

SIOUX CITY—1938—MBS

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Operated By....Sioux City Bcstg. Co.
Business-Studio Address.....Commerce Bldg.
Phone Number.....8-0165
Transmitter Location .....Dakota City, Neb.
News Service.....UP
Transcription Service .....Thesaurus
Representative .....O. L. Taylor Co.
Membership .....NAB, BAB
President.....John C. Kelly
Gen., Sta., Comm. Mgr.....E. J. Huber
Promotion Manager .....Lennon Kelly
Pgm., Prod., News Dir., Farm Edit. .Bob Hansen
Chief Engineer.....Willard Easterly

KICD

SPENCER—1942—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..Iowa Great Lakes Bcstg. Co.
Address .....Box 631
Phone Number 1240
News Service.....AP
Transcription Service ...Standard, Associated
Representative .....Everett-McKinney
Membership .....NAB
Pres., General-Station Mgr.....Ben B. Sanders
Comm., Sales Prom. Mgr.....Henry B. Cate
Program Director, Farm Editor ..Mason Dixon
Prod. Dir., Chief Announ.....Bob Sterenborg
Musical Director.....Bill Higgins
Pub., News Director.....Chas. Lintgen
Chief Engineer .....Elson Kanago
Farm Editor.....Lyle Swigart

KAYL

STORM LAKE—1948

Frequency: 990 Kc.....Power: 250 Watts d.
Owned-Operated By....Cornbelt Bcstg. Co.
Business-Studio Address....206½ Park Bldg.
Phone Number.....1490
Transmitter Location.....Hgwys. 5 & 71
News Service.....AP
Representative .....Devney & Co.
Transcription Service .....Capitol
Membership .....NAB, BAB
President.....O. J. Grau
Gen., Sta. Manager .....T. L. Shumate
Commercial Manager.....James I. McCord
Prog. Dir., Farm Edit. .....Gerald Cumming
Chief Engineer.....Howard L. Carlson
Farm Editor.....Norman Thomsen

KBOK

WATERLOO—1946

Frequency: 1090 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Waterloo Bcstg. Co.
Address.....620½ Lafayette St.
Phone Number 6851
Representative .....McGillvra
News Service .....UP
Gen. Mgr. & Secty.....John M. Printup

KWWL

WATERLOO—1947—MBS

Frequency: 1330 Kc. ...Power: 5000 Watts d., 1000 Watts n.
Owned-Operated By ..Black Hawk Bdcstg Co.
Address .....Hotel Russell Lamson
Transmitter Location ..Lafayette Rd., Waterloo
News Service .....AP
Transcription Service .....Capitol
Representative .....John E. Pearson Co.
Pres., Gen., Sta. Mgr. .....Ralph J. McElroy
Comm., Sales Prom. Mgr. ...Donald E. Inman
Program Director .....Robert T. Jenson
Prod., Music, Pub. Dir. ....Raymond C. Starr
Farm Edit., News Director .....Edwin L. Falk
Chief Engineer .....Howard F. Burgess

KXEL

WATERLOO—1942—ABC

Frequency: 1540 Kc..... Power: 50,000 Watts
Owned-Oper. By.....Josh Higgins Bcstg. Co.
Business-Studio Address.....Insurance Bldg.
Transmitter Location .....Dysart
News Service .....INS
Transcription Service .....SESAC
Representative .....Avery-Knodel
Membership .....NAB, BMB
President, Gen.-Station Manager...Joe DuMond
Comm.-Sales Promotion Mgr.....A. J. DuMond
Sales Prom. Mgr., Pub. Dir...Elizabeth Gahre
Program Dir.....Emlyn Owen
Chief Engineer.....Don Kassner
Farm Editor.....Dallas McGinnis

KJFJ

WEBSTER CITY—1950

Owned-Operated By ...Land O'Corn Brdcters.
News Service .....AP
Transcription Service ....Thesaurus, Capitol
Membership ..... NAB
President .....Charles V. Warren
General Manager ...Lee Gordon Rasmussen
Production Director .....Paul R. Benson
News Directors ...Gene Piatt, G. D. Warland
Chief Engineer .....Wayne J. Hatchett

KANSAS

Population 1,905,299—Increase +13.5% ('40-'50)—Radio Homes 517,670
Families 544,370—Stations in State 35

KSOK

ARKANSAS CITY—1947

Frequency: 1280 Kc. ...Power: 1000 Watts d.
Owned-Operated By .The KSOK Bdcstg. Co.
Phone Number 2666
Trans. Loca. ....1 Mi. No. of Arkansas City
Air Time .....Sunrise-Sunset
News Service .....AP
Transcription Service .....Lang-Worth
President .....Oscar S. Stauffer
Gen., Sta. Mgr. .....S. C. Thompson
Pgm., Prod. Dir. .....Martin H. Thomas
News Director .....Melvin A. Haines
Musical Director .....George Carroll
Chief Engineer .....Edward H. Howe

KARE

ATCHISON—1939—KBS

Frequency: 1470 Kc. ....Power: 1000 Watts
Owned-Oper. By ..Griffith-Buenning Bdstg. Co.
Address.....Fifth & Kansas Ave., Atchison
Phone No. ...2447 Atchison, 4-0958 St. Joseph
Transmitter Location .....Halls, Missouri
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service .....Standard Radio
Representative .....William G. Rambeau Co.
Partners .....J. M. Griffith & P. H. Buenning
Program Director .....Jack Lloyd
Chief Engineer .....Claude Kramer

KGGF

COFFEYVILLE—1930—ABC

Frequency: 690 Kc. ..Power: 10,000 Watts d., 5000 Watts n.
Owned-Oper. By..The Midwest Bcstg. Co., Inc.
Business-Studio Address.....8th & Elm
Phone Number 147
Transmitter Location.....So. Coffeyville, Okla.
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service .....World
Representative .....Weed
Membership .....NAB, BAB
Pres., Gen. Mgr. .....Richard M. Seaton
Prom., Sta. Mgr. .....Robert L. Pratt
Commercial Manager.....E. B. Spoonamore
Pgm., Prod., News Dir. .....Bob Evans
Publicity Director .....Warren Mowden
Chief Announcer.....Dean Turner
Chief Engineer.....J. S. Jaminet
Farm Editor.....Joe Cook

KXXX

COLBY—1947

Frequency: 790 Kc.....Power: 5000 Watts d.
Owned-Oper. By....Western Plains Bcstg. Co.
Business-Studio Address.....Cooper Hotel
Phone Number 790-1
Transmitter Location.....2 Mi. E. of Colby
Air Time .....Daytime
News Service .....INS
Transcription Service.....Associated, Capitol
Representative .....Headley-Reed
Membership .....NAB
President.....James V. Pratt
Gen., Sta. Mgr.....George A. Nickson
Program Dir.....William Morse
Publicity Dir.....Gene McGehee
Chief Announcer.....Robert Krafft
Chief Engineer.....U. L. Lynch
Farm Editor.....Embert Coles

KGNO

DODGE CITY—1930—KBS

Frequency: 1370 Kc.....Power: 1000 Watts d.; 250 Watts n.
Owned-Oper. By.....Dodge City Bcstg. Co.
Business Address.....Globe Bldg.
Phone Number 1370, 1371
Transmitter Location.....W. Park St.
Air Time .....6 a.m.-10:30 p.m.
News Service .....AP
Transcription Service ....Lang-Worth, Capitol
Representative .....Art Hagg
Membership .....NAB, BAB
President, General Manager.....J. C. Denious
Program Director .....Herschel Holland
Sta., Comm. Mgr. .....W. Elliott
Chief Announcer .....Stan Gribble
Chief Engineer .....Duane Hoisington
Farm Editor .....Don Wilson

KTSW

EMPORIA—1939—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Emporia Bcstg. Co., Inc.
Business-Studio Address.....613 Merchant St.
Phone Number 153-4
Transmitter Location .....Soden Grove
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Membership .....NAB
Pres., Sta. Mgr. .....Owen H. Balch
Sales Promotion .....John Heetland
Program Director .....Helen Klostermann
Chief Engineer .....Dale Allen

KGAR

GARDEN CITY—1949—LIBERTY

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Ark Valley Bcstg. Co., Inc.

Business-Studio Address.....Box 878
Phone Number 3041
Transmitter Location.....1½ Mi. N.W. City
Air Time.....Sunrise-Sunset
News Service .....UP
Transcription Service ....Standard, Associated
Representative .....Hal Holman Co.
Membership .....NAB, BAB
President.....H. C. Sartorius
Gen., Sta., Comm. Mgr. .....Dale E. Kern
Pgm., Prod. Dir.....Frank Frost
Chief Engineer.....E. D. Casey
Farm Editor .....Gail I. Banks
Consulting Engr...Comm. Radio Monitoring Co.

KIUL

GARDEN CITY—1933—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Telegram Publishing Co.
Business-Studio Address....509½ N. Main St.
Phone Number 4581
Transmitter Location.....Warner Terrace
Air Time.....6 a.m.-11:30 p.m.
News Service .....AP
Transcription Service .....World
Membership .....NAB
President.....Robert B. Reed
General Manager.....G. F. Reed
Station Manager.....Robert Wells
Program-Publicity Director.....Tom Lanman
Chief Engineer.....Bob Bryant
Farm Editor.....Tony Jewell

KWGB

GOODLAND—1947

Freqeuncy: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Goodland Bcstg. Co.
Business-Studio Address.....Hotel Goodland
Phone Number 331
News Service .....UP
President, General Mgr.....James E. Blair
Commercial Mgr.....Dick Eldridge

KVGB

GREAT BEND—1937—MBS

Frequency: 1590 Kc.....Power: 5000 Watts
Owned-Operated By.....KVGB, Inc.
Business-Studio Address.....Cork Bldg.
Phone Number 4317-8
Transmitter Location..4 Mi. SW of Great Bend
Air Time .....6 a.m.-12 M.
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....John E. Pearson
Membership ..... BAB
President.....Helen T. Coogan
V.P., Gen., Sta. Mgr. .....Grover C. Cobb
Asst. Mgr.....Sherwood R. Parks
Sales Mgr.....Bill J. Jarvis
Mus., Pgm. Dir. .....Roy H. Beals
Chief. Anncr., News Dir. ...James F. Heaton
Chief Engineer.....Chester A. Wallack
Consulting Engineer.....John B. Heffelfinger

KAYS

HAYS—1948—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Kays, Inc.
Phone Number 1700
Studio-Transmitter Address ....2450 Hall St.
Air Time.....6:30 a.m.-10:30 p.m.
News Service .....AP
Transcription Service .....Thesaurus, Capitol
Membership .....NAB
President .....Frank Motz
Gen., Sta. Mgr. .....Bob Schmidt
Commercial Manager .....Bud Ryan
Program Director .....Bob Jenkins
Promotion Manager .....Quent Bogart
Chief Engineer.....Glen Barnett

KWBW

HUTCHINSON—1935—NBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Nation's Center Bcstg. Co.
Business-Studio Address....101 East Ave "A"
Phone Number 5202
Transmitter Location.....17th & Harding Sts.
Air Time.....18 Hrs.
News Service .....AP
Transcription Service .....Lang-Worth
Membership .....NAB
Station Mgr.....Robert E. Rives
Prom. Mgr., Pgm. Dir.....Paul Bernard
Chief Engineer.....John Swafford

KWHK

HUTCHINSON—1946—KBS

Frequency: 1190 Kc.....Power: 1000 Watts d.
Owned-Operated By....KWHK Bcstg. Co., Inc.
Business-Studio Address.....18 W. 5th St.
Phone Number 3-100
Transmitter Location .....Hutchinson
Air Time.....Sunrise-Sunset
News Service .....AP
Transcription Service .....Standard
Representative.Irene Griffith, Everett-McKinney
President.....James E. Murray
Sec.-Treas., Gen. Mgr.....Vern Minor
Prom., Comm. Mgr. .....Gren Darling
Program Director .....Malcolm West
Publicity Director .....Don Salmon
Musical Director.....J. Bruce Murray
Chief Engineer.....Millary Clary
Consulting Engineer.....Earl Cullum

KIND

INDEPENDENCE—1949—KBS

Frequency: 1010 Kc.....Power: 250 Watts d.
Owned-Operated By.....Central Bcstg., Inc.
Bus.-Studio-Transmitter .....Professional Bldg.

Phone Number 1010
Transmitter Location .....16th & Maple
Air Time.....Local sunrise-local sunset
News Service .....AP
Pres., Gen., Sta. Mgr. .....J. Nelson Rupard
Program Director .....Cal Rains

KJCK

JUNCTION CITY—1949

Frequency: 1420 Kc. ...Power: 1000 Watts d.
Owned-Oper. By ..Junction City Bdcstg. Co.
Address .....724½ No. Washington St.
Phone Number .....Junction City 1477
Trans. Loca. ..3 Mi. S. of Junction City, on U. S. 77
Air Time .....Sunrise-Sunset
News Service .....UP
Transcription Service .....Microgroove
Representative .....Hal Holman Co.
Comm., Gen. Mgr. Co-owner ..R. L. Weir, Jr.
Sales Promotion Manager .....John R. Conley
Program Director .....Vernon F. Gielow
Production Director .....Geo. P. Nelson, Jr.
Chief Announcer .....Lee Vogel
News Director .....Nancy Harris
Musical Director .....Gene Joslin
Chief Engineer, Co-owner ...Richard P. Meek
Farm Editor .....Bounce Nunamaker

KCKN

KANSAS CITY—1924

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..KCKN Bcstg. Co., Inc.; Capper Publications, Inc.
Business Address.....300 Waltower Bldg.
Phone Number.....Victor 3864
Transmitter Location.....901 N. 8th St.
Air Time.....7 a.m.-11 p.m.
News Service .....AP
Transcription Service...Lang-Worth, Standard
Representative .....Capper Publications
President.....W. A. Bailey
General Manager.....Ben Ludy
Sta., Comm. Manager.....Joe Story
Pgm., Prod. Dir.....George Stump
Chief Engineer.....Max Williams

KCLO

LEAVENWORTH—1948

Frequency: 1410 Kc. ....Power: 500 Watts d.
Owned-Oper. By ..Leavenworth Bdcstg. Co.
Address .....418½ Cherokee
Phone Number .....3620—3621
Transmitter Location .....R.F.D. No. 2
News Service .....UP
Transcription Service .....Capitol
Representative .....Hil F. Best
President .....Alf M. Landon
Gen., Sta., Comm. Mgr. .....M. L. Gleason
Chief Annor., Sales Prom. Mgr. ..Dick Behner
Program Director .....Bill Willson
Pub., News Director .....Mrs. Esther Norman
Musical Director .....Frances Johnston
Chief Engineer .....David L. Reed

KSCB

LIBERAL—1948

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Seward County Bcstg. Co.
Business-Studio Address.....E. 8th St.
Phone Number 3891
News Service .....UP
Transcription Service .....Standard
Membership .....NAB
President .....Alf M. Landon
General Manager.....Leon S. Salatheil
Pgm. Dir., Chief Annor.....Larry Filkins
Chief Engineer.....Wayne Pash

KMAN

MANHATTAN—1950

Frequency: 1350 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Manhattan Bcstg. Co.
Address.....114 No. 4th St.
Phone Number 4451
Transcription Library .....Capitol
News Service .....AP
President.....Fred A. Seaton
General Manager.....Ray L. Kozak
Commercial Manager.....Fred J. Langan
Pgm. Dir., Farm Editor.....Frederic D. Butcher
Chief Engineer.....Herbert P. Lavin
News Director.....James H. Hendricks

KNEX

McPHERSON—1949

Frequency: 1540 Kc.....Power: 250 Watts d.
Owned-Operated By....McPherson Bcstg. Co.
Address.....P. O. Box 186
Phone Number 1540
Transmitter Location ...2 Mi. So. of McPherson
News Service .....AP
Transcription Service.....Capitol, SESAC
President .....Evart Mills
General Manager .....Henry Dais
Commercial Mgr.....Vance Archer
Chief Engineer.....Claude Hughes
Consulting Engineer.....Ted Heithecker

KPRS

OLATHE—1949

Frequency: 1590 Kc. Power: 1000 Watts d.
Owned-Oper. By Johnson Cty. Bdcstg. Co., Inc.
Address .....131 E. Park Street
Phone Number 1200
Trans. Loca. .....1 Mi. So. of Olathe
Air Time.....6 a.m.-Local Sunset
News Service .....AP
Transcription Service .....Capitol
Representative .....Continental
President .....L. H. Witherspoon
News Dir., Gen., Sta. Mgr. .....S. P. Madden

Commercial Manager .....John M. Henry
Pgm. Dir., Chief Anncr. ...Wm. T. Sutherland
Musical Director .....James V. Wear
Chief Engineer .....Daniel Reed

KOFO

OTTAWA—1949

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Operated By.....Ottawa Bcstg. Co.
Transmitter Address...20th & So. Main Streets
Phone Number 1045
Air Time .....Daytime
News Service .....UP
Transcription Service .....Capitol
Pres., Gen. Mgr. .....J. N. Jobes
Sta. Mgr., Farm Edit. .....Herbert M. Jobes
Prom., Comm. Mgr. .....Tommy Ruble
News, Pgm., Prod., Pub. Dir., Chief Anncr... B. R. Hawley
Chief Engineer.....Daniel W. Coltrane
Consulting Engineer.....John Mullaney

KLKC

PARSONS—1948

Frequency: 1540 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Community Bcstg. Co.
Business-Studio Address.....1904 Broadway
Phone Number 4050
Air Time .....Sunrise-Sunset
News Service .....AP
Transcription Service .....Thesaurus
President .....Clyde M. Reed, Jr.
General Manager .....Richard C. Scheele
Program Director.....Ray Drenner
Chief Engineer.....James L. Teats

KOAM

PITTSBURG—1937—NBC

Frequency: 860 Kc.....Power: 10,000 Watts d., 5,000 n.
Owned-Oper. By..The Pittsburg Bcstg. Co., Inc.
Business Address.....P. O. Box 603
Phone Number 2165
Transmitter Location....3½ Mi. E. of Pittsburg
Air Time .....5:45 a.m.-M.
News Service .....AP
Transcription Service .....World
Representative.....John E. Pearson
Membership ..... NAB
President.....E. V. Baxter
Gen., Sta., Comm. Mgr. .....R. E. Wade
Chief Announcer.....Lou Martin
Chief Engineer.....Leo Stafford

KSEK

PITTSBURG—1947—LBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....The Pittsburg Publ. Co.
Business-Studio Address....Hotel Besse Bldg.
Phone Number 742
Trans. Loca. .....E. Quincy St. (extended)
Air Time .....6:30 a.m.-11 p.m.
News Service .....AP
Transcription Service .....Standard
Representative .....Cooke
President.....O. S. Stauffer
General Manager.....Thad M. Sandstrom
Commercial Manager.....C. W. Stout
Program Director .....Ozzie Johnson
Chief Engineer.....W. D. Brosseau

KSAL

SALINA—1937—MBS

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Operated By.....KSAL, Inc.
Bus.-Studio Address.....Journal Bldg.
Phone Number 3701
Transmitter Location.....E. Hiway 40
Air Time .....Unlimited
News Service .....AP
Transcription Service....Lang-Worth, Standard
Representative.....John E. Pearson
Membership .....NAB
President.....R. J. Laubengayer
Station Mgr.....R. V. Jensen
Sales Promotion Manager.....J. D. Hill
Program Director.....Al Thompson
Publicity Director.....Bob Elias
Chief Engineer.....N. E. Vance, Jr.
Farm Editor.....Stewart Peck

KJAY

TOPEKA—1947—LBS

Frenquency: 1440 Kc. ..Power: 5000 Watts d., 1000 Watts n.
Owned-Oper. By .....S. H. Patterson
Address .....908 Kansas Ave.
Phone Number 3-1336
Transmitter Location .....Lake Linge
Air Time .....6 a.m.-1 a.m.
News Service .....INS
Representative .....Adam J. Young, Jr.
Owner, President .....S. H. Patterson
General Manager .....John S. Major
Commercial Manager .....Wm. P. Dugdale
Pgm., Prod. Dir. .....Eddie Jones
Pub., Chief Anncr. .....Craig Lawson
Sports & News Director .....Walt Lochman
Chief Engineer .....Gale Totten

KTOP

TOPEKA—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By .....Bailey Axton
Address .....314 W. 6th St.
Phone Number 4-3444
Transmitter Location .....North Buchanan
Air Time .....Unlimited
News Service .....AP
Representative ..... Ra-Tel
General Manager .....Bailey Axton

Sales Promotion Manager ..Robert N. Coats
Pgm., Prod. Dir. .....Jack Warren Ostrode
Pub., Chief Annor., News Dir. ..James D. Leek
Musical Director .....Charles Christian
Chief Engineer .....Willard H. Peterson

WIBW

TOPEKA—1924—CBS

Frequency: 580 Kc.....Power: 5000 Watts
Owned By.....Capper Publications, Inc.
Operated By.....Topeka Bcstg. Assn., Inc.
Business-Studio Address....1035 Topeka Blvd.
Phone Number 3-2377
Transmitter Location.....7 Mi. W. of Topeka
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service...Lang-Worth, Standard
President.....H. S. Blake
General-Station Manager.....Ben Ludy
Commercial Manager.....Hilton Hodges
Prog., Prod. Dir. .....Maude Carlson
Publicity Director.....Allan Young
Chief Engineer.....Lewis Dickensheets
Farm Editor .....Wes Seyler

WREN

TOPEKA—1927—ABC

Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Operated By...WREN, Bdcstg. Co., Inc.
Business-Studio Address.....411 W. 10th St.
Phone Number 2-0505-6-7
Transmitter Location.....Grantville
Air Time .....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....Weed
Membership .....NAB, BAB
President.....R. C. Jackman
Business Manager .....Fred L. Conger
Sales Promotion Manager ...Gerald K. Barker
Program Director .....Max Falkenstein
Chief Engineer.....Carl B. Bliesner
Publicity Director .....Don Heath
News Director .....Allan Franklin

KAKE

WICHITA—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....KAKE Bcstg. Co., Inc.
Business-Studio Address..418 W. Douglas Ave.
Phone Number 4-9369
Transmitter Location.....19th & Hydraulic Sts.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....World
Representative .....Radio Reps. Inc.
Membership .....NAB
Sta., Gen. Mgr. .....Jack Todd
Commercial Manager.....Martin Bass
Pgm., News Dir. .....Graeme Fletcher
Chief Engineer.....Harold Newby

KANS

WICHITA—1936—NBC

Frequency: 1480 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....Taylor Radio & TV
Business-Studio Address....1015 N. Broadway
Phone Number 4-2387
Transmitter Location.....5560 W. 13th St.
Air Time .....6 a.m.-12 M.
News Service.....AP, UP
Transcription Service .....Standard
Representative .....O. L. Taylor Co.
President.....O. L. Ted Taylor
General Manager.....Archie J. Taylor
Commercial Manager .....Dudley Tichenor
Sales Promotion Manager .....Rusell L. Lowe
Program Director .....Vernon E. Reed
Musical Dir.....Raymond Shelley
Chief Announcer .....Stan Hagan
News Director .....George Gow
Chief Engineer.....Ted Heithecker
Farm Editor.....Vernon Reed
Consulting Engineer.....Earl Cullum

KFBI

WICHITA—1923—ABC

Frequency: 1070 Kc...Power: 10,000 Watts d.; 1000 Watts n.
Owned-Operated By.....KFBI, Inc.
Business-Studio Address.....200 E. First St.
Phone Number 2-1447
Trans. Location.....5 Mi. No. of Wichita
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....Avery-Knodel
Membership .....NAB, BAB
President .....Howard Lane
Gen., Sta. Mgr.....Hale Bondurant
Commercial Mgr.....D. W. McCoy, Sr.
Sales Promotion Manager .....C. Sewell
Program Dir.....Henry Mattison
Production Director .....Vic Rugh
Publicity Director .....Marie MacDonald
News Director .....Bob Gadberry
Musical Dir.....James Carpenter
Chief Engineer.....K. W. Pyle
Farm Editor.....Lester Weatherwax

KFH

WICHITA—1922—CBS

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Operated By...Radio Station KFH Co.
Business-Studio Address.....KFH Bldg.
Phone Number 2-4491
Transmitter Location.....RR 3
Air Time .....5:30 a.m.-12:05 a.m.
News Service.....AP, UP

Transcription Service .....Lang-Worth
Representative .....Edward Petry
Membership .....NAB, BAB
President .....John Rigby
Exec. V.P.....Marcellus M. Murdock
General Manager.....Frank V. Webb
Comm. Mgr.....Robert Hix
Sales Promotion Manager ....Ruth Kimbley
Program Director.....Thomas Bashaw
Chief Announcer.....David M. Wilson
News Director .....Bob Arthur, Bob Page
Musical Director .....Ruth Carnahan
Chief Engineer .....T. L. Kidd
Farm Editor .....Bruce Behymer

KWBB

WICHITA—1950

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Oper. By...Wichita Beacon Bcstg. Co.
Address.....2829 Salina Ave.
Phone Number 7-1265
Transcription Service.....Capitol, Thesaurus
News Service .....AP
President.....Louis Levand
General Manager.....J. Milton Hall
Program Director.....Donald Wells
Chief Engineer.....Ralph McClellan
Secy.-Treas. .....Merrit Winsby

KENTUCKY

Population 2,944,806—Increase +3.5% ('40-'50)—Radio Homes 678,000
Families 718,240—Stations in State 41

WCMI

ASHLAND—1935—CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By ....Ashland Bdcstg. Co., Inc.
Address .....120 20th Street
Phone Number 3010
Trans. Location .....48th & Clay Streets
Air Time .....6 a.m.-12 M.
News Service .....UP
Trans. Service .....World, Thesaurus
Representative .....John E. Pearson
Membership .....NAB, BAB
President .....Gilmore N. Nunn
Comm., Gen. Mgr. .....Charles C. Warren
Ass't. Sales Prom. Mgr.....Whitney R. Martin
Pgm., Prod., News Dir. ....George Marshall
Traffic Manager .....Ed Paulin
Mus. Dir., Farm Editor .....James Bryne
Chief Engineer .....Clarence W. Weaver

WKCT

BOWLING GREEN—1947—ABC

Frequency: 930 Kc. ...Power: 1000 Watts d., 500 Watts n.
Owned-Oper. By ...Daily News Bdcstg. Co.
Address .....Park Row
Phone Number 2640
Trans. Location .....Richardsville Road
Air Time .....6 a.m.-12 M.
News Service .....UP
Transcription Service .....Standard
Representative .....J. H. McGillvra Inc.
President .....J. Ray Gaines
Sta., Gen. Mgr. .....Al Temple
Commercial Manager .....Houston Griffin
Prod., Pgm., Chief Anncr.....Dee Huddleston
Prom. Mgr., Pub. Dir. ....Mrs. Audrey Jackson
News Director .....Al Temple
Chief Engineer .....Jack Hendricks
Farm Editor .....Clem Cockerel

WLBJ

BOWLING GREEN—1940—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Bowling Green Bcstg. Co.
Address.....901 Fairview Ave.
Phone Number 1340-1
Air Time.....5 a.m.-M.
News Service .....AP

NOW THAT YOU CAN HAVE THE *BEST*, WHY BE SATISFIED WITH *LESS?*

AP

Transcription Service.....Capitol, Keystone
Representative .....Burn-Smith
Membership .....NAB
Pres., Gen., Sta. Mgr.....Ken D. Given
Comm.-Sales Promotion Mgr....Elmer A. Finley
Program-Production Dir.....William Kuznitsof
Publicity Dir.....Robert & Procter
Chief Engineer.....Rondal L. Miller

WTCO

CAMPBELLSVILLE—1948

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....South Central Kentucky Bcstg. Co., Inc.
Business-Studio Address.....203 E. Main St.
Phone Number 250
Transmitter Location...On State Hway 55, 3¼ Mi. N. of Campbellsville
Air Time .....Daytime
News Service .....UP
Transcription Service....Capitol, World, Cole
Membership .....NAB
President.....H. T. Parrott
Gen.-Station-Comm. Mgr.....James Shacklette
Sales Promotion Mgr.....William J. Harris, Jr.
Pgm.-Prod. Dir.....John Adkins
Chief Engineer.....J. B. Crawley

WCTT

CORBIN—1947—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Corbin Times-Tribune, Inc.
Business Address.....308 S. Main St.
Phone Number 123-4, 1071
Trans. Location ....Cumberland Falls Hway.
Air Time .....6 a.m.-11:15 p.m.
News Service .....AP
Transcription Service .....Keystone
President.....J. Springer Robinson
General Manager.....John L. Crawford
Station Manager.....Kenneth Turner
Commercial Manager.....S. G. Hembree
Chief Engineer.....Russell Henson

WZIP

COVINGTON—1947—KBS

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By.....WZIP, Inc.
Bus.-Studio Address...Sixth & Madison Aves.
Phone Number.....JUniper 5300
Transmitter Location.....Eighth & Horton Sts.
Air Time .....Daytime
News Service .....AP
Trans. Serv. .....World, SESAC, Lang-Worth
Membership .....NAB, BAB
Pres., Gen.-Comm. Mgr.....Arthur L. Eilerman
Sta. Mgr., Pgm., Prom., Dir. .Lloyd W. Baldwin
Prod. Dir., Chief Anncr.....Stephen Crane
News Director .....Walter Rehbaum
Musical Director .....Earl Jenkins
Chief Engineer .....Edd Toleman
Farm Editor .....Ray Scott

WHIR

DANVILLE—1947—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Commonwealth Bcstg. Corp.
Address .....P. O. Box 234
Phone Number.....Danville 1230
Transmitter Location .....Burgin Road
Air Time .....5:55 a.m.-11 p.m.
News Service .....AP
Transcription Service .....World
Representative.....Hal Holman Co.
Membership .....NAB, BAB
Pres., Comm. Mgr. .....W. T. Isaac
V.P., Pgm., News Dir. ...David B. Highbaugh
Chief Announcer .....Hascal Jones
Chief Engineer.....Henry C. Lovell

WIEL

ELIZABETHTOWN—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Elizabethtown Bcstg. Co.
Address.....P. O. Box 524
Phone Number 5151
Transc iption Service.....Associated, World
News Service .....UP
President.....J. W. Hodges
Gen., Comm. Mgr.....W. J. Harris, Jr.
Pgm., News Dir.....Wendell Rex Jones
Prom. Mgr.....Russ Honeyman
Chief Engineer.....Thomas Moo.e Baldwin
Farm Editor.....Chuck Hardin

WFKY

FRANKFORT—1945—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..Frankfort Bcstg. Co., Inc.
Transmitter Address .....Ky. Ave. Extended
Phone Number 2509
News Service .....AP
T anscription Service .....World
Representative ..... Colton
Membership .....NAB, BMB
Pres., Gen. Mgr. .....W. Wal'ace Robinson
Vice-President.....R. B. Hensley
Program Director .....T. K. Smith
Chief Announcer .....John Vroman
Secy.-Treas.....Mrs. B. G. Norris
Chief Engineer .....T. K. Smith

WKAY

GLASGOW—1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Glasgow Bcstg. Co., Inc.
Transmitter Address .....Happy Valley Rd.
Phone Number.....598, 632
News Service .....UP
Transcription Service.....World, Standard
President.....Gordon E. Brown
Gen., Sta., Comm. Mgr.....Louis Rayburn
Pgm. Dir., Chief Anncr.....Jack Eversole
Chief Engineer.....C. H. Hulse

WHLN

HARLAN—1941—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Blanfox Radio Co., Inc.
Address.....S. Main St.
Phone Number 625-6
Air Time.....6 a.m.-11:15 p.m.
News Service .....AP
Transcription Service .....SESAC
Representative .....Burn-Smith
Membership .....NAB
President, Gen.-Station Mgr.....R. B. Helms
Comm., Prom. Mgr., Pgm. Dir. ....J. T. Morgan
Sports Director .....Murry Woroner
News Director .....Bob Porter
Chief Engineer .....J. Francke Fox, Jr.

WKIC

HAZARD—1947—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....BMG Bcstg. Corp.
Phone Number .....Main 720
Transmitter Location.....N. Main St.
Air Time .....6 a.m.-11 p.m.
News Service .....AP
Transcription Service .....World
Representative.....Thomas F. Clark Co.
President, General Manager ..Fred B. Bullard
Comm., Prom. Mgr., Pub. Dir. ..H. R. Dunbar
Station Manager .....Richard H. Goodlette
Chief Engineer.....James C. French
Pgm., News Dir. .....Charles W. Metcalf
Chief Announcer .....Leslie H. Lamb

WSON

HENDERSON—1941—MBS

Frequency: 860 Kc.....Power: 500 Watts d.
Owned-Oper. By....Henderson Bcstg. Co., Inc.
Bus.-Studio-Transmitter Address.....Zion Rd.
Phone Number 3923
News Service .....UP
Transcription Service .....World
Representative.....Sears & Ayers
Pres., Gen., Sta. Mgr.....Hecht S. Lackey
Local Comm., Mgr. .....Ewing Graham
Program Director .....Martin E. Schaeffer
Chief Engineer .....Vernon R. Nunn
Mus. Dir., Farm Edit. .....Bob Cleveland

WHOP

HOPKINSVILLE—1940—CBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Hopkinsville Bcstg. Co., Inc.
Business Address.....P. O. Box 539
Phone Number 1025
Studio-Transmitter Location.....Cadiz Rd.
Air Time.....5 a.m.-M.
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Sears & Ayer
Membership .....NAB
Pres., Gen., Sta. Mgr.....F. E. Lackey
Commercial Manager .....Katherine Peden
Pgm., Prom. Mgr., Pub. Dir. ..Charles Stratton
Production Director .....Jack W. Jones
Chief Engineer .....William L. Simpson
Chief Announcer .....Walter Wilson
Musical Director .....Jack W. Jones
News Dir., Farm Editor ..Thomas B. Covington

WKLX

LEXINGTON—1946

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By.....Fayette Bcstg. Co.
Address .....Phoenix Hotel
Phone Number 8115
Transmitter Location.....Greendale Rd.
News Service .....AP
Transcription Service....Lang-Worth, Standard
Representative .....Walker
President.....E. F. Prichard, Sr.
Gen., Comm. Mgr.....Ted Grizzard
Program Director.....Jack Brooks
Chief Engineer.....Bill Yount

WLAP

LEXINGTON—1922—ABC

Frequency: 630 Kc. ...Power: 5000 Watts d., 1000 n.
Owned-Operated By....American Bcstg. Corp. (Not ABC)
Business-Studio Address.....Radio Bldg.
Phone Number 3-2727
Transmitter Location .....Russell Cave Rd.
Air Time .....5:30 a.m.-12 M.
News Service .....UP
Representative.....John E. Pearson
Membership .....NAB, BMB
President.....Gilmore N. Nunn
General Manager .....J. E. Willis
Assistant Manager .....Miller Welch
Publicity Director .....Joe DeLong
Program Director .....Henry Allin
Technical Supervisor.....Henry C. Lockler
News Director .....Sue Fenimore
Musical Director .....Dave Parry

WLEX

LEXINGTON—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Central Ky. Bcstg. Co.
Business Address.....P. O. Box 985
Phone Number 3-1977
Studio-Transmitter Location..Russell Cave Pike
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Associated
Representative .....Ra-Tel
Membership .....NAB
President.....J. D. Gay, Jr.
General Manager.....Carroll Gardner
Program Dir.....Bob Kimbro
Chief Engineer.....Otho Warner

WAVE

LOUISVILLE—1933—NBC

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....WAVE, Inc.
Business Address.....334 E. Broadway
Phone Number.....Wabash 2201
Transmitter Location.....Hamburg Pike
Air Time.....5 a.m.-M.
News Service .....AP, INS
Transcription Service..Thesaurus, Lang-Worth
Representative.....Free & Peters
Membership ..... NAB
President.....George W. Norton, Jr.
General-Station Manager.....Nathan Lord
Commercial Manager ....La Velle Waltman
Sales Prom. Mgr., Pub. Dir. ..Robert Elderman
Program Director.....George Patterson
Production Director .....William Hoddapp
Chief Engineer.....Wilbur Hudson
News Director .....James Caldwell
Musical Director .....Earle Keker

WGRC

LOUISVILLE—1936—MBS

Frequency: 790 Kc. ..Power: 5000 d. 1000 n.
Owned-Operated By....Northside Bcstg. Corp.
Bus.-Studio Address.....Ky. Home Life Bcstg.
Phone Number .....Wabash 8871
Transmitter Location .....Jeffersontown
News Service .....UP
Transcription Service...Lang-Worth, Standard
Representative .....Walker
Membership .....NAB
Pres., Comm. Mgr. .....J. Porter Smith
Sta., Gen. Mgr. .....Charles L. Harris
Pgm., Prod. Dir. .....Ward Hatcher
Prom., Pub. Dir. .....L. DocCassidy
Chief Engineer.....Perry Esten
Chief Announcer .....Jerry Fordyce
News Director .....Jack Donnell
Farm Editor .....C. M .East

WHAS

LOUISVILLE—1922—CBS

Frequency: 840 Kc. ...Power: 50,000 Watts
Owned-Oper. By .....WHAS, Inc.
Address .....525 W. Broadway
Phone Number .....WAbash 2211
Trans. Location .....Eastwood, Ky.
News Service .....AP, UP
Transcription Service .....Associated
Representative .....Edward Petry & Co.
Membership ..... NAB
President .....Barry Bingham
Director .....Victor A. Sholis
Sales Director .....Neil D. Cline
Sales Prom. Mgr., Pub. Dir. ..R. W. Hughes
Program Director .....Harold C. Fair
Production Director .....William O. Aldridge
Chief Announcer .....Paul A. Clark
News Director .....Richard Oberlin
Chief Engineer .....Orrin W. Towner
Farm Editor .....Frank Cooley

WINN

LOUISVILLE—1940

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By...Kentucky Bcstg. Corp., Inc.
Bus.-Studio-Transmitter Address....Earle Hotel
Phone Number.....WAbash 5148
Air Time .....6:15 a.m.-1 a.m.
News Service .....UP
Trans. Service .....World, MacGregor
Representative .....The Taylor Co.
Membership .....NAB
Pres., Gen., Sta. Mgr. .....Harry McTigue
Commercial Manager ..Chas. A. Schacht, Jr.
Program Director.....M. Katherine McCarten
Production Director .....George Partridge
Publicity Director.....Helen E. Roberts
Chief Announcer .....Jim McIntyre
News Director .....Neil Savage
Chief Engineer.....Melvin Scarsdale
Musical Director .....Claude Fraul
Farm Editor .....S. Hanscher

WKLO

LOUISVILLE—1948—ABC

Frequency: 1080 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By....Mid-America Bcstg. Corp.
Business-Studio Address....Henry Clay Hotel
Phone Number.....Clay 4441
Transmitter....Daisy Lane, New Albany, Ind.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Associated
Representative .....John Blair
President.....James F. Brownlee
Sta., Gen. Mgr. ... ...Joe Eaton
Commercial Manager.....Tom Underwood
Program Director .....Russell J. Pirkey
Production Director .....W. G. Bottorff
Publicity News Director .....Jean Clos
Chief Engineer.....D. C. Summerford

WKYW

LOUISVILLE—1946

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Kentucky, Inc.
Bus.-Studio Address.....431 W. Jefferson St.
Phone Number.....CLay 4811
Transmitter Address...River Rd., nr. Louisville
Air Time .....Daytime
News Service .....AP
Transcription Service .....Standard
Representative .....Burn-Smith
Membership ..... AIMS
President, Treasurer.....F. Eugene Sandford
V.P.-Station Manager.....Edwin E. S. Weldon
V.P.-Operations.....S. A. Cisler
Commercial Manager .....W. S. Luckenbill
Program Director.....David Wilburn
News Director .....George Stratton
Chief Engineer .....Nolan Pontrich

WLOU

LOUISVILLE—1948

Frequency: 1350 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Louisville Bcstg. Co.
Trans. Bus.-Studio Add. ....2549 S. Third St.
Phone Number .....Calhoun 3680-89
Air Time .....Daytime
News Service .....UP
Transcription Service .....Capitol
Representative .....Sears & Ayer, Inc.
Membership .....NAB, BAB
Pres., Gen., Comm. Mgr. ..Mrs. J. E. Messervy
News, Prod., Pgm. Dir., Oper. Mgr. ..Lee Smith
Chief Engineer.....Steve Dawson

WFMW

MADISONVILLE—1949—LBS

Frequency: 730 Kc.....Power: 250 Watts d.
Owned-Oper. By Messenger Bdctsg. Co., Inc.
Address .....Box 387
Phone Number 1885
Trans. Location.....Hwgy 41-E
Air Time .....Sunrise-Sunset
News Service .....AP, UP
Trans. Service .....Capitol, World, Standard
President .....Edgar Arnold, Sr.
Sta., Gen. Mgr. .....H. W. Wells
Prom., Comm. Mgr. .....Elmer L. Kelley, Jr.
Program Director .....Richard T. Harris
Chief Announcer .....John T. Gatlin
News Director .....Edgar Arnold, Jr.
Chief Engineer .....Evers Mick
Farm Editor .....Ernest Claytor

WKTM

MAYFIELD—1946

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Mayfield Bcstg. Co.
Phone Number 46
Studio Address.....Mayfield Hotel
Transmitter Location.....Fancy Farm Hway.
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Sears & Ayer
Membership .....NAB
President .....Frank Evens
General Manager .....Pierce Lackey
Gen., Sta., Comm. Mgr. .....Wayne Morgan
Sales Promotion Manager ....Edwin Morrow
Program Director.....Margaret Dowdy
Pub., News Dir., Farm Editor ....J. B. Fowler
Chief Engineer.....Joseph M. Hargrove
Chief Announcer .....Jack Neely

WNGO

MAYFIELD—1946

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Oper. By....West Ky. Bcstg. Co., Inc.
Business-Studio Address.....Box 26
Phone Number 1204
Transmitter Location.....City limits, Hway. No. 45, Paducah Rd.
Air Time.....5:30 a.m.-local sunset
News Service .....AP
Transcription Service .....Capitol
Representative .....Friedenberg
President.....Rev. H. M. Suthard
General Mgr.....Boyce Swann
Pgm. Dir., Prom. Mgr.....J. B. Fowler
Chief Engineer.....Eural Wadlington

WFTM

MAYSVILLE—1947

Frequency: 1240 Kc. .....Power: 250 Watts
Owned-Oper. By...Standard Tobacco Co., Inc.
Bus. Address....626 Forrest Ave., Tobacco Sq.
Phone Number 1400-1
Studio-Transmitter Location.....Tobacco Sq.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service.....World, Standard
Representative.....W. S. Grant
Membership .....NAB
President.....Charles P. Clarke
Gen., Sta. Mgr.....J. W. Betts
Commercial Mgr.....Horace Simpson
Program Director .....Gene Waters
Chief Announcer .....Harold R. Sagraves
Musical Director.....Louise Carter
Chief Engineer.....Harvey Cross

WMIK

MIDDLEBORO—1948

Frequency: 560 Kc.....Power: 500 Watts d.
Owned-Oper. By....Tri-State Bcstg. Co., Inc.
Phone Number 980
Representative .....Holman
Transcription Service .....World
News Service .....AP
President.....Dr. U. G. Brummet
General Manager.....H. Webster Taylor
Comm., Prom. Mgr.....Maurice K. Henry
Chief Engineer.....Tal England

WNBS

MURRAY—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Murray Bcstg. Co.
Address .....P. O. Box 548
Phone Number 1340
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service .....World
Membership .....NAB
President.....H. T. Waldrop
Gen., Sta. Mgr.....Edward Griffin
Comm., Prom. Mgr., Prog. Dir..Troy W. Glidwell
Chief Engineer .....John Latham

WNOP

NEWPORT—1948—LBS

Frequency: 740 Kc.....Power: 1000 Watts d.

Owned-Operated By.....Tri-City Bcstg. Co.
Business-Studio Address....606 Monmouth St.
Phone Number.....Juniper 7100-L
Transmitter Location.....Cold Springs
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....World
Representative .....Forjoe
President.....James G. Lang
Station Manager.....Anna Mae Rolfes
News, Pgm. Dir., Chief Anncr. ....Doug Nunn
Commercial Manager .....Robert W. Prigge
Chief Engineer.....Elmer C. Drake
Musical Director .....Robert Stuart

WOMI

OWENSBORO—1938—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By...Owensboro Bcstg. Co., Inc.
Business Address.....P. O. Box 536
Phone Number 3-1558
Studio-Transmitter Location.....Byers Ave. & Livermore Rd.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Burn-Smith
Membership .....NAB, KBA
President.....Lawrence W. Hager
Gen.-Sta. Mgr.....Hugh O. Potter
Program Director .....Cliffordean Potter
Musical Director.....Cliffordean Potter
Chief Engineer.....Harold I. Peters

WVJS

OWENSBORO—1947

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Oper. By..Owensboro On The Air, Inc.
Business-Studio Address.....324 Allen St.
Phone Number 3-3521, 3-3522
Tranmitter Location.....Hway. 60 W.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative.....William G. Rambeau
President.....V. J. Steele
V.P., Gen., Sta. Mgr. .....Malcolm Greep
Asst. Gen., Comm., Mgr. ...John T. Rutledge
Sales Prom. Mgr.....Leola C. Hayden
News, Pgm. Dir. .....Larry Adams
Production Dir.....Charles Steele
Chief Engineer.....Robert Earl Jagoe

WKYB

PADUCAH—1946—MBS

Frequency 570 Kc. ...Power: 1000 Watts d., 500 n.
Owned-Oper. By...Paducah Newspapers, Inc.
Business-Studio Address....504 Kentucky Ave.
Phone Number 800
Trans. Loca. ....4 Mi. SE of City on U. S. 45
Air Time .....6 a.m.-12 M.
News Service .....AP
Trans. Serv. ....Standard, Associated, Capitol
Representative .....RaTel
Membership .....NAB, BAB
President.....Edwin J. Paxton, Sr.
Gen., Sta. Mgr. .....E. J. Paxton, Jr.
Pub. Dir., Bus. Sales Prom. Mgr. S. Livingston
Program Dir.....Zack Hill
Chief Announcer .....J. E. English, III
Musical Director.....Lois Cooper
Chief Engineer.....C. G. Sims

WPAD

PADUCAH—1930—CBS

Frequency: 1450 Kc. .....Power: 250 Watts
Owned-Oper. By ..Paducah Bdcstg. Co., Inc.
Address .....4th & Bway—Taylor Bldg.
Phone Number 4100
Transmitter Location .....1600 North 8th
Air Time .....5 a.m.-12 M.
News Service .....UP
Trans. Serv. .....Lang-Worth & World
Representative .....Sears & Ayer
Membership .....NAB, BAB
President .....Pierce E. Lackey
General Manager .....Prewitt Lackey
Sta. Mgr., News Dir., Chief Anncr., Pgm. Dir. Ray Mofield
Comm., Sales Prom. Mgr. .....Linn Wolff
Production Director .....Bill Bloss
Publicity Director .....Jane Jones
Musical Director .....Jim Youngblood
Chief Engineer .....U. C. Morris
Farm Editor .....Joe Saxon

WSIP

PAINTSVILLE—1949

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....W. Howes Meade
Address .....Paintsville
Phone Number 1196
News Service .....UP
Transcription Service....Lang-Worth, Standard
President.....W. Howes Meade
Gen., Comm. Mgr.....Pat Mulvihill
Program Dir.....E. F. Shadburne
Chief Engineer.....James A. Noonan

WLSI

PIKEVILLE—1949

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Cumberland Pub. Co.
Address .....Pikeville
Phone Number 161
News Service .....UP
Transcription Service .....Lang-Worth
President.....W. J. Ward
Gen., Prom. Mgr., Pgm. Dir.....Meyer Layman
Station Manager .....Frank Knutti
Commercial Mgr.....John Ward
Chief Engineer.....Guy N. Ferrell

WPKE

PIKEVILLE—1949—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By .....E. Ky. Bdcstg. Corp.
Address .....Peach Orchard Rd.
Phone Number 1280
News Service .....AP
Transcription Service .....Standard
Membership .....NAB, BAB
President .....Mr. Thadeus Scott
Gen. Mgr., Pgm. Dir. .....Jake Shubinski
Comm. Mgr., Pub. Dir. .....Edward Damson
Chief Anncr., News Dir., Chief Eng. .....
William J. Hart, Jr.

WPKY

PRINCETON—1950

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated By.....Princeton Bcstg. Co.
Address.....U. S. Highway 62
News Service .....AP
Sta., Gen. Mgr.....Leslie Goodaker
Program Dir.....Mrs. Leslie Goodaker
Chief Announcer.....Wilburn Wilson
Chief Engineer.....Marvin Mahoney

WSFC

SOMERSET—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Southeastern Bcstg. Corp.
Address .....P. O. Box 526
Transmitter Address .....Stanford Pike
Phone Number 907-8
News Service .....AP
Transcription Service .....World
Representative .....Helen Wood Colton
Membership .....NAB
President .....Alonzo Carter
Gen., Sta. Mgr. .....Mike Layman
Commercial Manager .....Donald Orwin
Program Director .....John A. Hartnet
Chief Engineer .....Ralph F. Denton

WMTC

VANCLEVE—1948

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Kentucky Mt. Holiness Assn.
Bus.-Studio-Transmitter Address.....Vancleve
Phone Number 3
Air Time .....Daytime
Transmitter Location .....Mt. Carmel Rd.
News Service .....AP
Transcription Service .....World
Representative ..... Continental
President.....Dr. Lela G. McConnell
General-Station-Comm. Mgr.....Wilfred Fisher
Program Director.....Violet Person
Production Dir., Chief Announcer..Louis Bouck
Musical Director.....Rachel Picazo
Chief Engineer.....M. E. Picazo

WVLK

VERSAILLES—1947—MBS

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Operated By.....Bluegrass Bcstg. Co.
Bus.-Studio Address .....218 E. Main St.
Phone No...Versailles 654; Lexington 2-7177
Transmitter Location....Leestown & Yarnallton-Ironworks Rds., Fayette Co.
News Service .....AP
Transcription Service .....SESAC
Representative .....Burn-Smith, Inc.
President.....A. B. Chandler
General Manager .....Donald J. Horton
Commercial Mgr.....Lynn E. Knox
Pub., Pgm. Dir. .....O. C. Halvard, Jr.
Chief Announcer.....Ray Holbrook
Chief Engineer.....Paul Dunbar
Farm Editor .....Bud McClain

LOUISIANA

Population 2,683,516—Increase +13.5% ('40-'50)—Radio Homes 565,050
Families 670,880—Stations in State 41

KROF

ABBEVILLE—1948

Frequency: 960 Kc. .....Power: 1000 Watts
Owned-Oper. By....Abbeville Bcstg. Serv. Inc.
Business Address.....P. O. Box 620
Phone Number 90
Studio-Transmitter Location .....Abbeville-LaFayette Hway, U. S. 157
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service .....World
Membership .....NAB
Secy.-Treas. Gen., Sta., Comm. Mgr.....
George P. Martin
Program-Publicity Dir.....Ebba Lou Martin
Chief Engineer ..... George P. Martin

KALB

ALEXANDRIA—1935—ABC

Frequency: 580 Kc. ...Power: 5,000 Watts d., 1,000 Watts n.
Owned-Oper. By .Alexandria Bdcstg. Co., Inc.
Address .....Fifth and Johnston
Phone Number 2-3335

Trans. Location .....9/10 Mi. SE Pineville
News Service .....AP, UP
Trans. Serv. .....World, McGregor
Representative .....Weed & Co.
Membership .....NAB, BAB
President .....Walter H. Allen
Sec.-Treas. .....T. B. Lanford
General Manager .....Willard L. Cobb
Commercial Manager .....Walter D. Melson
Sales Promotion Manager .....Enid Norred
News Director .....Tom Journeay
Chief Announcer .....Alex Marchand
Sta.. Prod., Pub. Dir. .....David Kent
Musical Director .....Jane Keith
Chief Engineer .....Jesse R. Sexton
Farm Editor .....Charles Fellers

KSYL

ALEXANDRIA—1947—NBC

Frequency: 1400 Kc. ....Power: 250 Watts d., 250 Watts n.
Owned-Oper. By .....KSYL, Inc.
Trans. Loca. Address. ..Bolton Ave., Nr. Hwy 71 (P. O. Box 1489)
Air Time .....6 a.m.-11:05 p.m.
News Service .....AP
Transcription Service .....Lang-Worth
Representative ..Ra-Tel Representatives, Inc.
Membership .....NAB, BAB
Pres., Prom., Comm. Mgr. .....Milton Fox
Vice President .....Harold M. Wheelahan
Pgm., Prod. Dir. .....Bruce Rainey
Publicity Director .....Jack McCall
Chief Anncr., News Dir. .....Paul Mitchell
Chief Engineer ....Raymond S. Schreiber, Jr.
Farm Editor .....Jack McCall

KVOB

ALEXANDRIA—1946—MBS

Frequency: 970 Kc. ...Power: 1000 Watts d., 1000 Watts n.
Owned-Oper. By ..Central La. Bdcstg. Corp.
Address .....1710 Jackson St.
Phone Number 20481
Transmitter Location .....Old Boyce Road
News Service .....AP
Transcription Service .....Associated
Representative .....J. H. McGillvra Inc.
President .....Roy O. Martin
Prom., Sta., Gen. Mgr., Pub. Dir. ..V. G. Evans
Commercial Manager .....Eleanor Wagner
Pgm. Dir., Chief Anncr. .....Dean Durham
News Director .....Charles Coughlin
Chief Engineer .....John Crawford

KTRY

BASTROP—1948

Frequency: 730 Kc.....Power: 250 Watts d.
Owned-Oper. By...Morehouse Bcstg. Co., Inc.
Bus.-Studio Address....215 S. Washington St.
Phone Number 1400-01
Transmitter Location .....Shelton Road
Air Time.....Sunrise-local sunset
News Service .....AP
Transcription Service .....Standard
Membership .....NAB, BAB
President .....Nathan Bolton
Gen., Sta. Mgr. .....Bill Davis
Commercial Manager .....G. I. Johnson
Program Director .....Gene Presson
Chief Announcer .....Jack Stapleton
Chief Engineer .....S. E. Eckhardt

WAFB

BATON ROUGE—1948—MBS

Frequency: 1460 Kc.....Power: 5000 Watts d., 1000 Watts n.
Owned-Oper. By..Modern Bcstg. Co. of Baton Rouge, Inc.
Address.....1048 Florida St.
Phone Number 4-8571
Transmitter Location .....College Drive
Air Time .....6 a.m.-1 a.m.
News Service .....AP
Transcription Service.....RCA Thesaurus
Representative .....Walker
Membership .....NAB, BAB
President.....Louis S. Prejean
Gen., Sta. Mgr.....T. E. Gibbens
Commercial Manager.....John F. Screen
Pgm., Pub., News Dir.....John Ferguson
Prod. Dir., Chief Anncr.....Ralph Burge
Musical Director.....Roland Daigre
Chief Engineer.....Donald K. Allan
Farm Editor.....Gordon Loudon
Consulting Engineer.....Guatney & Ray

WIBR

BATON ROUGE—1948—LBS

Frequency: 1300 Kc. ..Power: 1000 Watts d., 1000 Watts n.
Owned-Oper. By ..G. T. Owens & O. W. Ware
Address .....P. O. Box 1226
Phone Number 49493
Transmitter Location .....600 Neosha St.
Air Time .....6 a.m.-1 a.m.
News Service .....UP
Trans. Serv. .....Lang-Worth & Standard
Representative .....Donald Cooke
Membership .....NAB, BAB
President .....G. T. Owens
Gen., Sta. Mgr.....Robert Earle
Prom., Comm. Mgr. .....A. B. Netterville, Jr.
Program Director .....Scott Erwin
Production Director .....Malloy Warren
Publicity Director .....Eve Dozier
Chief Anncr., News Dir. ....Bernard Zuccaro
Musical Director .....Nancy Cullom
Chief Engineer .....E. E. Case
Farm Editor .....Jay Barnes

WJBO

BATON ROUGE—1934
NBC-LA. NET

Frequency: 1150 Kc.....Power: 5000 Watts

Owned-Oper. By..Baton Rouge Bcstg. Co., Inc.
Business-Studio Address.....444 Florida St.
Phone Number 2-5271
Transmitter Location.....Rosevelt Rd.
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....World
Representative.....George P. Hollingbery
Membership .....NAB, BAB, LAB
President.....Douglas L. Manship
V.P., General Mgr.....J. Roy Dabadie
Sales Manager.....Charles C. Garvey
Pgm., Pub. Director.....Ralph H. Sims
Production Dir.....Robert H. Scearce
Music Librarian.....John Rutledge
Chief Engineer.....Vernon E. Dudley

WLCS

BATON ROUGE—1946—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Air Waves, Inc.
Business Address.....204 North St.
Phone Number 24411
Transmitter Location .....3399 Broussard St.
Air Time .....Unlimited
News Service.....AP, INS
Transcription Service .....Associated
Representative .....Wm. G. Rambeau
Membership .....NAB, BAB
President .....R. F. Cangelosi
General Manager.....Earl Smith
Commercial Manager.....A. Lamar Simmons
Chief Announcer .....Herman A. Nelson
News Director .....Charles Lee Coney
Chief Engineer ....J. Edward Van Valkenburg

WIKC

BOGALUSA—1947—MBS-LBS-KBS LA. NET

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....I. K. Corkern, Jr.
Business Address.....Box 811
Phone Number 1906
Studio-Trans. Add. ....605 N. Rio Grande St.
News Service .....AP
Transcription Service .....World
Membership .....NAB, LAB
Comm., Gen. Mgr. .....I. K. Corken, Jr.
Program Director .....J. A. Gatewood

KSIG

CROWLEY—1947—LBS LOUISIANA

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Acadia Bcstg. Co.
Bus.-Studio Address....101 N. Parkerson Ave.
Phone Number 1450-1
Transmitter Location .....Odd Fellow Rd.
News Service .....AP
Representative.....Joseph Hershey McGillvra
Membership .....NAB
General Manager ....B. Hillman Bailey, Jr.
Commercial Manager .....Jay Hoffpauir
Program Director.....Freda S. Thomas
News Director .....Alden Sonnier
Chief Engineer.....Clovis L. Bailey

WIHL

HAMMOND 1947—KBS LA. NET

Frequency: 730 Kc. .....Power: 250 Watts
Owned-Oper. By .....WIHL Bcstg. Co.
Bus.-Studio Add. .....205 E. Thomas St.
Phone Number 960-61
Transmitter Location .....Hammond
Air Time .....Daytime
News Service .....AP
Membership ..... LAB
Partner, Gen. Manager .....F. E. Curnutt
Comm. Mgr.....J. K. Ferris
Program Director .....George R. Bonnell
Chief Announcer.....Rick Webb
Chief Engineer.....F. E. Curnutt

KCIL

HOUMA—1946—MBS-LBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Charles W. Lamar, Jr.
Business Address.....P. O. Box 1031
Phone Number 6828
Transmitter Location.....Bayou Black Dr.
Studio Address.....Box 1031
Air Time.....5:30 a.m.-11 p.m.
News Service .....AP
Transcription Service .....World
Membership .....NAB, BAB
Gen., Sta. Mgr.....Frank Conwell
Commercial Mgr.....Joseph S. Strada
Sales Prom. Mgr.....Frank King
News Director.....Jane Wykoff
Prod., Pgm. Dir.....Dick McMullen
Musical Dir.....Ovide Davis
Chief Engineer.....Donald L. Jones
Consulting Engineer.....Dixie B. McKey

KJEF

JENNINGS—1950—LOUISIANA

Frequency: 1290 Kc....Power: 500 Watts d.
Owned-Oper. By.....Jennings Bcstg. Co., Inc.
Address.....P. O. Box 935
Phone Number 1155
Pres., Prom. Mgr.....Max J. Thomas
General Manager.....Cleve C. Griffin
Commercial Manager....B. Hillman Bailey, Jr.
Program Director.....Clovis L. Bailey
Chief Engineer.....Edgar E. Barton, Jr.
News Director.....Alden C. Sonnier
Farm Editor.....G. L. Newman

KLFY

LAFAYETTE—1950

Frequency: 1390 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Camellia Bcstg. Co.
Address.....P. O. Box 367

Phone Number 4211
Transcription Service .....Standard
News Service .....UP
President.....Paul H. De Clonet
General Manager.....Stanley G. Young
Commercial Manager.....J. W. Corcoran
Pgm., News, Farm Dir.....Brooks Read
Promotion Manager.....Mildred R. Bland
Chief Engineer.....William H. Bland, Jr.

KVOL

LAFAYETTE—1935—NBC

Frequency: 1330 Kc. .....Power: 1000 Watts
Owned-Oper. By..Evangeline Bcstg. Co., Inc.
Business-Studio Address..519 S. Buchanan St.
Phone Number.....5111-2
Transmitter Location.....Scott Rd.
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Meeker
Membership .....NAB, BAB
General Manager.....George H. Thomas
Sta., Prom. Pub. Dir. .....Evan H. Hughes
Pgm. Dir., Chief Anncr. .....Tommy Pears
Chief Engineer.....Louis Pilcher
Farm Editor .....Al Terry

KLOU

LAKE CHARLES—1947—CBS

Frequency: 1580 Kc.....Power: 1000 Watts
Owned-Oper. By..The Pelican Bcstg. Co., Inc.
Business-Studio Address....134 Clarence St.
Phone Number 7277-8
Transmitter Location.....North Lake Charles, P .O. Box 288
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Capitol
Representative .....Walker
Membership ..... NAB
President.....H. Vernon Anderson
Comm., Sta. Mgr. .....John L. Vath
Publicity Dir.....Lucille Storer
Pgm. Dir., Chief Anncr. .....Sid Morse
Musical Dir.....Jerry Barlow
Chief Engineer.....Andrew Vargo

KPLC

LAKE CHARLES—1935
NBC-LA. STATE

Frequency: 1470 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By.....Calcasieu Bcstg. Co.
Business Address.....P. O. Box 1521
Phone Number 2713
Transmitter Location ... W. of Lake Charles
Air Time.....5:30 a.m.-M.
News Service .....AP, UP
Transcription Service .....World
Representative .....Weed
President.....T. B. Lanford
Gen., Sta. Mgr.....David Wilson
Commercial Manager.....P. E. Mills, Jr.
Sales Promotion Manager .....Hester Taylor
Program Director .....Robert P. Thompson
Publicity Director .....Margaret Petty
Production Director .....Jim Toth
Chief Announcer .....Robert E. Weimar
Musical Director .....Franklin Whitehead
News Director .....Don Evans
Chief Engineer.....A. B. Craft
Farm Editor .....Jimmy Bacheim

KWSL

LAKE CHARLES—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Alonzo Stanford Dudley
Address.....1 Mill St.
Phone Number 6-1401
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Friedenberg
General Mgr.....A. Stanford Dudley
Comm., Sales Prom. Mgr...Thomas A. Gresham
Pgm., Prod. Dir.....Roy K. Rhodes
Chief Engineer.....LaVance Carson

KLIC

MONROE—1950—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Dr. Frank Cerniglia
Address .....Strauss Bldg.
Phone Number.....3518
Transcription Service .....Capitol
News Service .....UP
Pres., Gen., Prom. Mgr....Dr. Frank Cerniglia
Commercial Manager.....Robert Powell
Program Director.....Hiller Hesdorffer
Chief Engineer.....Henry N. Fones
Special Events Dir.....Troy Bland

KMLB

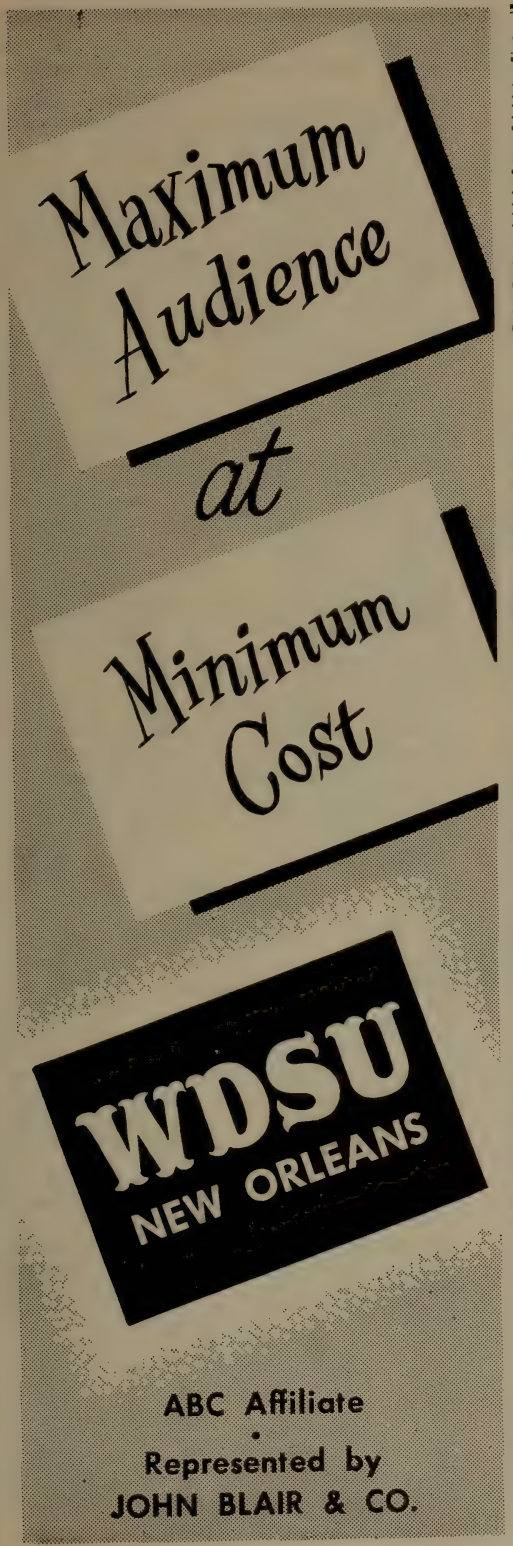
MONROE—1930—ABC-LOUISIANA

Frequency: 1440 Kc...Power: 5000 d.; 1000 n.
Owned-Oper. By....Liner's Bcstg. Station, Inc.
Business Address.....P. O. Box 1723
Phone Number .....L. D. 25, 4321-2, 3952
Studio Address.....Francis Hotel
Transmitter Location.....Millhaven Rd.
News Service .....UP
Transcription Service .....World
Representative .....Taylor
Membership .....NAB
President.....J. C. Liner, Sr.
Gen., Sta., Comm. Mgr.....Charles Price
Sales Prom. Mgr.....Lawrence Gibbs
Pgm., Pub. Dir.....Marjorie Watson
Chief Engineer.....O. L. Morgan

KNOE

MONROE—1944—NBC—LBS

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Operated By.....James A. Noe



• • • LOUISIANA • • •

Business-Studio Address.....Bernhardt Bldg.
Phone Number 8155
Transmitter Location.....Good Hope Rd.
News Service .....AP
Transcription Service .....Associated
Representative .....Ra-Tel
Membership .....NAB, BAB
President .....James A. Noe
General Manager.....Paul H. Goldman
Commercial Manager .....Lloyd Lenand
Program Director .....Irving Zeidman
Chief Engineer.....William Hyatt

KWCJ

NATCHITOCHES—1947—KBS-LBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Natchitoches Bcstg. Co.
Business-Studio Address.....Box 232
Phone Number 2353
News Service .....AP
Transcription Service .....Lang-Worth
President.....Dr. William H. Pierson
Gen., Comm. Mgr.....Charles L. Planchard
Program Dir.....Kenneth M. Dowty
Chief Engineer.....Carroll G. Crew

KANE

NEW IBERIA—1946—MBS-MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....New Iberia Bcstg. Co.
Phone Number 965
Transmitter Location.....1102 W. Main St.
News Service .....UP
Transcription Service .....Capitol
General Manager.....George H. Thomas
Station Manager.....Dierrell Hamm
Prom. Comm. Mgr. .....A. Hall Allen
Pgm. Dir., Chief Anncr. .....Donald Bonin
Chief Engineer.....L. M. Blackmon
Farm Editor .....Kearney Escagne

KVIM

NEW IBERIA—1950

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Queen City Bcstg. Co.
Address.....P. O. Box 50
Phone Number.....2121
Transcription Service .....Associated
News Service .....INS
President.....George H. DeClouet
Gen., Comm. Mgr.....Richard J. Gregory, Jr.
Program Director.....Val Jensen
Chief Engineer.....William H. Bland

WDSU

NEW ORLEANS—1923—ABC

Frequency: 1280 Kc.....Power: 5000 Watts
Owned-Operated By...WDSU Bcstg. Services
Business-Studio Address.....520 Royal St.
Phone Number.....Tulane 4371
Transmitter Location.....Whitney Ave.
Air Time .....6 a.m.-12 M.
News Service.....AP, UP

Trans. Service .....Associated, World
Representative .....John Blair
Membership .....NAB
Partners....Edgar B. Stern, Edgar B. Stern, Jr.
General Manager .....Robert Swezey
Commercial Manager .....Louis Read
Program Dir.....Stanley Holiday
Prom. Mgr., Pub. Dir. ....Marion Annenberg
Musical Director .....Pete Landemann
Chief Announcer.....Gay Batson
Chief Engineer.....Lindsey Riddle

WJBW

NEW ORLEANS—1926

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Mrs. Louise C. Carlson
Business-Studio Address.....Cigali Bldg.
Phone Number.....Ma. 3488-9
Transmitter Location.....New Orleans
Air Time .....Unlimited
News Service.....AP, INS
Transcription Service .....Capitol
Representative.....W. G. Rambeau
Membership .....NAB
Gen. Mgr.....Louise C. Carlson
Commercial Mgr.....Pat J. Shannon
Program Dir.....James Warren
Chief Engineer.....Charles L. Whitney

WJMR

NEW ORLEANS—1946

Frequency: 990 Kc. ....Power: 250 Watts d., 250 Watts n.
Owned-Operated By...Supreme Bcstg Co., Inc.
Address .....Jung Hotel, 1500 Canal Street
Phone Number .....Canal 0356-0357
Transmitter Location .....1500 Canal St.
Air Time .....Sunrise-Sunset
News Service .....UP
Transcription Service..Lang-Worth Associated
Representative .....Forjoe & Co.
Membership .....NAB, BAB
President .....William Cortada
Gen., Sta. Comm. Mgr. ...Dr. G. A. Mayoral
Comm., Sales Prom. Mgr. .....Henry J. Thiele
Pgm., Prod. Dir. .....W. John Bleckley
Publicity Director .....George A. Mayoral
Chief Announcer .....Robert Murphy
News Director .....W. John Bleckley
Musical Director .....Catherine Hairston
Chief Engineer .....William C. Nevill
Farm Editor .....Arden Schnauder

WMRY

NEW ORLEANS—1950

Frequency: 600 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Southland Bcstg. Co.
Address.....2107 Dryades St.
Phone Number.....Tulane 4841
Representative .....Pearson
News Service .....UP
Pres., Managing Dir.....Lester Kamin
Gen., Comm. Mgr.....Mort Silverman
Chief Engineer.....Vernon E. Bradbury
News Director.....Malcolm LaPlace
Asst. Prom. Mgr., Pgm. Dir...Russell E. Offhaus

WNOE

NEW ORLEANS—1925—MBS

Frequency: 1060 Kc...Power: 50,000 d.; 5000 n.
Owned-Operated By.....James A. Noe
Business-Studio Address.....St. Charles Hotel
Phone Number .....Raymond 0423
Transmitter Location .....Belle Chase
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....Standard SESAC
Representative .....Ra-Tel
Membership .....NAB
Owner.....James A. Noe
Pres., Gen., Sta. Mgr. .....James E. Gordon
Prom., Comm. Mgr. .....Winston S. Dustin
Farm Edit., Pgm. Dir. .....Beverly Brown
News Director .....Bill Monroe
Production Director.....Eldon Durand
Publicity Director .....Ray Livzza
Chief Announcer .....Larry Wilson
Chief Engineer.....Albert Bourgeois
Technical Director .....William R. Hyatt

WSMB

NEW ORLEANS—1925—NBC

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Operated By.....WSMB, Inc.
Business-Studio Address.....901 Canal St.
Phone Number.....Magnolia 5921
Representative .....Edward Petry
President.....E. V. Richards
General Manager.....H. Wheelahan

WTPS

NEW ORLEANS—1948—LBS

Frequency: 940 Kc.....Power: 1000 d.; 500 n.
Owned-Oper. By.The Times Picayune Pub. Co.
Business Address.....615 North St.
Phone Number.....Canal 5561
Studio Address.....601 Howard Ave.
Transmitter Location....Hamilton Ave., Gretna
Air Time 6-M
News Service .....AP
Transcription Service.....World, Associated, Capitol
Representative .....Branham
Membership .....NAB
President.....L. K. Nicholson
General Mgr.....H. F. Wehrmann
Commercial Mgr.....J. R. O'Meallie
Program Dir.....M. J. Clarke
Chief Engineer.....G. W. Deblieux

WWEZ

NEW ORLEANS—1947

Frequency: 690 Kc.....Power: 5000 Watts
Owned-Opertaed By.....Sky Bcstg. Service
Bus.-Studio Address.....Hotel New Orleans
Phone Number.....Canal 3421
Air Time .....Unlimited

News Service .....AP
Transcription Service .....Associated
Representative .....Hollingbery
President.....A. L. Chilton
Gen., Comm. Mgr.....Joe A. Oswald
Program Dir.....Ken Elliott
Chief Engineer.....Harrison Mondy

WWL

NEW ORLEANS—1922—CBS

Frequency: 870 Kc.....Power: 50,000 Watts
Owned-Operated By.....Loyola University
Address .....Roosevelt Hotel
Phone Number.....Raymond 2194-5-6-7
Air Time .....Unlimited
News Service.....UP, AP
Transcription Service.....Standard, World
Representative .....Katz
Membership .....NAB, BAB
President.....Rev. Thomas J. Shields
Gen.-Station Mgr.....W. H. Summerville
Comm. Manager.....Larry Baird
Pub., Prom. Mgr. .....Bob Tompkins
Prod., Pgm. Dir. .....E. M. Hoerner
Musical Director ..... I. Vidacovich
Chief Engineer.....J. D. Bloom, Jr.
Farm Editor .....George Shannon

KSLO

OPELOUSAS—1947
MBS-LIBERTY-KBS-LA. NET

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KSLO Bcstg. Co.
Business Address.....P. O. Box 392
Studio Address.....KSLO Bldg.
Phone Number 2633
Transmitter Location.....1½ Mi. SW. of City
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative.....Sears & Ayer
Membership ..... NAB
Gen., Sta. Mgr.....W. Eugene Jones
Commercial Manager .....E. E. Peyton
Program Director .....Byron Davidson
News Director.....Floyd Cormier
Chief Announcer .....Floyd Cormier
Chief Engineer .....Freddie Hebert
Farm Editor.....Dudley Lastrape, Jr.

KRUS

RUSTON—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Clarence E. Faulk, Jr.
Bus.-Studio Address...105 N. Railroad Ave.
Phone Number 1490
Transmitter Location...Hway. 80, 2 Mi. W. of City
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NAB
President.....C. E. Faulk, Jr.
General Manager.....Lloyd A. Goodin
Program Director.....Kenneth L. Whitaker
Traffic Mgr.....Eloise Fowler
Chief Engineer.....Chester Gillespie

KCIJ

SHREVEPORT—1950—LBS

Frequency: 980 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Southland Bcstg. Co.
Address.....710 Milam St.
Phone Number 4-6681
Transcription Service .....Thesaurus
News Service .....UP
Pres., Gen. Mgr.....Lester Kamin
Comm., Prom. Mgr.....James Grant Greer
Program Director.....Mayland Harriman
Chief Engineer.....Joel E. Wharton
Station Manager.....Martin Kersch, Jr.
News Director.....Marjorie V. Cobb
Farm Editor.....Morris Twoomey

KENT

SHREVEPORT—1947—MBS

Frequency: 1550 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Frank H. Ford
Business-Studio Address.....311 Milam St.
Phone Number 3-3681
Transmitter Location.....Blanchard Rd.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Standard
Representative .....Walker
Membership ..... NAB
Owner, General Manager.....Frank H. Ford
Commercial Manager.....Frank H. Ford, Jr.
Sales Prom. Mgr., Pub. Dir.....Bill Monroe
Pgm., Prod. Dir. .....Bob Murray
Musical Director .....Charlene Pryer
Chief Engineer.....L. J. Carlson

KRMD

SHREVEPORT—1928—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Station KRMD
Bus.-Studio Address.....New Jefferson Hotel, P. O. Box 1712
Phone Number 6171
Air Time .....Unlimited
Representative .....Taylor
Membership .....NAB
Manager.....G. V. Wilson
Station Director.....W. L. Switzer

KTBS

SHREVEPORT—1929—NBC-TQ

Frequency: 710 Kc. ...Power: 10,000 Watts d., 5,000 Watts n.
Owned-Oper. By ....Radio Station KTBS, Inc.
Address .....312 East Kings Hway
Phone Number 7-3644
Transmitter Location .....Dixie
Air Time .....5 a.m.-12 M.

News Service ....AP, UP
Representative .....Petry
Transcription Service .....SESAC
President .....E. Newton Wray
Gen., Sta. Mgr. .....C. K. Beaver
National Sales Manager .....Dean R. Upson
Local Sales Manager Chas. F. Whitesides, Jr.
Pub. Dir., Sales Prom. Mgr. ..Marie B. Gifford
Pgm., News Dir. .....Deane R. Flett
Musical Director .....Marjorie Utt
Chief Engineer .....C. H. Maddox
Farm Editor .....Jack P. Timmons

KWKH

SHREVEPORT—1925—CBS-SCQN

Frequency: 1130 Kc.....Power: 50,000 Watts
Owned-Operated By..International Bcstg. Corp.
Business-Studio Address....Commercial Bldg.
Phone Number 2-8711
Transmitter Location .....Dixie
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....Lang-Worth
Representative .....Branham
Membership .....NAB, BAB
President.....John D. Ewing
General Manager .....Henry B. Clay
Commercial Manager .....B. G. Robertson
Prom. Mgr., Pub. Dir.....James T. Briggs
Program Director.....Horace Logan
Chief Announcer.....Frank Page
News Director .....Bob Shipley
Chief Engineer.....W. E. Antony

MAINE

Population 913,774—Increase +7.9% ('40-'50)—Radio Homes 228,690
Families—240,470—Stations in State 15

WFAU

AUGUSTA—1946—MBS-YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By...Twin City Bcstg. Co., Inc.
Transmitter Address .....160 Bangor St.
Phone Number 2540-1
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service .....Standard
Representative .....Forjoe
President .....Faust Couture
Station Manager .....Norman G. Gallant
Program Director .....Willard H. Blaisdell
Chief Engineer.....Robert H. Parker
Chief Announcer .....Larry Draper

WRDO

AUGUSTA—1932—NBC-MAINE NERN

Frequency: 1400 Kc. ....Power: 250 Watts d., 250 Watts n.
Owned-Oper. By .....WRDO, Inc.
Address .....175 Water Street
Phone Number 2285
Transmitter Location .....Chelsea, Me.
Air Time .....6 a.m.-12 M.
News Service .....UP
Transcription Service ...NBC Thesaurus
Representative .....Weed, Bannon
Membership .....NAB, BAB
President .....Adeline B. Rines
Sta., Gen. Mgr. .....Jack S. Atwood
Commercial Manager .....Donald K. Powers
Sales Promotion Manager ....Jack S. Atwood
Prod., Pgm. Dir. .....Leslie R. Hubley
Pub., Chief Anncr. .....Danny I. Kelly
News Director .....Frederick Kunte
Chief Engineer .....Harold I. Dinsmore
Farm Editor .....Linwood Brofee

WABI

BANGOR—1922—ABC

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Oper. By....Community Bcstg. Service
Business-Studio Address.....57 State St.
Phone Number 6446
Transmitter Location.....Wilson St., Brewer
Air Time.....6 a.m.-12:05 a.m.
News Service .....AP
Representative .....Young
President .....Horace E. Hildreth
Gen., Sta. Mgr.....Murray Carpenter
Comm., Sales Prom. Mgr...Leon P. Gorman, Jr.
Pub., Pgm., Prod. Dir., Farm Editor .....
Richard Bronson
Chief Engineer.....Walter Dickson

WGUY

BANGOR—1947—CBS

Frequency: 1230 Kc .....Power: 250 Watts
Owned-Oper. By..Guy Gannett Bcstg. Services
Phone Number 7354
Studio-Transmitter Location..329 Mt. Hope Ave.
Air Time .....6 a.m.-12 M.
News Service .....AP
Representative.....Paul H. Raymer
President.....Guy P. Gannett
General Manager.....Lawrence W. Stubbs
Station Manager.....Samuel G. Henderson, Jr.
Commercial Manager.....Harvey M. Grant
Program Director.....Elisabeth A. Kihlmire
Chief Engineer.....Lauris P. MacGown

WLBZ

BANGOR—1926—NBC-NERN

MAINE

Maine B'casting System

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.....Maine Bcstg. Co.
Business-Studio Address.....100 Main St.
Phone Number.....Bangor 6023
Transmitter Location.....Outer Broadway
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Thesaurus
Representative.....Weed, Bertha Bannan
Membership .....NAB, BAB
President.....William H. Rines
Gen., Comm., Sta. Mgr. .Edward E. Guernsey
Program Director.....Irving S. Hunter
News Director.....William Mincher
Publicity Director.....George Chapman
Musical Director.....Norman Lambert
Chief Engineer.....John Wibby
Farm Editor .....Jack Brofee

WIDE

BIDDEFORD—1948—MBS-YANKEE

Frequency: 1400 Kc. ....Power: 250 Watts d., 250 Watts n.
Owned-Oper. By ....Biddeford Bdcstg. Corp.

AP SELLS

For Stations and Sponsors —

For instance . . . . WLAM

"WLAM carries a total of 87 sponsored AP newscasts weekly, including ten 15-minute programs for women and 14 others on Sports.

"We have just closed a contract with the Oldsmobile, Cadillac and Chevrolet dealers for the only AP newscast we had left—at 10 P.M., seven nights a week.

"Associated Press news programs are the easiest to sell."

FRANK S. HOY,
General Manager,
WLAM, Lewiston, Me.

Transmitter Location .....Garfield St., Saco
Air Time .....7 a.m.-11:10 p.m.
Address ..... 234 Main St.
Phone Number 4-4566
News Service .....UP
Transcription Service .....Capitol
Representative .....Devney & Co.
Membership .....NAB, BAB
Pres., Gen., Sta. Mgr. .....Gordon J. Lewis
Commercial Manager .....Carl Swanson
Sales Prom. Mgr. .....Alden Jacobs
Pgm., Prod. Dir. .....Harold Dyer
Publicity Director .....Henry Perates
Chief Announcer .....Holland Low
News Director .....Henry Perates
Chief Engineer .....Arthur Deters

WABM

HOULTON—1950

Frequency: 1340 Kc. ....Power: 250 Watts d., 250 Watts n.
Owned-Oper. By .....Aroostook Bdcstg. Corp.
Phone Number 2257
Trans. Loca. Address .....1340 North Rd.
Air Time .....5:55 a.m.-11:15 p.m.
News Service .....AP
President .....Harry E. Umphrey
General Manager .....Harold D. Glidden
Station Manager .....Alberic E. Mercier
Commercial Manager .....Scott Savell
Pgm. Dir., Farm Editor .....Ted Coffin
Chief Announcer .....Morgan Brown
News Director .....Ralph Barrett
Chief Engineer .....Robert W. MacIntosh

WCOU

LEWISTON—1938—MBS-YANKEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Twin City Bcstg. Co., Inc.
Business-Studio Address.....223 Lisbon St.
Phone Number.....4-6921
Transmitter Location.....Webber Ave.
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Standard, SESAC
Representative .....Forjoe
Owner-Executive .....Faust Couture
General-Station Mgr.....John C. Libby
Pgm., Prod., Pub. Dir.....Herb Fontaine
Chief Announcer.....Norman Card
Musical Dir.....Marion Payne Louisfell
Chief Engineer.....Donald Mason
Farm Editor.....Harold Alberghini

WLAM

LEWISTON—1947—ABC

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Oper. By.....Lewiston-Auburn Bcstg. Corp.
Business-Studio Address.....129 Lisbon St.
Phone Number 4-5401
Transmitter Location .....Oakdale, Auburn
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service.....Capitol

Representative .....Everett-McKinney, Kettell-Carter
Membership .....NAB, BAB
President, Station Mgr.....Elden H. Shute, Jr.
General Manager .....Frank S. Hoy
Comm., Sales Prom. Mgr. ...Gerald T. Higgins
Program Director.....William Finkeldey
Production Director .....Norman McKinstry
Musical Director.....Bert Cote
News Director.....F. Parker Hoy
Chief Engineer.....Leslie R. Hall
Farm Editor .....Charles Eastman

WCSH

PORTLAND—1925
NBC-NERN-ME.

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Oper. By....Congress Square Hotel Co.
Business-Studio Address.....157 High St.
Phone Number 2-0181
Transmitter Location .....Scarboro
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....Thesaurus
Representative.....Weed, Bertha Bannan
Membership ..... NAB
President.....Adeline B. Rines
General Manager .....William H. Rines
Station Manager .....Linwood T. Pitman
Commercial Manager.....Albert W. Smith
Prod., Pgm. Dir. .....Arthur Owens
Musical Director.....Norman Ayres
Chief Engineer .....Daniel B. Smith
Farm Editor.....Linwood H. Brofee
News Director.....William F. McCrary

WGAN

PORTLAND—1938—CBS-NERN

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By..Guy Gannett Bcstg. Services
Business-Studio Address.....390 Congress St.,
Phone Number 2-7423
Transmitter Location .....Riverton
Air Time .....6 a.m.-12:05 a.m.
News Service .....AP, UP
Transcription Service .....Lang-Worth
Representative.....Paul H. Raymer
President.....Guy P. Gannett
General Manager.....Creighton E. Gatchell
Commercial Manager.....Arthur K. Atherton
Sales Representative .....Richard E. Bates
Pgm., Pub. Dir. .....Francis H. Farnum, Jr.
Chief Anncr., News Dir. .....Russell A. Dorr
Chief Engineer.....Roger W. Hodgkins

WMTW

PORTLAND—1946—MBS-YANKEE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...Radio Enterprises, Inc.
Address.....212 Middle St.
Phone Number 4-2649
News Service .....AP
Transcription Service .....Associated
Representative .....Forjoe, Borgatti
President .....John Baybutt
Gen., Comm. Mgr.....Abbott Smith
Station Manager .....Donald J. Curran
Chief Announcer.....Dick Smith
Chief Engineer.....Horace Ruiz

WPOR

PORTLAND—1946—ABC-PTN

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Oliver Bcstg. Corp.
Business-Studio Address..The Chapman Bldg.
Phone Number 3-8111
Transmitter Location.....Baxter Blvd.
Air Time .....6:30 a.m.-12 M.
News Service .....AP
Transcription Service .....Standard
Representative .....Everett-McKinney Kettell-Carter
Membership .....NAB, BAB
Pres., Sta., Gen. Mgr. .....Harold H. Meyer
Commercial Manager.....William J. Mullen
Sales Prom. Mgr.....Anne Bradford
Pgm., Prod. Dir. .....Raymond Mercier
Chief Anncr., News Dir., Mus. Dir. ..... S. Blake Ellis
Chief Engineer.....Roger L. Perry

WAGM

PRESQUE ISLE—1931—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Aroostook Bcstg. Corp.
Business-Studio Address.....180 State St., W.
Phone Number 8821
Transmitter Location.....U. S. Route 1
Air Time .....5:55 a.m.-11:15 p.m.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Continental
President.....Harry E. Umphrey
General Manager.....Harold D. Glidden
Commercial Manager .....Forrest Craig
Farm Edit., Pub., Pgm. Dir. .....Ted Coffin
Chief Announcer .....Dick Marshall
Chief Engineer.....Lester E. Hughes
News Director .....Ralph Barrett
Musical Director .....Clayton Smith

WTVL

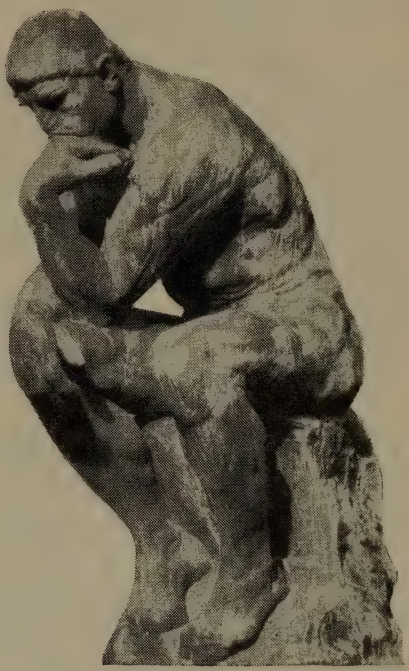
WATERVILLE—1946—ABC-NERN

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Kennebec Bcstg. Co.
Business-Studio Address.....36 Silver St.
Phone Number 2700-1
Transmitter Location .....Winslow
Air Time .....6:28 a.m.-M
News Service .....AP
Transcription Service .....Standard
Representative Everett-McKinney, Kettell-Carter
Membership ..... NAB
Pres., Gen.-Station Mgr.....Carleton D. Brown
Comm.-Sales Prom. Mgr.....Harold L. Vigue
Pgm., News Dir., Chief Anncr. ....Paul Huber
Chief Engineer.....Donald H. Sutherland
Farm Editor .....Paul Willey

Think . . .

ABOUT PROGRAMMING

WBAL is affiliated with NBC. *Think* what that means in programming. Besides NBC's Big Shows . . . WBAL's fine local programs . . . with people like Al Ross, Galen Fromme and many others . . . make WBAL the BIG station.



ABOUT POWER

WBAL is the only station in Maryland with 50,000 watts. *Think* what that means in coverage. Besides the rich Baltimore and State of Maryland territory . . . WBAL is the BIG station for a great part of the middle Atlantic states.

ABOUT MERCHANDISING

WBAL boasts a complete promotion and merchandising department. *Think* what that means in selling. There's a direct tie-up with your product and WBAL . . . at the point of sale.

50,000 Watts

THINK OF WBAL **RADIO BALTIMORE**

NBC Affiliate

When Trying to Reach Maryland and the Rich Middle Atlantic States

Nationally represented by Edward Petry and Co.

MARYLAND

Population 2,343,001—Increase +28.6% ('40-'50)—Radio Homes 574,940
600,770 Families—Stations in State 23

WANN

ANNAPOLIS—1946

Frequency: 1190 Kc.....Power: 1000 Watts d.
Owned-Operated By...Annapolis Bcstg. Corp.
Business-Studio Address.....25 School St., P. O. Box 749
Phone Number.....Annapolis 2500
Transmitter Location.....Bay Ridge Rd.
Air Time.....Local sunrise-local sunset
News Service .....UP
President, General Mgr.....Morris H. Blum
Station-Commercial Mgr.....Thomas S. Carr

WASL

ANNAPOLIS—1946

Frequency: 810 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Chesapeake Radio Corp.
Business Address.....P. O. Box 612
Phone Number 9211
Transmitter-Studoi Location.....Truxton Hgts.
Air Time.....Local sunrise-local sunset
News Service.....AP, Transradio
Transcription Service .....World
Membership .....NAB
Pres., Gen. Mgr.....Robert L. Blalock
Sta., Comm. Mgr., Pub. Dir.....Gene Gosch
Pgm., Prod. Dir.....M. E. Blalock
Chief Announcer, Farm Editor.....Bill Earle
Chief Engineer.....Stanley C. Leek

WNAV

ANNAPOLIS—1949—LIBERTY

Frequency: 1430 Kc. ...Power: 500 Watts d., 500 Watts n.
Owned-Oper. By ....The Capital Bdcstg. Co.
Trans. Loca. Add. ..P. O. Box 829, Admiral's Dr., Admiral Hgts.
Phone Number 2639, 2630, 7766
Air Time .....6 a.m.-12 M.
News Service .....AP, Transradio
Transcription Service ..Capitol & Associated
Representative .....McGillvra, Inc.
President .....Albert H. MacCarthy
Sta., Gen. Mgr. .....H. Philip Nesbitt
Commercial Manager .....Wm. T. O'Connor
Sales Promotion Manager .....Ken Quortin
Program Director .....Harrison Eagles
Production Director .....Patricia Dugan
Publicity Director .....Tom Christian
Chief Anncr., News Dir. .....Joseph Powers
Chief Engineer .....Paul C. Jones
Farm Editor .....Joseph Powers

WBAL

BALTIMORE—1925—NBC

Frequency: 1090 Kc. ..Power: 50,000 Watts d., 50,000 Watts n.
Owned-Operated By .....Hearst Radio, Inc.
Address .....2610 North Charles St.
Phone Number .....Hopkins 3000
Trans. Loca. .....Winans Rd., Randallstown
Air Time .....Unlimited
News Service .....AP, INS, UP
Transcription Service .....Associated
Representative ....Edward Petry & Co., Inc.
President .....Charles B. McCabe
V.P., & Gen. Mgr. .....Tom A. Brooks
V.P., & Sta. Mgr. .....Harold C. Burke
V.P., (Engineering) .....John Wilner
Bus. Manager .....D. L. Provost
Commercial Manager ...Leslie H. Peard, Jr.
Production Manager .....William Rock
Publicity Director .....Tom White
Chief Engineer .....William C. Bareham
Chief Announcer .....Walter Linthicum
News Director .....Galen Fromme
Farm Director .....William Rock

(See Page 455)

WBMD

BALTIMORE—1947—LBS

Frequency: 750 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Key Bcstg. Corp.
Business-Studio Address.....4 W. Eager St.
Phone Number .....Mulberry 7095-6-7
Transmitter Location.....2901 Moravia Rd.
Air Time .....Daytime
News Service .....AP
Representative.....Joseph Hershey McGillvra
President.....George E. Hull
Gen., Sta. Mgr.....H. Shelton Earp, Jr.
Commercial Manager.....Merrill L. Carroll
Prog. Dir., Chief Announcer....Tom O'Connor
Chief Engineer.....Russell H. Morgan

WCAO

BALTIMORE—CBS

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....Monumental Radio Co.
Business-Studio Address..1102 N. Charles St.
Phone Number .....Mulberry 0600-1-2-3-4
Transmitter Location.....Park Hgts. Ave.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative.....Paul H. Raymer
Membership .....NAB, BAB
President.....Lewis M. Milbourne
Exec. V.P., Gen. Mgr.....L. W. Milbourne
Chge. Nat'l. Sales.....Robert M. Richmond
Program Dir.....George L. Filling
Chief Announcer.....Charles W. Purcell
News Director .....William F. Conhurst
Chief Engineer.....Martin L. Jones

WCBM

BALTIMORE—1924—MBS

Frequency: 680 Kc...Power: 10,000 d.; 5000 n.
Owned-Oper. By.....Baltimore Bcstg. Corp.
Bus.-Studio Address....Harford & North Aves.
Phone Number.....Belmont 8400
Transmitter Location .....Painters Mill Rd., Owings Mills
Air Time .....6 a.m.-12 M.
News Service.....UP, INS
Representative .....Weed
Membership .....NAB
President, Comm. Manager.....John Elmer
Gen., Asst. Mgr., Pgm., News Dir. G. H. Roeder
Chief Engineer.....G. Porter Houston

WFBR

BALTIMORE—1922—ABC

Frequency: 1300 Kc. ...Power: 5000 Watts d., 5000 Watts n.
Owned-Oper. By ..The Baltimore Radio Show, Inc.
Address .....10 E. No. Ave.
Phone Number .....Mulberry 1300
Transmitter Location .....701 Waterview Ave.
Air Time .....Unlimited
News Service .....AP, UP
Transcription Service .....World
Representative .....John Blair & Co.
President .....Robert S. Maslin
V.P., Gen. Mgr. .....John E. Surrick
V.P., & Treasurer .....J. H. L. Trautfelter
Dir. of Sales, Comm. Mgr. ....Wm. S. Pirie, Jr.
Sales Promotion Manager ...William B. Roche
Prod., Pgm. Dir. .....Bert Hanauer
Publicity Director .....Robert S. Maslin, Jr.
Chief Announcer .....Henry Hickman
News Director .....John M. Alderson
Musical Director .....Joseph Imbrogulio
Chief Engineer .....William Q. Ranft

WSID

BALTIMORE—1948

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Operated By.....United Bcstg. Co.
Business-Studio Address...109 W. Baltimore St.
Phone Number.....Saratoga 8250
Transmitter Location .....Essex
Air Time .....Sunrise-sunset
News Service .....AP
President .....Richard Eaton
General Manager .....Albert R. Lanphear
Promotion Mgr.....Helen Wherley
Chief Engineer .....Leroy Reckling

MORE POWER FOR US means
MORE SELLING POWER FOR YOU

NOW

10,000 WATTS FOR WCBM

reaching and selling a larger part of one of the nation's richest and best markets.

680 KILOCYCLES

a preferred place on the radio dial.

Baltimore's Listening Habit

WCBM

Mutual Broadcasting System

John Elmer, *President*

George H. Roeder, *General Manager*

Exclusive National Representatives

WEED & COMPANY

New York, Chicago, Boston, Detroit, Atlanta, Hollywood, San Francisco



You get a lot for a little*

See your Headley-Reed man today for the whole W-I-T-H story



* More families-per-dollar than any Radio or TV station in Baltimore

WITH

BALTIMORE—1941

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Maryland Bcstg. Corp.
Business-Studio Address....7 E. Lexington St.
Phone Number.....Lexington 7808
Transmitter Location.....1230 Curtain Ave.
Air Time.....24 Hrs.
News Service .....AP
Transcription Service .....Standard
Representative .....Headley-Reed
Membership .....NAB, FMA
Pres., Gen.-Sta. Mgr.....Thomas G. Tinsley, Jr.
Comm., Sales Prom. Mgr.....Robert C. Embry
Program Dir.....Marilee Considine
Musical Director.....Anna Ray Suter
Chief Engineer.....James S. Duff

WWIN

BALTIMORE—1951

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Belvedere Bcstg. Co.
Address.....5740 Reistertown Rd.
Phone Number.....Mohawk 4400
Transcription Service .....Associated
President.....Thomas F. McNulty
Commercial Manager.....Beatrice Y. Jarrett
Program Director.....Lenore Feldman
Chief Engineer.....H. A. Kemp

WBCC

BETHESDA—1947—MET. NET

Frequency: 1120 Kc.....Power: 250 Watts d.
Owned-Oper. By..Broadcast Management, Inc.
Business-Studio Address.....5 Wilson Lane
Transmitter Location...Kenwood Country Club
News Service .....UP
Transcription Service..Lang-Worth, Associated
Representative .....Ind. Met. Sales
Membership .....NAB
President.....Willard D. Egolf
Sales Agents .....Bethesda Newspapers, Inc.
(c/o Comm. Mgr.—WBCC)
Pgm., Musical Dir.....Grace Campbell Egolf
Farm Edit., Chief Anncr. .....Carl Robinson
Chief Engineer.....Donald Herr
News Director .....John Parker

WCEM

CAMBRIDGE—1947—MBS

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Oper. By.....The Shore Bcstg Co.
Bus.-Studio Address .....P. O. Box 333
Transmitter Location .....N. E. Corner Bay St. & Queen Ann Ave.
News Service .....UP
Transcription Service .....Thesaurus
Membership .....NAB
President.....John W. Downing
General Manager.....Charles J. Truitt
Sta., Comm. Mgr. .....James H. Wood
Chief Anncr., Pgm Dir. ..Edward H. Brigham
Chief Engineer .....Jerrold P. Merritt

WCUM

CUMBERLAND—1948—CBS

Frequency: 1490 Kc. .....Power: 250 Watts
Owned-Oper. By.....The Tower Realty Co.
Transmitter Add. ....Wm. Rd. P. O. Box 360
Phone Number 5400-1
Air Time .....6:30 a.m.-11:35 p.m.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Meeker
Membership .....NAB
President.....Karl F. Steinmann
Acting Gen. Mgr., Pgm. Dir. .M. Campbell, Jr.
Commercial Manager .....Roy S. Knotts
News Director .....Lawrence Merritt
Chief Engineer....William Paul Clendenning

WTBO

CUMBERLAND—1928—NBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Cumberland Bcstg. Co.
Business-Studio Address.....31 Frederick St.
Phone Number 299
Transmitter Location .....Cumberland
Air Time .....6 a.m.-12:05 a.m.
News Service.....AP, UP
Sta., Comm., Prom. Mgr. ...Aurelia S. Becker
Chief Announcer .....William Loy
Chief Engineer .....John Ridgeway

WDYK

CUMBERLAND—1949—ABC—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Richard A. Raese
Trans. Loca. Add. .....450 Byrd Avenue
Phone Number 5001
Air Time .....6 a.m.-1 a.m.
News Service .....AP, Sports Wire
Representative ...Radio Representatives, Inc.
Pres., Gen. Mgr. .....Richard A. Raese
Sta. Com. Mgr. .....George J. Kapel
Program Director .....William A. Vaughn
Publicity Director .....Phil Wilson
News Director .....Sid Darion
Musical Director .....Tom Fallon
Chief Engineer .....Edmund N. Sepe

WFMD

FREDERICK—1936—CBS

Frequency: 930 Kc. .....Power: 1000 Watts
Owned-Operated By.....Monocacy Bcstg. Co.
Business-Studio Address.....E. Church St.
Phone Number 1626
Transmitter Location ...Jagerstown Turnpike
Air Time .....6 a.m.-12:05 a.m.
News Service .....AP
Transcription Service .....World
President .....Laurence Leonard
General Manager.....James W. Robertson
Commercial Manager.....William Hardy
Program Director.....Evelyn Leonard
Chief Engineer.....James W. Robertson

WARK

HAGERSTOWN—1947—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By ....United Bcstg. Co., Inc.
Business-Studio Address....128 S. Prospect St.
Phone Number 4500
Transmitter Location.....Commonwealth Rd.
Air Time.....6 a.m.-M.
News Service .....AP
Membership .....NAB
President .....Richard Eaton
Managing Director .....Albert R. Lanphear
General Manager .....Samuel E. Phillips, Jr.
Prog. Dir., Farm Editor.....Hunter Reams
Publicity Director .....Joanne Haugh
Chief Engineer.....G. Harold Brewer

WJEJ

HAGERSTOWN—1932—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By...Hagerstown Bcstg. Co., Inc.
Business-Studio Address .....Franklin Court
Phone Number 2323
Transmitter Location.....Carroll Heights
Air Time .....6 a.m.-12:05 a.m.
News Service.....AP, Transradio
Transcription Service .....Lang-Worth
Representative ..... Walker
Membership .....NAB, BAB
Pres., Gen. Mgr. .....Grover C. Crilley
Sta., Prom., Mgr. .....William H. Paulsgrove
Commercial Mgr.....Clarence Myers
Pgm., Prod. Dir. .....Robert Lesher
Publicity Director .....Marie Whitecraft
Musical Director .....Patsy Miller
Chief Anncr., News Dir. ...D. Glenn Thomas
Chief Engineer.....George McIntire

WASA

HAVRE DE GRACE—1948—KBS

Frequency: 1330 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Chesapeake Bcstg. Corp.
Address .....P. O. Box 97
Transmitter Address .....Bel Air Rd.
Phone Number 800
Air Time.....Local sunrise-local sunset
News Service .....UP
Transcription Service .....World
Representative .....Schepp-Reiner
President, General-Station Mgr...Jason T. Pate
Comm.-Sales Prom. Mgr.....Charles W. Irwin
Mus., Pgm., Prod., Pub. Dir. ..W. E. Baekey, Jr.
Chief Engineer.....William O. Kuntz

WBOC

SALISBURY—1940—MBS

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Oper. By....The Peninsula Bcstg. Co.
Bus.-Studio-Transmitter Address....Radio Park
Phone Number 6131
Air Time .....6 a.m.-1:30 a.m.
News Service .....AP
Transcription Service ...World, Lang-Worth
Representative .....Burn-Smith
President.....John W. Downing
Gen., Sta., Comm. Mgr. .....Charles J. Truitt
Program Director.....John W. Downing, Jr.
Musical Director .....Charles R. Yohe
Chief Engineer.....Jack W. Ward

WGAY

SILVER SPRING—1946—MET. NET

Frequency: 1050 Kc. ...Power: 1000 Watts d.
Owned-Oper. By....Tri-Suburban Bcstg. Corp.
Business Addres.....Silver Spring
Phone Number.....Shep. 1050
Studio-Transmitter Location.....Kemp Mill Rd.
Air Time .....Daytime
News Service .....AP, Transradio
Transcription Service .....World
Representative ..... Natl. Time Sales
Membership .....NAB
President.....John W. Kluge
Gen.-Sta.-Comm.-Sales Mgr..Joseph L. Brechner
Prod., Pub., News., Pgm. Dir. ..Ernest Tannen
Chief Announcer .....Chuck Dulane
Chief Engineer.....Nicholal J. Chaconas
Farm Editor .....John Seybold

WOOK

SILVER SPRING—1947

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....United Bcstg. Co.
Business Address.....1143 Connecticut Ave. NW., Washington, D. C.
Phone Number.....Sterling 7265
Studio Address..1143 Conn. Ave., N.W., Washington, D. C.; 8512 Georgia Ave., Silver Spg.
Air Time .....Daytime
Pres., Gen.-Comm. Mgr.....Richard Eaton
Program Director.....Arnold Bi Fort
Chief Engineer.....Vernon V. Story

WHY IS AP THE BEST

BECAUSE—AP has more news correspondents, more news bureaus, more miles of news wire than any other news service.

MASSACHUSETTS

Population 4,690,514—Increase +18.7% ('40-'50)—Radio Homes 1,220,770
Families—1,234,350—Stations in State 48

WARA

ATTLEBORO—1950

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By.....Attleboro Radio Assn.
Address .....Bronson Bldg.
Phone Number 1320
Representative .....Bannan, Walker
Transcription Service .....Thesaurus
News Service .....UP
Gen. Mgr., Treas.....J. Ottmar
Station Manager.....Keith S. Field
Commercial ManagerWilliam A. Dawson, Jr.
Program Director.....Henry A. Felix
Promotion Manager.....Henry Ottmar
Chief Engineer.....Stanley A. Emery
News Director.....Jim Elliot
Farm Editor.....Stanley Morgan

WBMS

BOSTON—1946

Frequency: 1090 Kc....Power: 1000 Watts d.
Owned-Oper. By .....Friendly Group
Business-Studio Add. .....Steubenville, Ohio
Transmitter Location .....Medford
Air Time .....Sunrise-sunset
News Service .....UP
President .....Jack M. Berkman
Sta., Gen. Mgr. .....George Lasker
Comm. Mgr.....Frederic S. Bailey
Music, Pgm. Dir. .....Martin Bookspan
Chief Announcer.....William Stewart
Chief Engineer.....Herbert Rattigan

WBZ-WBZA

(Synchronous Operation)
BOSTON-SPRINGFIELD—1921
NBC-NERN

Frequency: 1030 Kc.....Power: WBZ, 50,000 Watts; WBZA, 1000 Watts
Owned-Oper. By....Westinghouse Radio Stations, Inc. (Synchronous Operation)
Business-Studio Add...1170 Soldiers Field Rd.
Phone Number.....ALgonquin 4-5670
Transmitter Location.....WBZ, Hull, Mass.; WBZA, East Springfield, Mass.
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service...Thesaurus, Associated
Representative.....Free & Peters
President .....Walter Evans
Vice-President.....Walter E. Benoit
General Manager.....J. B. Conley
Station Manager.....W. C. Swartley
Sales Manager.....C. Herbert Masse
Promotion Manager.....John Stilli
Program Manager.....W. Gordon Swan
Publicity Manager.....W. A. Davis
Chief Engineer.....WBZ, W. H. Hauser; WBZA, Harold Randol

WCOP

BOSTON—1935—ABC

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Oper. By...Massachusetts Bcstg. Corp.
Business-Studio Address.....485 Boylston St.
Phone Number.....COpley 7-0123
Transmitter Location .....Lexington
Air Time .....Unlimited
News Service.....AP, INS
Transcription Service .....Standard, Eells
Representative .....Katz
Membership .....NAB, BAB
President .....John Cowles
General-Station Manager.....Craig Lawrence
Commercial Manager ....A. N. Armstrong, Jr.
Sales Promotion Manager.....John Wilkoff
Local Sales Mgr. .....Harry Wheeler
Program Director.....Gene King
News Director .....Ron Cochran
Production Director.....Henry Lundquist
Publicity Director .....Eleanor Morrison
Musical Dir.....Louis Goldberg
Chief Announcer .....Edwin Dicodoff
Chief Engineer.....Roland C. Hale

WEEI

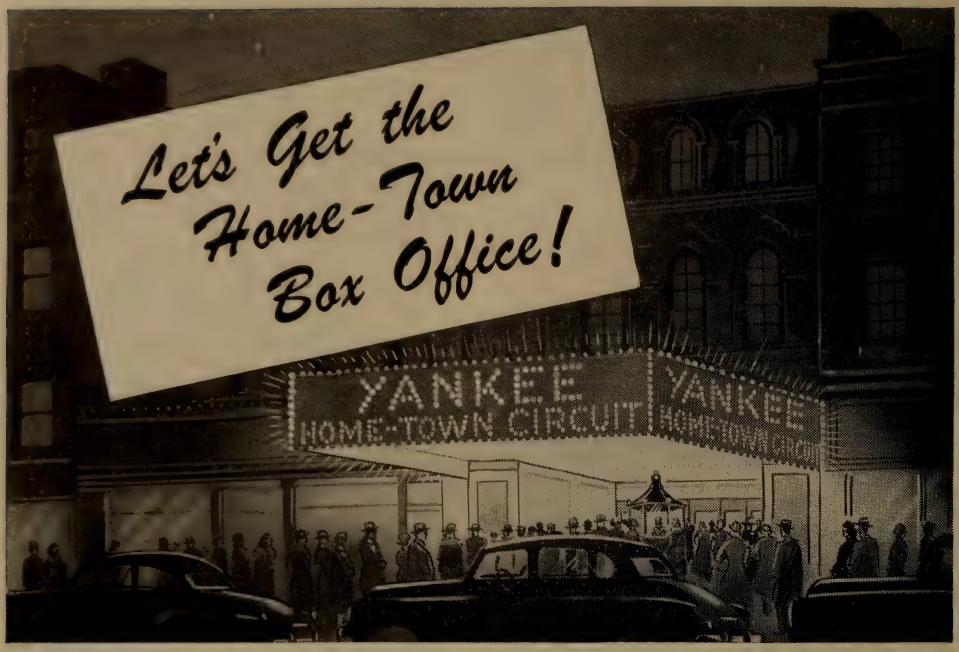
BOSTON—1924—CBS

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By.....CBS, Inc.
Business-Studio Address.....182 Tremont St.
Phone Number.....HUbbard 2-2323
Transmitter Location....Mystic Valley Pkway.
Air Time .....Unlimited
News Service .....AP, UP
Transcription Service .....Lang-Worth
Representative .....Radio Sales
General Manager.....Harold E. Fellows
Asst. General Mgr. .....Wilbur S. Edwards
Natl. Sales Dir. .....Guy H. Cunningham
Sales Promotion Mgr.....Charles B. H. Vaill
Program Director.....Raymond G. Girardin
Production Director.....Thomas H. Calhoun
Publicity Director.....Marie H. Houlahan
Chief Announcer.....Carlton H. Dickerman
News Director .....Charles J. Ashley
Chief Engineer.....Harold A. Dorschug
Musical Director .....Frank Bell
Farm Editor.....Jesse H. Buffum

WHDH

BOSTON—1927

Frequency: 850 Kc.....Power: 50,000 Watts
Owned-Oper. By.Boston Herald-Traveler, Corp.
Bus-Studio Address.....6 St. James Ave.



Play to New England's Largest Audience on the Yankee Home-town Circuit

Actually the Yankee Network covers more territory than any other New England regional network. It is your medium for reaching New England's largest audience.

Every Yankee home-town station offers you two tangibles — a ready-made, dependable audience for Yankee and Mutual programs and the greater effectiveness of local, saturating coverage as compared with thin coverage from outside.

With Yankee's 29 home-town stations and their network audience, you get this saturating coverage throughout the entire Yankee six-state area. It is an incomparable combination for selling all New England locally, market by market, and keeping it sold.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS. Represented Nationally by EDWARD PETRY & CO., INC.

Phone Number.....HAncock 6-5500
Transmitter Location .....Needham
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Standard
Representative .....John Blair
Membership .....NAB
President.....Robert B. Choate
Managing Director.....William B. McGrath
Commercial Manager.....Arthur T. Brush
Program Director.....George M. Perkins
Production Director....George M. Watson, Jr.
Publicity Director .....William E. Shea
Chief Engineer.....Philip K. Baldwin
Chief Announcer .....Robert Clayton
Farm Editor.....Joseph Kelly
Musical Director .....Kenneth Wilson

WMEX

BOSTON—1934

Frequency: 1510 Kc.....Power: 5000 Watts
Owned-Oper. By.....The Northern Corp.
Business-Studio Address....70 Brookline Ave.
Phone Number.....Commonwealth 6-3900
Transmitter Location.....71 W. Squantum St., Quincy
Air Time.....7:15 a.m.-M.
News Service .....INS
Transcription Service..Associated, Lang-Worth
President.....John E. Reilly
General Manager.....William S. Pote
Technical Director.....Alfred J. Pote
Commercial Manager.....Lawrence Flynn
Sales Promotion Manager.....George Kaplan
Program Director.....John E. Reilly
Musical Director.....John Kiley
Chief Engineer.....John Memishian

WNAC

BOSTON—1922—MBS-YANKEE

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Oper. By.....Yankee Network
Bus.-Studio Address.....21 Brookline Ave.
Phone Number.....Commonwealth 6-0800
Transmitter Location.....N. Quincy
Air Time .....Unlimited
News Service.....AP, INS
Transcription Service .....Standard
Representative .....Edward Petry
Membership .....NAB
President.....William O'Neil
Exec. V.P., Gen. Mgr.....Linus Travers
V.P.....Thomas F. O'Neil
Prog. Dir., V.P.....George W. Steffy
Dir. of Prom.....Charles W. Curtin
Publicity Dir.....Phyllis Doherty
Technical Director.....Irving B. Robinson

WMEX

MEANS

EXTRA

SALES

IN BOSTON

WILL MEAN EXTRA SALES IN BOSTON

WORL

BOSTON—1950

Frequency: 950 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Pilgrim Bcstg. Co.
Address.....92 State St.
Phone Number.....Lafayette 3-4000
News Service .....AP
President.....Joseph A. Dunn
Gen., Comm. Mgr.....Arthur E. Haley
Program Director.....Norm Prescott
Promotion Manager.....Robert Cabitt
Asst. Salesman.....Claire Crawford
Chief Engineer.....John Parker
News Director.....Bernard Kamenske

WVOM

BOSTON—1948

Frequency: 1600 Kc.....Power: 5000 Watts
Owned-Oper. By.....The Boston Bcstg. Corp.
Address.....1 Harvard Sq., Brookline
Phone Number .....Beacon 2-5650
Representative .....McGillvra
Exec. V.P., Gen. Mgr.....Benjamin Bartzoff
News Service.....UP, Transradio

WBET

BROCKTON—1946

Frequency: 990 Kc. .....Power: 250 Watts d.
Owned-Oper. By....Enterprise Publishing Co.
Business-Studio Address.....60 Main St.
Phone Number .....Brockton 7062
Transmitter Location..Cor. West & Belmont Sts.
News Service .....AP
Transcription Service.....Thesaurus, SESAC,
Representative .....Bannan, Colton
Membership .....NAB
Station Mgr.....Charles A. Fuller
Commercial Mgr.....Earle G. Clement
Production Director ...William W. Pierce, III

WTAO

CAMBRIDGE—1948

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Middlesex Bcstg. Corp.
Address.....439 Concord Ave.
Phone Number.....Eliot 4-6745
News Service .....AP
Transcription Service .....World
Representative .....Cooke
President.....Frank J. Lyman, Jr.
Gen., Prom. Mgr.....Ted Swift
Commercial Mgr.....Larry Anderson
Program Dir.....Arthur Tacker
Chief Engineer.....Arthur W. Richardson

WACE

CHICOPEE—1946—NEBS

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Regional Bcstg. Co.
Business Address .....Bridgeway Hotel
Phone Number.....Springfield 6-1323,
Air Time .....Sunrise-sunset
News Service .....AP
Membership .....NAB, BAB
Representative .....IMS, Kettell-Carter-Grant
Membership .....NAB, BAB
President .....David Hayes
Sta., Comm., Gen. Mgr. ....Ralph J. Robinson
Program Dir.....Charles J. O'Malley
News Director .....Robert Begley
Chief Engineer.....Richard Glinka

WALE

FALL RIVER—1948—MBS-YANKEE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Narragansett Bcstg. Co.
Address.....374 Central St.
Phone Number 4-1400
Air Time.....6:30 a.m.-M.
News Service .....UP
Transcription Service .....Associated
Representative .....Walker, Kettell-Carter
Pres., Gen. Mgr.....George L. Sisson, Jr.
Station Manager.....J. Buz Way
Program Director.....Nellie F. McCain
Chief Engineer.....Norman P. Guimond

WSAR

FALL RIVER—1921—ABC

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Oper. By.....Fall River Bcstg. Co., Inc.
Business-Studio Address.....Academy Bldg.
Phone Number 7-9477-8
Transmitter Location .....So. Somerset
Air Time.....6:30 a.m.-M.
News Service .....UP
Transcription Service...Standard, Lang-Worth
Representative..Headley-Reed, Bertha Bannan
Membership ..... NAB
Treas.-, Gen. Mgr. .....Melvin Lahr
Commercial Manager .....Neil Sullivan
Publicity Director .....John Crowley
Program Dir.....Angus Bailey
Chief Announcer.....Joe Welch
Chief Engineer.....John Pavao

WEIM

FITCHBURG—1941—MBS-YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....WEIM, Fitchburg, Inc.
Business-Studio Address.....717 Main St.
Phone Number 1600-1
Transmitter Location..Summer St., Lunenberg
Air Time .....Unimited
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Kettell-Carter
Membership .....NAB
Pres., Gen., Sta. Mgr.....Henry G. Molina, Jr.
Commercial Mgr.....Carter S. Knight
Program Dir.....James W. Chalmers
Chief Engineer.....Ted Kalin

WFGM

FITCHBURG—1950

Frequency: 1580 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Wachusett Bcstg. Co.
Address.....455 Main St.
Phone Number 6377
Representative .....Devney
Transcription Service .....Capitol
News Service .....INS
Pres., Gen., Comm. Mgr.....Ansel E. Gridley
Program Director.....Edward J. Penney
Chief Engineer.....Donald L. Coleman
News Director.....Loren C. Smith

WKOX

FRAMINGHAM—1947

Frequency: 1190 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Suburban Bcstg. Co.
Business-Studio Address....Smith Bldg., Irving Square
Phone Number .....Framingham 7400, 7409
Transmitter Location.....Mt. Wayte Ave.
Air Time .....Local sunrise-sunset
News Service .....UP
Representative .....Grant, Kettell-Carter
Station Manager .....Richard E. Adams
Commercial Manager ..James H. Shoemaker
Chief Announcer .....Lee Emmerich
News Director .....James H. Robbins
Chief Engineer .....Francis Bartol

WHOB

GARDNER—1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Gardner Bcstg. Co.
Business Address.....39 Pleasant St.
Phone Number 1490
Transmitter Location.....Green St.
Air Time .....7 a.m.-10 p.m.
News Service .....AP
Representative.....William G. Rambeau
Membership .....NAB, BAB
President, General Mgr.....David M. Richman
Station Manager.....Frank Hull
Commercial Manager .....Fred Shulman
Program Director .....P. H. Vincent
Chief Anncr., News Dir. ...Robert E. Johnson
Chief Engineer .....P. H. Vincent

WHAI

GREENFIELD—1938—MBS-YANKEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....John W. Haigis
Business-Studio Address.....356 Main St.
Phone Number 4301-2
Transmitter Location.....Woodard Rd.
Air Time.....6 a.m.-11:30 p.m.
News Service .....AP
Transcription Service....Thesaurus, Associated
Representative.....Bertha Bannan, Walker
Membership .....NAB
President.....John W. Haigis, Sr.
Gen., Sta. Mgr.....John W. Haigis, Jr.
Commercial Manager.....H. W. Nichols
Sales Promotion Manager.....Thomas J. Kelly
Pgm. Dir., Chief Anncr. .....Ira I. Hewey
News Director .....Graydon H. Spragg
Chief Engineer.....Leland F. Wheeler
Farm Editor.....Donald A. Tuttle

WHAV

HAVERHILL—1947—LIBERTY

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Haverhill Gazette Co.
Business-Studio Address.....30 How St.
Phone Number 4-4733
Transmitter Location....110 Observatory Ave.
News Service .....AP
Transcription Service .....World
Representative .....Kettell-Carter
Membership .....NAB
Pres., Sta., Gen. Mgr. .....John T. Russ
Prom., Pub. Dir., Comm. Mgr...Robert I. Kimel
Pgm. Prod. Dir. .....Kenneth Ash
Chief Engineer .....Eugene Gaumont

WHYN

HOLYOKE—1941—MBS-YANKEE

Frequency: 560 Kc. ...Power: 1000 Watts d., 1000 Watts n.
Owned-Oper. By....Hampden Hamshire Corp.
Address .....180 High St.
Phone Number .....Holyoke 8238, 8239
Transmitter Location .....West Holyoke
News Service .....AP
Transcription Service .....Lang-Worth
Representative ..Walker Co. & Bertha Bannan
Membership .....NAB, BAB
Sta., Gen. Mgr.....Charles N. DeRose
Commercial Manager ....Patrick J. Montague
Program Director .....John Vondell
Chief Operator .....Jack Paley

WREB

HOLYOKE—1950

Frequency: 930 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Valley Bcstg. Corp.
Address.....323 High St.
Phone Number 2-3296
Transcription Service .....Associated, SESAC
News Service .....AP
Gen. Mgr., Pgm. Dir.....Harold G. Robator
Treasurer .....Anthony DeMarco
Commercial Manager.....Albert Beaupre
Chief Engineer.....Arthur Beaton
News Director.....Fran Hammel

WCCM

LAWRENCE—1947

Frequency: 800 Kc. ...Power: 1000 Watts d.
Owned-Oper. By .....Lawrence Bdcstg. Co.
Address .....54 Essex Street

Phone Number ..Lawrence 37171, Lowell 6359
Transmitter Location .....Andover
Air Time .....Sunrise-Sunset
News Service .....AP
Representative .....Bannan, Colton
Membership ..... NAB
Pres., Gen. Mgr. .....Geo. H. Jaspert
Sta., Comm., Sales Prmo. Mgr. ..Wm. C. Engel
Pub., Pgm. Dir. .....Geo. H. Jaspert
Production Director .....Ernest H. Labranche
Chief Announcer .....Ernest H. Labranche
Chief Engineer .....Geo. H. Jaspert

WLAW

LAWRENCE—1937—ABC-NEMMG

Frequency: 680 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Hildreth & Rogers Co.
Business-Studio Address.....278 Essex St.
Phone Number.....Lawrence 4107
Transmitter Location .....Burlington
Air Time .....6 a.m.-12:05 a.m.
News Service .....UP
Transcription Service.....World, Standard
Representative.....Paul H. Raymer
Membership .....NAB, BAB
Pres., Gen. Mgr.....Irving E. Rogers
Regional Sales Mgr.....Nona Kirby
Sales Mgr.....David M. Kimel
Program Dir.....Frederick P. Laffey
Publicity Director.....Fred A. Sullivan
Chief Announcer.....Richard T. Hickox
News Director .....Bob Moore
Chief Engineer.....George A. Hinckley

WLLH

LOWELL-LAWRENCE—1934
MBS-YANKEE

Frequency: 1400 Kc. ....Power: 250 Watts d., 250 Watts n.
Owned-Oper. By .....Merrimac Bdcstg. Co.
Trans. Address ....39 Kearney Square, Cregg Bldg. (Lawrence)
Phone Number .....8715, Lawrence 2-2148
Air Time .....6:25 a.m.-12 M.
News Service .....UP
Transcription Service .....Associated
Representative .....Haskell Bloomberg
President .....Gerald Harrison
V. P. .....Carl S. Wheeler
Sta. Mgr. .....Dana W. Fitzgerald
Commercial Manager .....Haskell Bloomberg
Pgm. Dir., Chief Anncr. .....Tom Clayton
News Director .....Fred A. Simmonds
Chief Engineer .....Anthony G. Michaels

WLYN

LYNN—1947

Frequency: 1360 Kc.....Power: 500 Watts d.
Owned-Oper. By....Puritan Bcst. Service, Inc.
Business-Studio Address.....7 Willow St.
Phone Number.....LY. 5-6200
Transmitter Location .....Heath's Court
Air Time.....6:45 a.m.-Sunset
News Service .....UP
Transcription Service.....Associated, SESAC
Pres., Gen. Mgr.....Theodore Feinstein
Station Manager .....Winslow Bettinson
Commercial Mgr.....Kenneth Strong
Program Director .....Winslow Bettinson
Chief Announcer .....Dave Mann
News Director .....Ernest Rosenthal
Chief Engineer.....John W. Parker

WBSM

NEW BEDFORD—1949—NERN

Frequency: 1230 Kc.....Power: 100 Watts
Owned-Oper. By.....Bay State Bcstg. Co.
Address .....Pope's Island
Phone Number 3-1767
Representative .....McGillvra
Transcription Service .....MacGregor
News Service .....UP
President.....Joseph P. Duchaine
General Manager.....Otto F. A. Arnold
Commercial Manager.....Harry W. Moore
Pgm., Farm Dir.....Edward L. Merritt
Chief Engineer.....Harold H. Hoover, Jr.
News Director.....Frank Burgmeier

WNBH

NEW BEDFORD—1921—MBS
YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By .....E. Anthony & Sons, Inc.
Business-Studio Address .County & Union Sts.
Phone Number 8-5228
Transmitter Location.....Fairhaven
Air Time.....6:30 a.m.-12 M.
News Service .....AP
Transcription Service.....World, Associated
Representative....Walker Co., Bertha Bannan
Membership ..... NAB
Vice-President .....Basil Brewer
Station Manager .....Paul Perreault
Comm., Sales Prom. Mgr. .....David Shurtleff
Publicity Director .....Conrad White
Program Director.....Edward Boghosian
News Director .....Oscar Glasberg
Chief Engineer.....Z. V. Grobowski

WMNB

NORTH ADAMS—1947

Frequency: 1230 Kc. .....Power: 250 Watts
Owned-Oper. By..Northern Berkshire Bcstg. Co.
Bus.-Studio-Transmitter Address...466 Curran
Phone Number 1230
News Service .....AP
Transcription Service .....World
Representative .....Grant
Membership .....NAB, BAB
Part Owner, Gen. Mgr.....J. Gordon Keyworth
Commercial Rep.....Richard J. O'Brien
Program Manager .....Benjamin A. Hubley
Chief Technician.....William B. Dailey

WNAW

NORTH ADAMS—1949

Frequency: 860 Kc. .....Power: 250 Watts d.
Owned-Oper. By .....N. W. Welch
Address .....20 State Street
Phone Number 860-1
Transmitter Location .....Curran Highway
Air Time .....Sunrise-Sunset
News Service .....UP
Trans. Serv. .....Standard & Lang-Worth
President .....Neal W. Welch
Sta. Mgr., Chief Ann.....William E. Gordon
Sales Pro. Manager.....Winston Budrow
Program Director .....E. Norman Bailey
News Director .....Clay Perry
Chief Engineer .....Gerald F. O'Grady

WHMP

NORTHAMPTON—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Pioneer Valley Bcstg. Co.
Address.....78 Main St.
Transcription Service .....Standard
President.....John W. Williams
Gen., Comm. Mgr.....Alexander W. Milne

WBEC

PITTSFIELD—1947—ABC-UBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Western Mass. Bcstg. Co.
Business-Studio Address.....30 Eagle St.
Phone Number 8292-3
Transmitter Location.....30 Eagle St.
Air Time.....6:45 a.m.-M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Everett-McKinney, Kettell-Carter
Membership .....NAB, BAB
President.....Donald B. Miller
Gen., Sta., Comm., Prom. Mgr., Pub. Dir. .... W. Wendell Budrow
Pgm., Prod. Dir. .....Harry Brown
Chief Announcer .....Dana Jones
Chief Engineer.....Walton Ayer
News Director .....Edward Farrel, Jr.
Farm Editor .....M. Haggarty
Musical Director .....Robert Hennaberry

WBRK

PITTSFIELD—1938—MBS-YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Greylock Bcstg. Co.
Business-Studio Address.....8 Bank Row
Phone Number 2-1553
Transmitter Location.....100 East St.
Air Time .....6:40 a.m.-12 M.
News Service .....UP
Transcription Service .....Associated
Representative .....Walker, Bannan
Membership .....NAB, BAB
President .....Leon Podolsky
Sta., Gen. Mgr. .....John T. Parsons
Commercial Manager.....Walter Kearsey
Sales Promotion Manager ...Robert Burbank
Mus., Pub., Pgm. Dir. .....Richard Bolender
Production Director .....Ted Holmes
Chief Engineer.....Leonard Lavendol
News Director .....Leon Beeler
Farm Director .....Robert Youst

WJDA

QUINCY—1947

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned-Oper. By...South Shore Bcstg. Co., Inc.
Business-Studio Address.....29 Brackett St.
Phone Number.....Mayflower 9-1300
Transmitter Location .....Germantown
News Service .....AP
Transcription Service .....World
Pres., Sta. Mgr., Pgm. Dir. ..Joseph H. Tobin
Comm., Sales Prom. Mgr., Pub. Dir., Chief Engineer .....James D. Asher
Chief Announcer .....George Erwin
News Director .....Bill Edwards

WESX

SALEM—1939

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....North Shore Bcstg. Co.
Business-Studio Address..49-53 Washington St.
Phone Number 5670
Transmitter.....Naugus Head, Marblehead
Air Time .....Unlimited
Pres., Treas.....Charles W. Phelan
Manager.....Edmund L. Phelan
Commercial Manager.....Robert Rogers

WMAS

SPRINGFIELD—1932—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WMAS, Inc.
Business-Studio Address.....1757 Main St.
Phone Number.....Springfield 7-1414
Transmitter Location.....Pynchon Pk.
News Service .....UP
Transcription Service .....Associated
Representative .....Edward Petry
Membership .....NAB, BAB
President .....Gerald Harrison
Sales Prom., Sta. Mgr.....Robert Donahue
Commercial Manager.....Robert Feldman
Program Director.....Turner Cooke
News Director.....Noah LaMountain
Chief Engineer.....John Michnovez

WSFL

SPRINGFIELD—1948

Frequency: 1600 Kc. ....5 KW d.
Owned-Oper. By .....Springfield Bdcstg. Co.

Address .....137 State St.
Phone Number 2-7487
Trans. Loca. ...No. Main St., E. Longmeadow
Air Time .....Unlimited
News Service .....UP, Armstrong Sports
Representative .....The Bolling Co.
President .....G. A. Askinas
Commercial Manager .....E. G. Hewinson
Sta. Mgr., Pgm. Dir. .....C. M. Manitsas
Chief Engineer.....E. G. Hewinson

WSPR

SPRINGFIELD—1936—ABC

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Operated By.....WSPR, Inc.
Business .....63 Chestnut St.
Phone Number....Springfield 6-2757-8, 6-4218
Transmitter Location...Union St. & Palmer Ave.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....George P. Hollingbery
Membership .....NAB, BAB
President .....Quincy A. Brackett
Station Manager .....Alan C. Tindal
Commercial Manager ....William H. Burleigh
Sales Prom. Mgr., Pub. Dir...Howard S. Keefe
Program Director .....Wayne H. Latham
Chief Announcer.....Robert L. Jones
Chief Engineer.....George Townsend

WPEP

TAUNTON—1949

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Silver City Bcstg. Co.
Address.....174 Broadway
Phone Number 4-7528
Transcription Service .....Lang-Worth
News Service .....UP
Ptnr., Pres. & Fin. Mgr...J. Marshall McGregor
Ptnr., Gen. Mgr.....James Milton Hammond
Station Manager.....Robert A. Brennan
Chief Engineer.....John B. Tracy, Jr.
News Director.....Paul A. McCormack

WCRB

WALTHAM—1948

Frequency: 1330 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Charles River Bcstg. Co.
Business-Studio Address.....4 Gordon St.
Phone Number.....Wa 5-7080
Transmitter Location.....South St.
Air Time .....Daytime
News Service .....UP
Transcripiton Service .....Lang-Worth
Representative .....Bannan
President.....Richard C. O'Hare
General Manager.....Deuel Richardson
Station Manager.....Theodore Jones
Commercial Manager.....J. F. McArdle
Program Director.....Wm. Sherman
Publicity Director...Harold P. Richardson, Jr.
Chief Engineer.....J. H. Bonney

WARE

WARE—1948

Frequency: 1250 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Donald W. Howe
Business-Studio Address.....East St.
Phone Number 1250, 1251
Transmitter Location..Atop Coy's Hill, Warren
Air Time .....Daytime
News Service .....AP
Transcription Service .....Associated
Membership .....NAB, BAB
Pres., Gen., Sta. Mgr. .....Donald W. Howe
Pub. Dir., Comm. Mgr. .....Robert S. Sinnett
Farm Edit., Pgm. Dir. .....Tom Colton
News Director .....Bill O'Neil
Chief Engineer.....Fred Joslin

WTXL

WEST SPRINGFIELD—1949

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Telecolor Corp.
Address.....34 Sylvan St.
Phone Number 9-4768
Air Time .....6:45 a.m.-12 M.
News Service .....INS
Transcription Service .....Capitol, World
Representative .....Cooke
Membership ..... NAB
Pres., Gen., Prom. Mgr.....L. A. Reilly
Commercial Manager ....Holland D. Cameron
Oper. Mgr., Pgm. Dir., Chief Engr...J. L. Spates

WOCB

WEST YARMOUTH—1940
MBS-YANKEE-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By .....E. Anthony & Sons
Transmitter Address .....South Sea Ave.
Phone Number.....Hyannis 502
Air Time .....7 a.m.-11:30 p.m.
News Service .....AP
Transcription Service .....World
Representative.....Walker, Bertha Bannan
President .....Basil Brewer
Gen., Sta. Mgr. .....Gerald L. Staten
Commercial Manager .....Paul G. Collins
Chief Engineer .....Zigmum Grobowski
News Director .....William J. Torpey

WAAB

WORCESTER—1931—MBS-YANKEE

Frequency: 1440 Kc.....Power: 5000 Watts
Owned By .....The Olin Corp.
Operated By.....Radio Enterprises, Inc.
Business-Studio Address ....34 Mechanic St.
Phone Number 2-5811

Transmitter Location .....Holden
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service .....Associated
Representative ..... Everett-McKinney
Membership .....NAB, BAB
Pres., Gen., Sta., Comm. Mgr. ..B. W. Olin, Jr.
Asst. to Pres. .....William R. Sweeney
Traffic Manager.....Dorothy Morris

WNEB

WORCESTER—1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....New England Bcstg. Co.
Trans. Address ....Park Bldg., 507 Main St.
Phone Number 6-4672
Air Time .....6 a.m.-12 M.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Bolling, Kettell-Carter
President.....Paul C. Lytle
Sta., Gen. Mgr. .....John J. Hurley
Commercial Mgr.....Edward T. McCann, Jr.
News Director .....Andrew F. Hickey
Musical Director.....Robert F. Bilske
Chief Engineer.....Vernon P. Wilson

WORC

WORCESTER—1925—ABC

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Operated By.....Alfred F. Kleindienst
Business-Studio Address.....65 Elm St.
Phone Number 5-3101
Transmitter Location .....Auburn
Air Time.....7 a.m.-M.
News Service .....INS
Transcription Service .....Lang-Worth
Representative .....Weed
Membership .....NAB
Chief Owner.....A. F. Kleindienst
Gen., Sta. Mgr. .....M. P. Stanton

WTAG

WORCESTER—1924—CBS

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By.....WTAG, Inc.
Business-Studio Address.....18 Franklin St.
Phone Number 5-4321
Transmitter Location..Shrewsbury St., Holden
Air Time .....6 a.m.-12:05 a.m.
News Service .....AP
Transcription Service.....World, Associated
Representative.....Paul H. Raymer
Membership .....NAB, BAB
Vice-Pres., Gen. Mgr.....Robert W. Booth
Commercial Manager.....Herbert L. Krueger
Sales Promotion Manager ...Edwin W. Quinn
Prod., Pgm. Dir. .....A. J. Brissette
Publicity Director.....A. C. Fuller
Chief Engineer.....E. A. Browning
Farm Editor.....H. Sidney Vaughn

AP SELLS

For Stations and Sponsors —

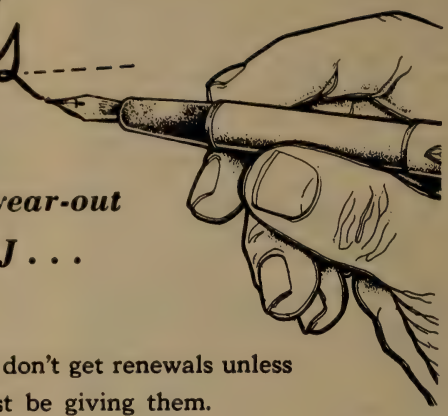
For instance . . . . WMLS

"70 AP newscasts on WMLS are sold out. The biggest sponsor is Hill Grocery Company, the largest Alabama retail grocery chain, with three 5-minute AP newscasts daily.

"Associated Press newscasts not only are easy to sell; they sell for our advertisers."

CURTIS O. LILES,
General Manager,
WMLS, Sylacauga, Ala.

Renewals



proof of the year-in year-out selling power of WWJ . . .

In radio business, you don't get renewals unless you give results. WWJ must be giving them.

Detroit's largest department store, on WWJ for the past 16 years with an hour-long daily program, renewed again. A utility, on WWJ since 1945 with three programs weekly, renewed again. A foremost men's clothing chain, on WWJ for 12 years with a nightly news program, renewed again. An automobile dealers' group, on WWJ 5 programs a week, just renewed again for its third year. And so it goes.

What better proof is there of the effectiveness of WWJ . . . NBC station in Detroit . . . now celebrating its 30th year of community leadership . . . in a market of 1½ million radio sets in the homes and cars of workers who spent more than 3 billion dollars last year in Detroit's retail stores!

WWJ AM-FM

Basic NBC Affiliate

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

FIRST IN DETROIT . . . *Owned and Operated by* THE DETROIT NEWS

National Representatives: **THE GEORGE P. HOLLINGBERY COMPANY**
Associate Television Station WWJ-TV

MICHIGAN

Population 6,371,766—Increase +21.2% ('40-'50)—Radio Homes 1,686,660
Families—1,722,100—Stations in State 62

WABJ

ADRIAN—1946

Frequency: 1500 Kc. ....Power: 250 Watts d.
Owned-Oper. By .....James Gerity, Jr.
Address .....Treat Rd.
Phone Number 9000
Transmitter Location .....Treat Rd.
Air Time .....Sunrise-Sunset
News Service .....UP
Transcription Service .....World
Representative .....Hal Holman Co.
Membership .....NAB, BAB
Owner .....James Gerity, Jr.
General Manager .....O. Wm. Myers
Commercial Manager.....Harley West, Jr.
News, Pgm. Dir. .....Larry Payne
Chief Announcer .....Phil Sanford
Chief Engineer .....Elwood Brown
Farm Editor .....Don Dean

WFYC

ALMA—1948—GLN

Frequency: 1280 Kc. ..Power: 1000 Watts d.
Owned-Oper. By .....WFYC, Inc.
Address .....408½ Gratiot Ave.
Phone Number 95, 157
Trans. Loca. .....1 Mi. E. of City on U.S. 27
Air Time .....6 a.m.-Sundown
News Service .....UP
Trans. Service .....Lang-Worth, World
President .....Reid Brazell
Gen., Sta., Comm., Sales Prom. Mgr.....
Robert W. Cessna
Pgm., Prod., Pub. Dir. .....Bob Clayton
Chief Announcer .....David Sommerville
News Director .....Stan Heineman
Musical Director .....Lillian Curtis
Chief Engineer .....Irving Grove
Farm Editor .....Carl Bortle

WATZ

ALPENA—1946
MBS-KBS-PAUL BUNYAN

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Midwestern Bcstg. Co.
Business Address .....Alpena
Phone Number 1049
Studio-Transmitter Location.....M-32 West
Air Time.....7 a.m.-11 p.m.
News Service .....AP
Representative .....Hal Holman
President .....Les Biederman
General Manager.....Drew McClay
Chief Engineer.....William Kiker

WHRV

ANN ARBOR—1947—ABC

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Oper. By.....Huron Valley Bcstg., Inc.
Business Address.....Box 608
Phone Number 2-4573
Studio-Trans. Location.....4230 Packard Rd.
Air Time.....6 a.m.-2 a.m.
News Service .....AP
Transcription Service .....World
Representative .....Forjoe
Membership .....NAB
President.....J. F. Hopkins
General Manager .....Douglas Campbell
Program Dir.....Amy H. Wilcox
Chief Announcer.....Claire Linn
Chief Engineer.....James Allen
Consulting Engineer .....Lohnes & Culver

WPAG

ANN ARBOR—1945

Frequency: 1050 Kc. ....Power: 100 Watts d.
Owned-Operated By...Washtenaw Bcstg. Co.
Bus.-Studio Address....3rd Floor, Hutzel Bldg.
Phone Number 2-5517
Transmitter Location.....1795 So. Maple Rd.
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service .....Standard
Representative .....Hal Holman
Membership .....NAB, FMA
President.....Arthur E. Greene
Gen., Sta. Mgr.....Edward F. Baughn
Commercial Manager .....A. H. Turner
Program Director.....Pat Quinn
Chief Announcer .....Albert J. Sanborn
Chief Engineer.....George D. Stearns
News Director.....Otis Hardy
Farm Editor.....Howard E. Heath
Consulting Engineer.....George C. Davis

WLEW

BAD AXE—1950

Frequency: 1540 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Saginaw Bcstg. Co.
Phone Number 1010
Representative .....Headley-Reed
Transcription Service .....Standard
News Service .....AP
Owner, President.....Milton L. Greenebaum
Oper. Dir., Gen. Mgr.....Jack Parker
Commercial Manager.....Cliff Thomas
Program Director.....Earl Johnson
Facility Dir.....Meredith Koerner
Chief Engineer.....Harold McCullen

- Advertising that Moves More Merchandise per Dollar Invested is Bound to be the One that Gives You the Most Coverage for the Least Money



- Covers a 17,000,000 Population Area in 5 States at the Lowest rate of any Major Station in this Region!

"It's The DETROIT Area's Greater Buy"

Guardian Bldg. • Detroit 26

Adam J. Young, Jr., Inc., *Nat'l Rep.* • J. E. Campeau, *President*

WBCK

BATTLE CREEK—1948—MBS

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Operated By.....Michigan Bcstg. Co.
Business-Studio Address....402 Security Natl. Bank Bldg.
Phone Number 3-5555
Transmitter Location.....Golden Ave.
Air Time .....6 a.m.-12 M.
News Service .....UP
Transcription Service .....Thesaurus
Representative ..... Burn-Smith
General Manager .....Robert H. Holmes
Commercial Manager .....F. K. Doyle
Program Director.....E. F. Cahill
News Director .....A. E. Johansen
Chief Engineer.....Arris J. Geranis

WELL

BATTLE CREEK—1925—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Federated Publications, Inc.
Bus.-Studio-Transmitter Address.....Michigan National Bank Bldg.
Phone Number 5655
Air Time .....6 a.m.-11:30 p.m.
News Service .....AP
Transcription Service...Standard, Lang-Worth
Representative .....Bolling
Membership ..... NAB
Station Manager .....Dan E. Jayne
Commercial Manager.....E. P. Mills, Jr.
Program Director.....Forrest F. Owen
Chief Engineer.....Earl J. Stone

WBCM

BAY CITY—1928—ABC

Frequency: 1440 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Bay Bcstg. Co., Inc.
Business-Studio Address.....Wenonah Hotel
Phone Number 7551-2
Transmitter Address....Tuscola Rd., Hampton
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative.....George P. Hollingbery
President.....Harley D. Peet
Gen.-Station-Comm. Mgr.....Hugh A Giesel
Program Director.....Charles E. Anthony
News Director .....Frank J. Walsh
Musical Director.....Lionel H. DeRemer
Chief Engineer.....Ralph H. Carpenter
Farm Editor.....G. Edward Vallender
Consulting Engineer .....Jansty & Bailey

WGRO

BAY CITY—1949—LBS—KBS

Frequency: 1260 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Griner-Dillon Bcstg. Co.
Trans. Address .....4451 Wheeler Rd.
Phone Number 3-1260
Air Time .....Daytime
News Service .....AP
Transcription Service .....Capitol
Representative.....Sears & Ayer
Pres., Gen. Mgr.....Gail D. Griner
Commercial Manager .....Stanley Hommes
Program Director .....Edward T. Dillon
Chief Anncr., News Dir. .....Hal Shore
Musical Director .....Wilmetta Jean Resley
Chief Engineer .....Floyd Woody

WHFB

BENTON HARBOR—1947

Frequency: 1060 Kc. ...Power: 1000 Watts d.
Owned-Oper. By .....Palladium Publ. Co.
Address .....Benton Harbor
Phone Number 5-2113
Transmitter Location .....Fairplain Ave.
Air Time .....Sunrise-Sunset
News Service .....AP
Transcription Service .....Lang-Worth & RCA
Representative .....Hal Holman
Membership .....NAB, BAB
President .....Stanley R. Banyon
Gen., Sta. Mgr. .....J. P. Scherer
Commercial Manager .....Ted Vernasco
Sales Prom. Mgr., Pub. Dir. .Dwight Edmunds
Program Director .....John Pershing Chase
Production Director .....Cal Bollwinkel
News Director .....Jack Cogswell
Musical Director .....Lee Lockwood
Chief Engineer .....Munson Robinson
Farm Editor .....John Pershing Chase
Consulting Engineer Craven, Lohnes & Culver

WATT

CADILLAC—1945

MBS-KBS-BUNYAN-WOLVERINE

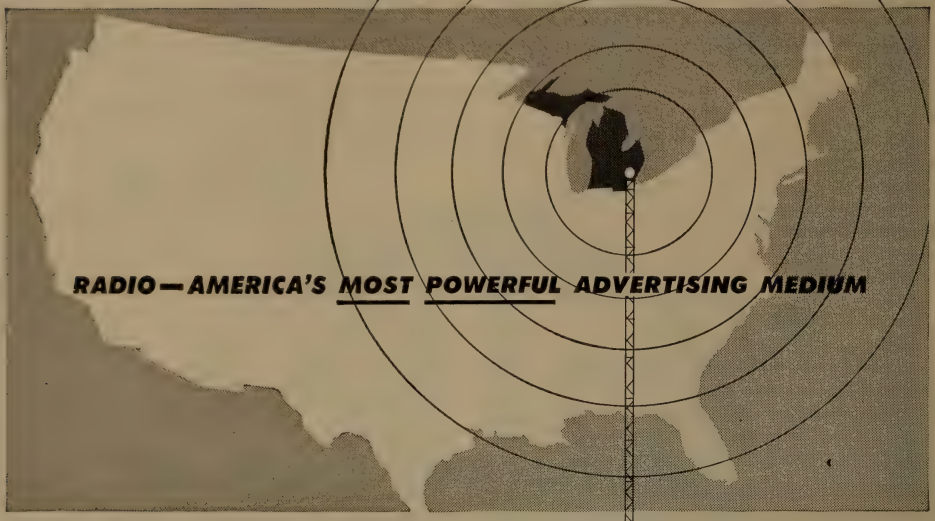
Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Midwestern Bcstg. Co.
Business-Studio Address .....Cadillac
Phone Number 1270
News Service .....AP
Transcription Service.....SESAC, KBS
Representative .....Hal Holman
General Manager.....Les Biederman

WTVB

COLDWATER—1949—KBS

Frequency' 1590 Kc. ...Power: 1000 Watts
Owned-Oper. By ...Twin Valley Bdcstrs, Inc.
Address .....Box 32
Phone Number 1230
Trans. Loca. .....1½ Mi. So. on U.S. 27
Air Time .....6 a.m.-9 p.m.
News Service .....AP
Trans. Service .....Associated, Capitol, Cole
Representative ..... McGillvra
President .....George Hosek
Board Chairman.....James Wilson
Station Manager .....E. Harold Munn, Jr.

WJR



Michigan's most powerful Advertising Medium



WJR • THE GOODWILL STATION INC. • FISHER BLDG. • DETROIT • CBS 50,000 WATTS

Represented Nationally by Edward Petry & Company

Sales Promotion Manager ...Kenneth Gallant
Program Director .....Jack Douglas
Chief Announcer .....Dick DeFay
Chief Engineer .....E. Harold Munn, Jr.
Consulting Engineer .....E. Harold Munn, Jr.

WKMH

DEARBORN—1946

Frequency: 1310 Kc.....Power 5000 Watts d., 1000 n.
Owned-Operated By.....WKMH, Inc.
Business-Studio Address.....WKMH Bldg.
Phone Number.....Logan 2-4000
Transmitter .....Willow Run Express Hway.
Air Time .....6 a.m.-2 a.m.
News Service.....INS, UP
Transcription Service .....Lang-Worth
Representative ..... Headley-Reed
Membership .....NAB, BAB
Pres., Sta., Gen. Mgr. .....Fred A. Knorr
Pgm., Prod. Dir. .....Walter Patterson
Comm., Prom. Mgr. .....George M. Miller
Chief Announcer .....Richard Buller
Chief Engineer.....Jerrold Martin
News Director .....Dale Marr
Musical Director .....Albert Gross
Farm Editor .....Bob Rothwell
Consulting Engineer .....Kear & Kennedy

CKLW

DETROIT-WINDSOR—1932—MBS

Frequency: 800 Kc.....Power: 50,000 Watts
Owned-Oper. By..Western Ontario Bcstg. Co., Ltd., Essex Bcstrs., Inc.
Business Address..3300 Guardian Bldg., Det.
Phone Number.....Woodward 1-7200
Studio Address..Canada Trust Bldg., Windsor
Transmitter Location.....Harrow, Ont.
Air Time.....5:30 a.m.-4 a.m.
News Service .....INS, UP
Transcription Service.....Standard, World, Lang-Worth
Representative.....H. N. Stovin, Adam J. Young, Jr.
Membership .....NAB
President, General Mgr.....J. E. Campeau
Sta. Mgr., Chief Engr.....W. J. Carter
Commercial Manager.....E. Wilson Wardell
Sales Prom. Mgr.....Art Gloster
Pgm., Prod. Dir.....S. Campbell Ritchie
News Director.....Val Clare
Publicity Director.....H. Arthur Laing
Chief Announcer.....John Gordon
Musical Director.....Wally Townsend
Farm Editor.....Austin Grant

See Page 472

WJBK

DETROIT—1925

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Fort Industry Co.
Business-Studio Address.....500 Temple Ave.
Phone Number.....TEmple 3-7900
Transmitter Location...15555 Woodrow Wilson
Air Time .....24 Hours
News Service.....INS, UP
Representative .....Katz Agency
Membership .....NAB
President.....George B. Storer
Gen Sta., Comm Mgr.....Richard E. Jones
Prod., Pgm. Dir. .....Hal Hough
Prom., Pub. Dir. .....Joyce Chopman
Chief Engineer .....Paul O. Frincke
Consulting Engineer .....Earl Cullum

WJLB

DETROIT—1926

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By ...Booth Radio & TV Stas.
Business Address.....600 Buhl Bldg.
Phone Number .....WOodward 5-2000
Studio Address...3100 David Broderick Tower
Transmitter Location.....375 Midland Ave. Highland Park
News Service .....AP
Transcription Service .....World
Representative .....Forjoe
Pres., Gen. Mgr. .....John L. Booth
Prom., Comm. Mgr. .....Eric V. Hay
Station Manager .....W. J. Jory
Program Director.....George Kendall
Chief Announcer.....R. L. Mabry
Chief Engineer.....Edward H. Clark

WJR

DETROIT—1927—CBS

Frequency: 760 Kc.....Power: 50,000 Watts
Owned-Oper. By. WJR, The Goodwill Sta., Inc.
Address .....Fisher Bldg.
Phone Number .....Trinity 5-4440
Transmitter Location .....Trenton
Air Time .....24 Hours
News Service .....AP, INS, UP
Trans. Service ..Lang-Worth, Theaurus, Asso.
Representative .....Petry & Co.
Membership .....NAB, BAB
Chairman of the Board .....G. A. Richards
President .....John F. Patt
V.P., & Gen. Mgr. .....Worth Kramer
Sales Service Manager ....F. A. McPhillips
Sales Promotion Manager .....James Quello
Program Director .....Franklin Mitchell
Production Director .....Norman White
V.P. in charge of News.....George Cushing
Chief Announcer .....Ron Gamble
News Editor .....Jack White
Musical Director .....Paul LaVoie
V.P. in chge of Engr. .....George Leydorf
Farm Editor .....Marshall Wells

WWJ

DETROIT—1920—NBC

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Oper. By ....The Evening News Assn.

Address .....615 W. Lafayette
Phone Number .....WOodward 2-2000
Trans. Loca. .....8 Mi. & Myers Rd.
Air Time .....24 Hours
News Service .....AP, UP
Trans. Serv. .....Lang-Worth & Thesaurus
Representative ...George P. Hollingberry Co.
Director of Radio .....W. J. Scripps
General Manager .....Harry Bannister
Station Manager .....Don DeGroot
Office Manager .....Mabel Munroe
Personnell Manager .....E. L. Tyson
General Program Mgr. .....M. C. Wissman
General Engr. Mgr. .....E. J. Love
Public Affairs Manager .....James Eberle
Night Manager .....Stanley Swales
Publicity Manager .....John Gnau
Chief Engineer.....Carl Wesser
Promotion Manager.....Jack Albert
Program Manager .....John Hill
News Editor .....Tom MacMahon
Farm Editor .....John Merrifield
Sales Manager .....Wendell Parmelee
Asst. Sales Manager ...Richard Spencer, Jr.

WXYZ

DETROIT—1925—ABC-MRN

Frequency: 1270 Kc.....Power: 5000 Watts
Owned By.....American Bcstg. Co.
Operated By.....WXYZ, Inc.
Business Address.....1700 Stroh Bldg.
Phone Number .....WOodward 3-8321
Studio Address.....8415 E. Jefferson Ave.
Transmitter Location....Joy Rd. & Greenfield
Air Time .....6:30 a.m.-1 a.m.
News Service.....INS, UP
Transcription Service ..Standard, Lang-Worth
Representative .....ABC Spot Sales
Pres., Gen. Mgr.....James G. Riddell
Commercial Manager.....Harold Christian
Pub. Dir., Sales Prom. Mgr. .....Hal Neal
Prod., Pgm. Dir. .....Jack McCarthy
Musical Director.....Phil Brestoff
News Director .....Henry Alexander
Chief Engineer .....Charles Kocher

WDBC

ESCANABA—1941—MBS-KBS

Frequency: 680 Kc.....Power: 1000 Watts
Owned-Operated By.....Delta Bcstg. Co.
Business-Studio Address.....Lud. & First Sts.
Phone Number 3190-1
Transmitter Location.....Ski Hill Rd.
Air Time.....6:30 a.m.-M.
News Service .....UP
Representative .....Walker
President.....John P. Norton
Gen., Sta., Comm. Mgr..George D. Lindenthal
Pgm., Prod. Dir.....Anthony Flynn
Musical Director.....George Jaap, Jr.
Chief Engineer.....Jack W. Foster

WBBC

FLINT—1947—MBS

Frequency: 1330 Kc.....Power: 1000 Watts
Owned-Oper. By..Booth Radio & TV Stations,
Business-Studio Address....112 W. Water St.
Phone Number.....Detroit, Woodward 2-0220;
Flint, 9-8686
Transmitter Location.....3076, Bristol Rd.
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service .....World
Representative .....Forjoe
President.....John Lord Booth
General Manager .....W. Eldon Garner
Program Dir.....Jerry Schroeder
Chief Announcer.....Willard Lamb
News Director .....James Rush
Chief Engineer.....G. Elwood Ryan

WFDF

FLINT—1922—ABC-MRN

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By.....The Trebit Corp.
Bus.-Studio Address....Mott Foundation Bldg.
Phone Number 2-7158
Transmitter Location .....Briston Road
Air Time .....5:45 a.m.-1 a.m.
News Service .....AP
Transcription Service.....Capitol, Thesaurus,
Standard
Representative .....Katz
Membership .....NAB, BAB
President.....Harry M. Bitner, Sr.
General Mgr.....Lester W. Lindow
Sales Prom. Mgr.....Marvin Levey
Farm Edit., Pgm. Dir. .....Elmer A. Knopf
Publicity Dir.....Richard Toohay
Chief Announcer.....Ted Taylor
News Directors .....Jack Lewin, Jim Corbett
Musical Director.....Billy Geyer
Chief Engineer.....Frank D. Fallain
Consulting Engineer .....Gillett & Assoc.

WMRP

FLINT—1946—KBS

Frequency: 1510 Kc.....Power: 250 Watts d.
Owned-Oper. By..Methodist Radio Parish, Inc.
Business-Studio Address.....573 Mary St.
Phone Number 3-5112
Transmitter Location .....3417 Lapeer Rd.
Air Time .....Daytime
Transcription Service .....UP
Transcription Service.....Standard, SESAC
Representative .....Best
President .....Victor Longfield
General Manager.....William H. Merford
Chief Engineer.....Homer Blumerich
Commercial Manager .....Mell Moss
Chief Announcer .....Cliff Martin

WTAC

FLINT—1946—NBC

Frequency: 600 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By.....Trendle-Campbell Bcstg. Corp.
Business-Studio Address....740 S. Saginaw St.
Phone Number.....Flint 2-1136
Transmitter Location.....6171 Center Rd., Grand Blanc
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Paul H. Raymer
President.....George W. Trendle
General Mgr.....H. Allen Campbell
Sta., Comm. Mgr.....J. R. McKinley
Program Dir.....Laurence Arnold
Musical Director.....Max Henderson
Chief Engineer.....Darrell Jones

WATC

GAYLORD—1950—BUNYAN

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Midwestern Bcstg. Co.
Address....Paul Bunyan Bldg., Traverse City
Phone Number.....Traverse City 2700
Representative .....Holman
Transcription Service .....Standard
News Service .....AP
President .....Lea Biederman
General Manager.....Mitch Gordon
Commercial Manager.....Johnny Cosseus
Program Director.....Ken Haven
Chief Engineer.....William Kiker
News Director.....Bob Durrett

WGHN

GRAND HAVEN—1951

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Grand Haven Bcstg. Co.
President.....Walter R. Hammel
General Manager.....Kerm Trimble

WFUR

GRAND RAPIDS—1947

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Furniture City Bcstg. Corp.
Business-Studio Address..430 Federal Square Bldg.
Phone Number.....GI. 6-9541
Trans. Loca. .....Garfield & Butterworth
Air Time .....Sunrise-sunset
News Service .....AP
Trans. Serv. .....Lang-Worth, Thesaurus
Representative .....Hil F. Best

WHY IS AP THE BEST?

BECAUSE—AP members decide what AP shall be. Their decision has made AP unequalled in covering the news of the world . . . RAPIDLY . . . TRUTHFULLY . . . FULLY . . . ACCURATELY.

Pres., Gen., Sta. Mgr. .....William Kuiper
Program Director .....Henry Bosch
Chief Engineer.....Jack Timmer
News Director .....Gordon Kibby
Farm Editor .....Lee Mathews
Musical Director .....Bob Beukema

WGRD

GRAND RAPIDS—1947

Frequency: 1410 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Music Bcstg. Co.
Business-Studio Add...35 Lafayette Ave., N.E.
Phone Number 9-4111
Transmitter Location..1300 Plymouth Rd., N.E.
Air Time.....6:30 a.m.-local sunset
News Service .....AP
Transcription Service .....Standard
Representative.....Joseph Hershey McGillvra
Pres., Gen., Sta. Mgr.....Paul F. Eichhorn
News Director .....Joseph C. Hooker
Chief Anncr., Pgm. Dir. ...Robert J. Whitcomb
Musical Director .....Jack Harrison
Chief Engineer.....Richard Groenevelt
Consulting Engineer ...Gautney, Ray & Price

WJEF

GRAND RAPIDS—1945—CBS

Frequency: 1230 Kc. ..Power: 250 Watts d., 250 Watts n.
Owned-Oper. By .....Fetzer Bdcstg. Co.
Address .....124 W. Mich. Ave., Kalamazoo
Phone Number .....Glendale 6-8512
Transmitter Location .....Pantlind Hotel
Air Time .....6 a.m.-12:05 M.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Avery-Knodel, Inc.
Membership .....NAB, BAB
Pres., Gen. Mgr. .....John E. Fetzer
Pub. Dir., Sta. Mgr. .....Martin Giaimo
Commercial Manager .....John W. O'Harrow
Sales Promotion Manager .....Martin Giaimo
Production Supervisor .....Donald Richardson
Dir. of Public Affairs ....Dr. Willis F. Dunbar
Chief Engineer .....Carl E. Lee
Farm Editor .....Carleton W. Collin
Consulting Engineer .....Paul F. Godley

WLAV

GRAND RAPIDS—1940—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Leonard A. Versluis
Trans. Loca. Add. .....6 Fountain St., N.E.
Phone Number.....GLendale 6-5461
Air Time.....7 a.m.-M.
News Service .....UP
Transcription Service .....Standard
Representative.....John E. Pearson
Membership ..... BAB
Owner.....Leonard A. Versluis
General-Commercial Mgr.....Hy M. Steed
Sales Promotion Manager.....D. D. Knight
Program Director .....Bob Kirby
Production Director .....Dave Hoyle
Musical Director.....Carl Bergner
Chief Engineer.....Lee Stevens
Consulting Engineer .....George Davis

WOOD

GRAND RAPIDS—1924—NBC

Frequency: 1300 Kc....Power: 5000 Watts d., 5000 Watts n.
Owned-Oper. By ....Grandwood Bdcstg. Co.
Address ..1408 Grand Rapids Natl. Bank Bldg.
Phone Number 9-4211
Transmitter Location .....633 - 60th St.
Air Time .....5:30 a.m.-1 a.m.
Trans. Serv. .....Lang-Worth, World
Representative .....Katz Agency
President .....H. M. Bitner, Sr.
Gen., Sta., Comm. Mgr. ...William Schroeder
Program Director .....Frank Sisson
Production Director .....Rudy Pessel
Publicity Director .....Howard Silbar
News Director .....Bob Runyon
Chief Engineer .....Robert Wilson
Farm Editor .....Dick Henry

WHTC

HOLLAND—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Holland Bcstg. Co.
Business-Studio Address.....5 E. Eighth St.
Phone Number 6-6610
Transmitter Location .....87 Central Avenue
Air Time .....6 a.m.-11 p.m.
News Service .....AP
Transcription Service.....World, Lang-Worth
Representative .....Grant
President .....W. A. Butler
Chief Engineer.....Millard C. Westrate
Prom., Comm., Gen., Sta. Mgr. ..Sandy Meek
Production Director .....Robert Nelson
Program Director.....Willard C. Wichers
Publicity Director .....William F. Young
Counsulting Engineer .....Andrews Co.

WHDF

HOUGHTON—1929—MBS—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By...Upper Michigan Bcstg. Co.
Phone Number .....Houghton
Transmitter Location .....Hancock
Air Time.....7 a.m.-11:15 p.m.
Transcription Service .....World
Representative .....Walker
Membership .....NAB
Chief Owner.....G. L. Burgan
General Manager.....Albert W. Payne
Prog. Dir., Chief Announcer.....Earl Norden
Technical Supervisor.....George L. Burgan

WMIQ

IRON MOUNTAIN
ABC-NORTHERN

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Iron Mountain-Kingsford Bcstg. Co.
Business-Studio Address..211 E. Ludington St.
Phone Number 2031
Transmitter Location.....Pewabic Hill
Air Time .....6:30 a.m.-12 M.
News Service .....UP
Transcription Service .....Capitol
President.....Frank J. Russell
General Manager.....Russell J. Staffeld
Sta., Comm. Mgr.....William C. Johnson
Program Director.....Merv Baldrica
Chief Engineer.....Paul F. Anick

WIKB

IRON RIVER—1949—MBS—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WIKB, Inc.
Business-Studio Address.....Iron River Natl. Bank Bldg.
Phone Number 102-3
Transmitter Location .....Caspian
Air Time .....6:55 a.m.-12 M.
News Service .....UP
Transcription Service .....World
Representative .....Walker
President.....William L. Johnson
Sta., Comm., Prom. Mgr. ...James F. Kauper
Prod., Pgm. Dir. .....Bob Serenson
Publicity Director .....Judith Garrett
Chief Announcer.....Ralf Smith
News Director .....Len Johnson
Chief Engineer.....Eugene Kaari
Consulting Engineer.....Andrew Engless

WJMS

IRONWOOD—1931—MBS

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Oper. By..Upper Michigan-Wisconsin Bcstg. Co., Inc.
Business-Studio Address..124 E. McLeod Ave.
Phone Number 20
Transmitter Location.....Cary, Wis.
Air Time .....7 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....Walker
President.....William L. Johnson
General Manager .....Donald R. Hoover
Commercial Manager ....Eugene T. Callahan
Music, Pgm. Dir. .....Laura Johnson
News Director .....John LaForge
Farm Edit., Prod. Dir., Chief Anncr. .Tom Kelly
Chief Engineer.....Arne Dahlbacka
Consulting Engineer .....Andrew F. Inglis

WJPD

ISHPEMING—1947—PBN-GOEBEL

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Ishpeming Bcstg. Co.
Business-Studio Address.....Jenks Block
Phone Number 1892
Transmitter Location.....Hway. 41
Air Time.....7 a.m.-10:30 p.m.
News Service .....AP
Transcription Service .....Lang-Worth
Pres., Gen., Sta. Mgr.....J. P. Deegan
Promotion Manager .....Carl B. Tupala
Program Director .....Paul C. Crowley
Musical Director.....Howard E. Swanson
Chief Engineer.....Bernard R. Maloney

WIBM

JACKSON—1927—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....WIBM, Inc.
Transmitter Address .....2511 Kibby Rd.
Phone Number 6121
Air Time.....6:30 a.m.-M.
Representative .....Hal Holman, Forjoe
President .....Herman Radner
Vice President .....Roy Radner
Station-Commercial Manager....William Cizek
Prog. Dir., Chief Announcer..Jack Underwood
Chief Engineer.....Charles Wirtanen
Farm Editor .....M. K. McGregor

WGFG

KALAMAZOO—1947—ABC

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By.....Southwestern Michigan Bcstg. Co.
Business-Studio Address...State Theatre Bldg.
Phone Number 4-0111
Transmitter Location.....4154 Jennings Dr.
Air Time .....6 a.m.-12 M.
News Service .....UP
Transcription Service .....Standard
Representative .....H-R Reps., Inc.
President .....Harold F. Gross
General Manager .....L. Joe Bolles
Chief Engineer.....Carl E. Stephens
Consulting Engineer .....Kear & Kennedy

WKZO

KALAMAZOO—1923—CBS

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By.....Fetzer Bcstg. Co.
Business Address.....124 W. Michigan Ave.
Phone Number 3-1223
Transmitter Location....Route 2, Richards Dr.
Air Time ..... 6 a.m.-12:05 a.m.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Avery-Knodel
Membership .....NAB, BAB

President, Gen.-Station Mgr.....John E. Fetzer
Comm.-Sales Prom. Mgr....John W. O'Harrow
Production Supervisor .....Harry E. Travis
Director Public Affairs...Dr. Willis F. Dunbar
News Director .....Leonard Colby
Chief Engineer.....Carl E. Lee
Farm Editor.....Carleton W. Collin
Consulting Engineer .....Paul F. Godley

WILS

LANSING—1946—MBS

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Operated By.....Lansing Bcstg. Co.
Bus.-Studio Address....407-11 N. Washington Ave.
Phone Number 2-1655
Transmitter Location .....Lowcroft St.
Air Time.....6 a.m.-1 a.m.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Rambeau
Pres., Gen., Sta., Comm. Mgr. ..W. A. Pomeroy
Chief Engineer .....John C. Pomeroy
Sales Prom. Mgr., Publ. Dir.....Adrian Swets
Pgm., Prod. Dir.....Alex Dillingham
Chief Announcer.....David Froh
News Director .....Landon Young
Musical Director .....Lee Tuttle
Farm Editor .....Hap Horrigan

WJIM

LANSING—1934—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By .....WJIM, Inc.
Bus.-Studio Address ...Bank of Lansing Bldg.
Phone Number 2-1333-4-5
Air Time .....6 a.m.-12 M.
News Service .....UP
Transcription Service.....World, Standard
Representative .....H-R Reps., Inc.
Comm., Sales Mgr. .....Roger S. Underhill
Pres., Gen., Sta. Mgr. .....Harold F. Gross
Program-Production Director..Howard K. Finch
Publicity Director .....Alice Bancroft
Musical Director .....Derwood Carn
Chief Anncr., News Dir. .....John Maters
Chief Engineer .....C. X. Castle
Consulting Engineer .....Kear & Kennedy

WKLA

LUDINGTON—1944—ABC—KBS

Frequency: 1450 Kc. ....Power: 250 Watts d., 250 Watts n.
Owned-Oper. By .....Raymond A. Plank
Address .....204 East Ludington Ave.
Phone Number 842
Trans. Loca. ...E. Ludington Ave., at city lmts.
Air Time .....Unlimited
Transcription Service .....UP
Representative ..... Burn-Smith
Pres., Gen., Sta. Mgr. .....Raymond A. Plank
Sales Promotion Manager .....Jerry Breen
Prod., Pgm. Dir. .....Peter A. Mars
Chief Anncr., News Dir. .....Tom Mathews
Chief Engineer .....John Petters
Farm Editor .....Pete Mars

WDMJ

MARQUETTE—1941—MBS NORTHERN

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..Lake Superior Bcstg. Co., Inc.
Business-Studio Address ....4th & Wash. St.
Phone Number 616-7
Transmitter Location.....Garfield & Bluff Sts.
Air Time.....6 a.m.-M.
Membership .....NAB, BAB
News Service .....UP
Transcription Service .....Capitol
President.....Frank J. Russell, Jr.
General Manager.....Leo G. Brott
Station Manager.....R. G. Ulbrich
Comm., Sales Prom. Mgr. .....Robert Luke
Program Director.....Eldon Wallace
Prod., Music. Dir., Chief Anncr. ..John Dahl
Pub. Dir., Farm Edit. .....Russ Avi
Chief Engineer.....Gordon Brozek
Consulting Engineer .....N. Williams, Ostosh

WMDN

MIDLAND—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Rich Publ. House, Inc.
Transmitter Address .....298 S. Swede Rd.
Phone Number 4000
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Lang-Worth
President.....Phillip T. Rich
Secretary-Treasurer.....Gordon F. Phillips
Sta., Comm., Sales Prom. Mgr.. Spencer Dennison
Pgm., Prod., Pub. Dir.....Richard Fansler
Chief Engr., Farm Editor.....Peter A. Wolfe
Consulting Engineer .....Nathan Williams

WCEN

MT. PLEASANT—1949

Frequency: 1150 Kc.....Power: 1000 Watts d., 500 Watts n.
Owned-Oper. By .. ..Paul A. Brandt
Address .....112½ E. Bway
Phone Number 33-171, 21-501
Trans. Loca. .....So. Mission St.
Air Time .....Sunrise-Sunset
News Service .....AP
Trans. Serv. ....World, Standard
Membership ..... NAB
Owner .....Paul A. Brandt
Gen., Sta. Mgr. .....Robert Meskill
Commercial Manager .....Ralph Garner

Sales Promotion Manager .....Chet Rogoza
Program Director.....Jim Bailey
Publicity Director .....Joe Cotter
Prod., News, Music. Dir., Chief Anncr. J. Bailey
Chief Engineer .....Steve Cole
Chief Announcer.....Frank Robinson
Farm Editor .....Frank Robinson

WKBZ

MUSKEGON—1926—ABC

Frequency: 850 Kc.....Power: 1000 Watts
Owned-Oper. By.....Ashbacker Radio Corp.
Business-Studio Address.....432 Apple Ave.
Phone Number 2-6051
Transmitter Location.....Norton Township
Air Time.....6 a.m.-M.
News Service .....UP
Trans. Serv. .....Lang-Worth, Thesaurus
Representative .....Forjoe
Pres., Gen., Sta. Mgr.....Grant F. Ashbacker
Comm., Prom. Mgr. .....Henry Z. Ungar
Prod., Pgm. Dir. .....Robert Johnson
Publicity Director.....B. L. Bennett
Chief Announcer .....Steve Conrad
News Director .....Dalton Hille
Chief Engineer.....K. B. Pendleton
Consulting Engineer .....E. C. Page

WKNK

MUSKEGON—1949—MBS

Frequency: 1600 Kc.....Power: 5000 Watts d., 1000 Watts n.
Owned-Oper. By.....Nick Kuris
Address .....Federal Square
Phone Number 32126
News Service .....UP
Representative .....Best
President.....Nicholas W. Kuris
General Manager.....Don Mann
Program Director.....Chuck Bird
Promotion Manager.....Bill Wolff
Chief Engineer.....George Krevitzky
Farm Editor.....A. Taber
Traffic Manager.....Bud Pickel

WMUS

MUSKEGON—1947

Frequency: 1090 Kc.....Power: 1000 Watts d.
Owned-Oper. Greater Muskegon Bcstrs., Inc.
Business-Studio Address.....1769 Peck St.
Phone Number 2-7608
Transmitter....4 Mi. E. Hway. 31 on Giles Rd.
News Service .....AP, UP
Transcription Service.....Capitol, Associated
Representative .....Hal Holman
Pres., Gen., Sta. Mgr.....F. M. Van Campen
Commercial Mgr.....Henry Veenstra
Program Director.....Miles M. Olsen
Chief Engineer.....George Krivitsky

WOAP

OWOSSO—1948—GLN

Frequency: 1080 Kc.....Power: 250 Watts d.
Owned-Operated By.....Argus Press Co.
Transmitter Address .....2300 N. Shiawassee
Phone Number 980
Air Time .....Daytime
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Joseph Hershey McGillvra
President.....J. E. Campbell
Prom., Gen., Sta., Comm. Mgr. ..M. H. Wirth
News, Pgm., Prod., Pub. Dir., Chief Anncr... Merrill Walker
Musical Dir., Chief Engr.....M. Carson
Farm Editor.....J. Kinosky
Consulting Engineer Craven, Lohnes & Culver

WMBN

PETOSKEY—1946
MBS-KBS-BUNYAN-WOLVERINE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Midwestern Bcstg. Co.
Business-Studio Address .....Petoskey
General Manager.....Les Biederman

WCAR

PONTIAC—1939

Frequency: 1130 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WCAR, Inc.
Address.....2146 S. Telegraph Rd.
Phone Number.....Federal 3-7141
Air Time.....Local sunrise-local sunset
News Service.....AP, INS
Representative.....John E. Pearson
President, General Mgr.....H. Y. Levinson

WHLS

PORT HURON—1938—MBS-KBS

Frequency: 1450 Kc. ....Power: 250 Watts d., 250 Watts n.
Owned-Oper. By.....Port Huron Bdcstg. Co.
Address .....932 Military St.
Phone Number 28536
Transmitter Location .....540 - 32nd St.
Air Time .....6 a.m.-2 a.m.
Transcription Service .....UP
Trans. Serv. .....World, Lang-Worth
Repres.....Hal Holman Co., Gene Grant & Co.
Membership .....NAB, BAB
Gen., Sta., Comm., Sales Prom. Mgr. ..... John F. Wismer
Prod., Pgm. Dir. .....Lyle A. Patterson
Pub. Dir., Chief Anncr. .....Ernest O. Ferriby
News Director .....Stanley G. Smith
Chief Engineer .....Russel S. Thrun
Farm Editor .....Lyle Patterson

WTTH

PORT HURON—1950

Frequency 1380 Kc. ...Power: 1000 Watts d., 1000 Watts n.
Owned-Oper. By.....The Times Herald Co.
Address .....903 Sixth St.
Phone Number 5171
Transmitter Location .....3800 Dove Rd.
Air Time .....6 a.m.-1 a.m.
News Service .....AP
Trans. Serv. .....World, Capitol, Standard, Thesarus
Representative .....Weed & Company
Membership .....NAB, BAB
President .....Louis A. Weil
Gen., Sta. Mgr. .....F. Granger Weil
Commercial Manager .....William Weil
Program Director .....Alice Anderson
Chief Announcer .....Dick Sommerville
Chief Engineer .....Marion Stoner
Farm Editor .....Frank Harmon
Consulting Engineer .....E. C. Page

WHAK

ROGERS CITY—1948

Frequency: 960 Kc.....Power: 1000 Watts d.
Owned-Operated By...Rogers City Bcstg. Co.
Address .....Moltke Dr.
Phone Number 175
Air Time .....Daytime
News Service .....UP
Transcription Service.....World, Lang-Worth
Pres., Gen., Sta., Mgr., Chief Engr., Farm Edit. Harvey A. Klann
Prom., Comm. Mgr. .....Albert Klann
Program Director.....H. E. Brege
News Director .....Ward Mayrand
Promotion Manager.....A. Klann
Musical Director.....Virginia Talaske

WEXL

ROYAL OAK—1923

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Royal Oak Bcstg. Co.
Business Address.....212 W. Sixth St.
Phone Number .....Jordan 4-6523
Transmitter Location....2201 Woodward Hts. Blvd., Ferndale
Air Time .....6 a.m.-2 a.m.
News Service.....AP, INS
Transcription Service .....Standard
Representative .....Hil F. Best
Membership .....NAB
President.....George B. Hartrick
General Manager.....Jacob B. Sparks
Sta., Comm., Sales Prom Mgr., Pub. Dir. .. Calver M. Hill
Pgm., News, Prod. Dir., Chief Anncr. ..... John Harrison
Musical Director.....John Harrison
Chief Engineer.....Garnet G. Sparks

WKNX

SAGINAW—1947

Frequency: 1210 Kc. ..Power: 1000 Watts d.
Owned-Oper. By ...Lake Huron Bdcstg. Corp.
Address .....221 So. Wash. Ave.
Phone Number 3-4471-2-3
Transmitter Location .....Bridgeport
Air Time .....Sunrise-Sunset
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Hal Holman Co.
Membership .....NAB, BAB
Pres., Gen. Mgr.....William J. Edwards
Vice-President.....Donald Williams
Secy.-Treas., Sta. Mgr.....Howard H. Wolfe
Production Director .....Don Sherman
Publicity Director .....Henry Scott
Chief Announcer .....Bob Dyer
Chief Engineer .....Max W. Thomas
Farm Editor .....Howard H. Wolfe
Consulting Engineer .....John Creutz

WSAM

SAGINAW—1940—NBC—GLN

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By .....Saginaw Bdcstg. Co.
Address .....117 West Genesee
Phone Number 2-8161
Transmitter Location .....2000 Whittier
Air Time .....6:30 a.m.-12 M.
News Service .....AP
Transcription Service .....Standard Radio
Representative .....Headley-Reed Co.
Membership .....NAB, BAB
Pres., Gen. Mgr. .....Milton L. Greenebaum
Commercial Manager .....Wm. J. Lofback
Sta., Sales Prom. Mgr. .....Jack D. Parker
Production Director .....Oscar Huff
Publicity Director .....Dan Lutzier
Chief Announcer .....Fred Krell
News Director .....Dan Lutzier
Director of Facilities .....Meredith Koerner
Chief Engineer .....Harold McCullen
Consulting Engineer .....Kear & Kennedy

WSGW

SAGINAW—1950—MBS

Frequency: 790 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Booth Radio & TV Stations
Address.....Mason Bldg.
Phone Number 3-4456
Representative .....Pearson
Transcription Service .....World
News Service .....AP
Pres., Mgng. Dir.....John L. Booth
Gen. Mgr. & Salesman.....Robert W. Phillips
Program Director.....Floyd W. Clark, Jr.
Promotion Manager.....Lorne T. Denton
Chief Engineer.....John T. Travers
Local Salesman.....Vincent Picard
News Director.....Frank Wells

WSOO

SAULT STE. MARIE—1940
ABC-NORTHERN

Frequency: 1230 Kc.....Power: 250 Watts d.; 100 Watts n.
Owned-Operated By..Hiawathaland Bcstg. Co.
Business-Studio Address..107 W. Portage Ave.
Phone Number 3000
Trans. Loca. ...Hway. No. 2, 2 Mi. S. of City
Air Time .....6:30 a.m.-12:05 a.m.
Membership .....NAB, BAB, MAB
President, General Manager..Stanley R. Pratt
Sta., Comm. Mgr.....Richard Y. Burnett
Mus., Prod., Pgm. Dir., Farm Editor .Ed. Krieger
Prom., Publicity Dir. .....Margaret Fountaine
Chief Announcer .....Charles Bergeson
News Director .....Homer Foster
Chief Engineer.....William F. Morris

WTCM

TRAVERSE CITY—1941
MBS—BUNYAN—KBS

Frequency: 1400 Kc.....Power: 250 watts d., 250 Watts n.
Owned-Oper. By .....Midwestern Bdcstg. Co.
Address .....Paul Bunyan Bldg.
Phone Number 2700-1
Transmitter Location .....Elmwood Township
Air Time .....7 a.m.-11:30 p.m.
News Service .....AP
Transcription Service..... Langworth
Representative .....Hal Holman Co.
Membership .....NAB, BAB
President .....Les Biederman
General Manager .....R. E. Detwiler
Program Director .....Ken Haven
Chief Engineer .....Wm. H. Kiker
Consulting Engineer .....George C. Davis

MINNESOTA

Population 2,982,483—Increase +6.8% ('40-'50)—Radio Homes 766,160
Families 785,000—Stations in State 43

KASM

ALBANY—1950

Frequency: 1150 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Stearns Co. Bcstg. Co.
Phone Number 160
Transcription Service .....Thesaurus
News Service .....UP
President.....William Blattner
General Manager.....Urban J. Kleppers
Promotion Manager.....John J. Nugent
Chief Engineer.....Clyde A. Weivoda

KATE

ALBERT LEA—1937—ABC

Frequency: 1450 Kc. ...Power: 250 Watts n., 250 Watts n.
Owner....Albert Lea-Austin Bdcstg. Co., Inc.
Address .....332 South Broadway
Phone Number 2338
Transmitter Location .....West Seventh St.
Air Time .....6 a.m.-12 M.
Transcription Service .....UP
Representatives .....J. E. Pearson, Bulmer & Johnson
Membership .....NAB, BAB
President .....Bennett O. Knudson
General Manager .....Anson Vann
Station Manager .....Margaret Haley
Program Director .....Jack Hoetger
Production Director .....Don Peterson
Chief Announcer .....Mel Grayson
News Dir., Farm Editor .....Duke Brewer
Chief Engineer .....Robert Holt

KXRA

ALEXANDER—1949

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Alexander Bcstg. Co.
Address .....Alexandria
Phone Number 1000
Air Time .....6 a.m.-12 M.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Lanson & Assoc.
Membership ..... NAB
General Manager.....R. C. Brown
Commercial Manager.....Everette Q. Walters
Program Director.....Kenneth Bechtel
Chief Announcer .....Wayne Moody
Chief Engineer.....Gerald Lentz
Consulting Engineer .....Charles Persons

KAUS

AUSTIN—1948—MBS

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Oper. By.Cedar Valley Bcstg. Co., Inc.
Business-Studio Address.....405A N. Main St.
Phone Number 8836
Transmitter Location.....2½ Mi. S. of Austin
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Membership .....NAB
President .....Harry Smith
Gen., Sta. Mgr.....L. L. McCurnin
Commercial Mgr.....Tom Steensland
Sales Prom. Mgr.....Ken Soderberg

Pgm., Pub. Dir. ..... Don Richardson
Production Dir. ..... Ken Bryant
Chief Announcer ..... Bob Abbott
Musical Dir. ..... Harold Westby, Jr.
Chief Engineer ..... Glen Klein

KBUN
BEMIDJI—1946—MBS

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Operated By .... Butler Bcstg. Co., Inc.
Business-Studio Address . 419½ Beltrami Ave.
Phone Number 1900
Transmitter Location ..... Midway Dr.
Air Time ..... 7 a.m.-11:30 p.m.
News Service ..... UP
Transcription Service ..... SESAC
Representative ..... Walker
Pres., Gen., Sta., Comm., Prom. Mgr., Pub. Dir. Edward W. Butler
Pgm., Prod. Dir. ..... Gwenyth Butler
Chief Anncr., Mus., News Dir. ... Ray Wright
Chief Engineer ..... Art Vandersluis
Farm Editor ..... Irv Miller
Consulting Engineer ..... Nat Williams

KLIZ
BRAINER—1946—MBS

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Brainerd Bcstg. Co.
Business Address ..... 2700 E. Oak St.
Phone Number 4050
Air Time ..... Unlimited
News Service ..... AP
Transcription Service ..... Standard
Representative ..... Walker
Membership ..... NAB
President, General Manager ..... E. T. O'Brien
Program Director ..... Lucille Grosse
Comm., Prom. Mgr. ..... Edward J. Wilder
Chief Engineer ..... Arthur Vandersluis

KBMW
BRECKENRIDGE—1948

Frequency: 1450 Kc. .... Power: 250 Watts d., 250 Watts n.
Owned-Oper. By .... Interstate Bdcstg. Corp.
Address ..... Wahpeton, N. D.
Phone Number 567
Transmitter Location ..... Breckenridge
Air Time ..... 6 a.m.-12 M.
News Service ..... UP
Transcription Service ..... Standard
Membership ..... NAB, BAB
President ..... Kline E. Bower
Gen., Sta., Comm., Sales Prom Mgr., Publicity Director ..... Herbert E. Nelson
Production Director ..... Jack Freeborn
News, Pgm. Dir., Chief Anncer. Geo. Kaufman
Musical Director ..... LeMar Olson
Chief Engineer ..... Grant Unkenholz
Farm Editor ..... Virgil Fortner
Consulting Engineers .. Chambers & Garrison

KROX
CROOKSTON—1948—LBS

Frequency: 1260 Kc. ... Power: 1000 Watts d., 500 Watts n.
Owned-Operated By ..... Crookston Bcstg. Co.
Business-Studio Address ..... Eagles Bldg.
Phone Number 1260
Transmitter Location ... 1.5 Mi. N. of Crookston
Air Time ..... 6 a.m.-2 a.m.
News Service ..... UP
Transcription Service ..... Thesaurus
Representatives .. Donald Cook, Gene Grant, Lawson & Assoc.
President ..... D. A. McKenzie
General Manager ..... Garfield L. Fox
Commercial Manager .... Jerome A. Dahlberg
Sales Prom. Mgr. ..... Ralph Melbye
Program Director ..... Edward J. Boh
Publicity Director ..... Frederick Shrimpton
Chief Announcer ..... Donald Mulvaney
News Director ..... Garry Fox
Chief Engineer ..... William J. Kiewel
Musical Director ..... Gordon Knauer
Farm Editor ..... Bruno Jerken
Consulting Engineer ..... George Bairey

KDAL
DULUTH—1936—CBS

Frequency: 610 Kc. ..... Power: 5000 Watts
Owned-Oper. By .... Red River Bcstg. Co., Inc.
Business-Studio Address .... 218 Bradley Bldg.
Phone Number ..... Melrose 2-2628
Trans. Loca. ..... 901 So. 63rd Ave. W.
Air Time ..... 24 Hours
News Service ..... AP
Transcription Service ..... Lang-Worth
Representative ..... Avery-Knodel
Membership ..... NAB, BAB
Pres., Gen. Mgr. ..... Dalton Le Masurier
Commercial Manager ..... Odin S. Ramsland
Prom., Mgr., Pub. Dir. ..... Jack Brockway
Pgm., Prod. Dir. ..... Dick Lawrence
News Director ..... Bill Krueger
Chief Engineer ..... Robert A. Dettman

WEBC
DULUTH—1924
NBC-NORTHWEST-ARROWHEAD

Frequency: 1320 Kc. ..... Power: 5000 Watts
Owned-Oper. By .. Head of the Lakes Bcstg. Co.
Business-Studio Address ..... WEBC Bldg.
Phone Number ..... Melrose 2-2873
Transmitter Location ..... 3925 Tower Ave., Superior, Wis.
Air Time ..... 6 a.m.-12 M.
News Service ..... UP
Trans. Serv. ..... Associated, SESAC, World
Representative ..... Ra-Tel
President ..... Morgan Murphy
General Manager ..... W. C. Bridges
Station Manager ..... Greg Rouleau

Publicity Director .....Gail Cowles
News Director .....Earl Henton
Musical Director.....Gus Jackson
Chief Engineer.....Norman Gill
Farm Editor .....D. T. Grussendorf
Consulting Engineer .....C. B. Persons

WREX

DULUTH—1948—MBS

Frequency: 1080 Kc....Power: 10,000 Watts d.: 5000 Watts n.
Owned-Oper. By.....Lake Superior Bcstg. Co.
Business-Studio Address....213 E. Superior St.
Phone Number 7-2911
Transmitter Location.....McCuen St.
Air Time.....6:30 a.m-11:30 p.m.
News Service .....UP
Representative .....Weed
President .....Thomas McCabe
Commercial Manager .....James R. King
Sta. Mgr., Chief Engr. ...William Lounsberry
News Directory .....Loren Paynter

WXLT

ELY—1947—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Ely Bcstg. Co., Inc.
Business-Studio-Transmitter Address.....Ely
Phone Number 226
Transmitter.....1/5 Mi. S. of Ely
News Service .....UP
Transcription Service.....SESAC, Cole
Representative .....Lawson
Air Time.....7 a.m.-10 p.m.
Gen., Sta., Sales Prom. Mgr.....Don Mortwedt
Commercial Mgr.....Edward B. Nichols
Program Dir.....Marion Herrala
Musical Dir.....Ken Reckinger
Chief Engineer.....Darrel Gander

WEVE

EVELETH—1947—ABC

Frequency: 1340 Kc. ....Power: 250 Watts d., 250 Watts n.
Owned-Oper. By .....WEVE
Address .....Park Hotel
Phone Number 991
Transmitter Location .....Eveleth
Air Time .....Unlimited
Transcription Service .....Lang-Worth
Representative .....Orville Lawson
President .....Carl Bloomquist
General Manager .....Arthur F. Nelson
Program Director .....Joe Cerar
Chief Engineer .....Mel Lasky

KDHL

FARIBAULT—1948

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Oper. By .....Lee-Smith Bdcstg. Co.
Business-Studio Address....213 Central Ave.
Phone Number 2312
Transmitter Location.....Hway. 65
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Standard
Representative .....Pearson, Lawson
General Mgr.....Herbert H. Lee
Commercial Mgr.....Palmer Dragsten
Program Dir.....Jergen D. Nash
Musical Director .....Mera Ballis Frydenlund
Chief Engineer .....John E. Hyde, Jr.

KSUM

FAIRMONT—1949—MBS

Frequency: 1370 Kc. ...Power: 1000 Watts
Owned-Oper. By .....Fairmont Bdcstg. Co.
Address .....306 North Park St..
Phone Number 1370
Transmitter Location .....Lair Road
Air Time .....6 a.m.-12 M.
News Service .....UP
Representative .....Walker Co., Lawson
Trans. Serv. .....Standard, Thesaurus
Membership ..... NAB
President .....Leo J. Seifert
General Manager .....Frank Endersbe
Program Director .....Everett Ohrt
News Director .....Tom Murphy
Musical Director .....Lowell Stewart
Chief Engineer .....Walton Wilson
Consulting Engineer ...Chambers & Garrison

KGDE

FERGUS FALLS—1926
MBS-GREAT NORTHERN

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Fergus Radio Corp.
Business-Studio Address.....Fergus Falls
Phone Number 3986
Transmitter Location.....Hway. 3
Air Time.....6 a.m.-M.
News Service .....AP
Representative .....Walker
Membership .....NAB
Secy-Treas., Exec. Dir.....Harold L. Dell
Station Manager .....Don L. Albertson
Asst. Mgr.....Frederic T. Dell
Chief Engineer.....Harold E. Allen

KBZY

GRAND RAPIDS—1948—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Itasca Bcstg. Co.
Phone Number 198
Transmitter Location.....Grand Rapids
Air Time .....7 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Bulmer & Johnson
General Manager.....Robert D. Kennedy
Program Director .....Bul Germ
Chief Engineer.....Ross A. Fessenmeyer

WMFG

HIBBING—1935—NBC-ARROWHEAD NORTHWEST

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..Head of the Lakes Bcstg. Co.
Business-Studio Address.....5th & Howard
Phone Number 1150
Air Time.....6 a.m.-11:05 p.m.
News Service .....UP
Transcription Service .....Associated
Representative.....George P. Hollingbery
President .....Morgan Murphy
General Manager.....W. C. Bridges
Commercial Mgr.....Oscar H. Peterson
Pgm., Dir., Prom. Mgr.....Ruth E. Coe
Chief Engineer.....Norman Gill

KTOE

MANKATO—1950—ABC

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Oper. By..Minnesota Valley Bcstg. Co.
Phone Number 4537
News Service .....UP
President.....H. W. Linder
General Manager.....D. O. Linder
Program Director.....Wayne Mack
Chief Engineer.....Don Ranniger

KYSM

MANKATO—1938 NBC-NORTHWEST

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....F. B. Clements & Co.
Business-Studio Address....101 N. Second St.
Phone Number 4673
Transmitter.....Belgrade Hill, N. Mankalo
Air Time .....6 a.m.-1 a.m.
News Service .....UP
Transcription Service....Standard, Thesaurus
Representative.....John E. Pearson
Membership .....NAB, BAB
Gen.-Station-Comm. Mgr.....John F. Meagher
Sales Promotion Manager .....Ernest Ashley
Pro., Pgm. Dir. .....Bob Gardner
Chief Announcer.....Chuck Pasek
Musical Director.....Maurice Piché
News Director .....Julian Hoshal
Chief Engineer.....James Houts
Farm Editor .....Don Redcliffe
Consulting Engineer .....George C. Davis

KMHL

MARSHALL—1946—MBS DAIRYLAND

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Harry W. Linder
Business-Studio Address.....KMHL Bldg.
Phone Number 2282-3
Transmitter Location.....½ Mi. E. of City
Air Time.....6 a.m.-M.
News Service .....UP
Representative.....John E. Pearson
Owner, Chief Engr.....Harry W. Linder
General Manager.....Gilmore F. Frayseth
Program Director.....Homer L. Lane
Chief Announcer.....Bob Wagner
Chief Engineer .....Bill Linder
Farm Editor .....F. J. Meade

KEYD

MINNEAPOLIS—1948

Frequency: 1440 Kc.....Power: 5000 Watts d.
Owned-Operated By.....Family Bcstg. Corp.
Business-Studio Address.....15 N. Ninth St.
Phone Number.....Lincoln 8451
Transmitter Location.....Golden Valley
Air Time.....6 a.m.-Sundown
News Service .....AP
Transcription Service .....Standard
Representative .....Rambeau
Membership .....NAB, BAB
President .....Henry Klages
Sta., Gen. Mgr. .....Lee L. Whiting
Commercial Manager.....Harold A. Winther
Prod., Pgm. Dir. .....Harry Zimmerman
Musical Director.....James Allen
Chief Engineer.....Harvey V. Headen
Consulting Engineer.....Frank H. McIntosh

WCCO

MINNEAPOLIS—1924—CBS

Frequency: 830 Kc.....Power: 50,000 Watts
Owned-Oper. By....Columbia Bcstg. System, Inc.
Business-Studio Address....625 Second Ave. S.
Phone Number.....Main 1202
Transmitter Location .....Anoka
Air Time .....5 a.m.-1 a.m.
News Service.....AP, UP
Transcription Service .....Lang-Worth
Representative .....Radio Sales
Sta., Gen. Mgr. .....Eugene Wilkey
Commercial Manager.....Carl S. Ward
Sales Prom. Mgr., Pub. Dir.....Tony Moe
Program Director .....Robert P. Sutton
News Director .....Wiley S. Maloney
Musical Director.....Wallace Olson
Chief Engineer.....J. J. Beloungy
Farm Editor.....Larry Haeg

WDGY

MINNEAPOLIS—1923

Frequency: 1130 Kc...Power: 50,000 Watts d.; 25,000 Watts n.
Owned-Oper. By.....Twin Cities Bcstg. Corp.
Business-Studio Address.....Hotel Nicollet
Phone Number..Bridgeport 2271, Midway 6363
Transmitter Location..103rd & Lyndale Ave. S.
Air Time.....6 a.m.-M.
News Service .....AP

Transcription Service .....Standard
Representative .....Avery-Knodel
Membership ..... NAB
President .....James Stuart
Comm., Sta. Mgr. .....Harry D. Peck
Program Director .....Robert L. Heunisch
News Director .....John Leslie
Chief Engineer.....Charles W. Winkler
Consulting Engineer .....John Creutz

WLOL

MINNEAPOLIS—1940—MBS

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By ...Independent Bcdstg. Co.
Business-Studio Address..1730 Hennepin Ave.
Phone Number...ATlantic 0406, MIdway 4043
Transmitter Location.....1370 Davern, St. Paul
Air Time .....Unlimited
News Service .....UP
Representative .....John Blair
President .....Ralph L. Atlas
V.P., Gen., Sta. Mgr. .....C. T. Hagman
Commercial Manager.....Samuel N. Nemer
Sales Prom., Pgm., Prod., News, Pub. Dir...
Jack Sweeney
Musical Director .....Vern Rooney
Studio Engineer.....Gene Brautigam
Transmitter Engineer.....Merle Bjork
Consulting Engineer .....E. C. Page

WPBC

MINNEAPOLIS—1949

Frequency: 980 Kc. ...Power: 500 Watts d.
Owned-Oper. By .....People's Bdcstg. Co.
Address .....1133 Stinson Blvd
Phone Number ....Granville 4356, Prior 3181
Trans. Loca. .....1133 Stinson Blvd.
Air Time .....Daytime
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Sears & Ayer, Inc.
Pres., Gen., Sta., Comm. Mgr. W. V. Stewart
Sales Prom. Mgrs. ..J. Kane & L. Sherman, II
Pgm., Prod., Pub. Dir. ....Becky Ann Stewart
Chief Anncr., News Dir. .....Gary Healy
Chief Engineer .....Sumner Rasmussen
Consulting Engineer ..Gautney, Ray & Price

WTCN

MINNEAPOLIS-ST. PAUL—1934
ABC-DAIRYLAND

Frequency: 1280 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....Minnesota Bcstg. Corp.
Business-Studio Address.....Radio City, 50 S. Ninth St.
Phone Number ....Lincoln 0552, Nestor 8661
Transmitter Location.....2235 N. Snelling
Air Time.....6 a.m.-M.
News Service.....AP, UP
Transcription Service.....Associated, Capitol
Representative.....Free & Peters
Membership ..... NAB
President.....William J. McNally
Gen., Sta. Mgr.....F. Van Konynenberg
Commercial Manager.....Robert N. Ekstrum
Program Director.....Judy Bryson
Broadcast Operations .....C. D. Miller
Prom. Mgr., Pub. Dir. .....C. J. Rain
Chief Anncr., News Dir. .....Jack Bell
Musical Director.....William Metchnek
Chief Engineer.....John Sherman
Farm Editor.....Robert Carlson
Consulting Engineer .....John M. Sherman

KVOX

MOORHEAD—1937
MBS-GREAT NORTHERN

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....KVOX Bcstg. Co.
Business-Studio Address ..Fred. Martin Hotel
Phone Number 3-1522
Transmitter Location...14th St. & 12th Ave. So.
Air Time .....6 a.m.-12 M.
News Service .....UP
Transcription Service .....World
Representative .....Walker, Lawson
Membership .....NAB, BAB
President .....E. J. McKellar
General-Station Manager.....M. M. Marget
Chief Anncr., Pgm. Dir .....Dale Howard
Chief Engineer.....Don Geiken

KNUJ

NEW ULM—1949

Frequency: 860 Kc.....Power: 1000 Watts d.
Owned-Oper. By .....KNUJ, Inc.
Address.....308½ N. Minn. St.
Phone Number 904, 905-6
Air Time .....Daytime
Transmitter Location .....So. Bridge St.
News Service .....AP
Transcription Service .....Lang-Worth
Membership ..... NAB
President.....W. K. Mickelson
General Manager .....Bernard L. Young
Sales Promotion Manager ....John H. Acker
Program Manager .....Wip Robinson, III
Promotion Manager.....George Korenchen
Chief Engineer.....Leon Brauhn

KAAA

RED WING—1949

Frequency: 1250 Kc. ..Power: 1000 Watts d.
Owned-Oper. By .....Red Wing Bdcstg. Co.
Address .....Red Wing
Phone Number 3511
Trans. Loca. .....½ Mi. So. Red Wing
Air Time .....6 a.m.-Local Sunset
News Service .....AP
Transcription Service .....Associated
President .....Fred C. Clarke

IF KSTP WORE SERVICE BARS FOR RENEWALS...

Average Spot Contract Life on KSTP since 1928 . . . 11¼ years. Proof of KSTP's remarkable Consumer Influence.



KSTP-TV is the Television Service of . . .

KSTP
MINNEAPOLIS . . . ST. PAUL

50,000 WATTS — CLEAR CHANNEL
KEY STATION FOR THE NORTHWEST NETWORK
EXCLUSIVE NBC AFFILIATE FOR THE TWIN CITIES
Represented Nationally by Edward Petry & Co.

Comm., Sta., Gen. Mgr. ....Maxine Jacobs
Operations Manager .....John Williams
Prod., Pgm. Dir. .....Peter Lyman
Publicity Director .....John Williams
Chief Anncr., Music. Dir. .....Peter Lyman
Chief Engineer .....Fred C. Clarke
Farm Editor .....John Williams
Consulting Engineer.....Fred C. Clarke

KLER

ROCHESTER—1948—ABC

Frequency: 970 Kc.....Power: 500 Watts d.; 1000 Watts n.
Owned-Operated By.....Rochester Bcstg. Co.
Business Address.....229 First Ave. S.W.
Phone Number 2-2757
Transmitter Location .....Orchard Acres
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Standard Library
Representative ..... Pearson
Membership .....NAB, BAB
President.....Alice P. Mayo
General Manager .....Walter T. Bruzek
Commercial Manager.....Robert A. Fick
Program Director .....Robert C. Bouchier
Publicity Director .....Mary Sexton
News Director .....Donald Wright
Chief Engineer.....Boynton Hagaman

KROC

ROCHESTER—1935
NBC-NORTHWEST

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Southern Minnesota Bcstg. Co.
Business-Studio Address....100 1st Ave. Bldg.
Phone Number 3924
Transmitter Location.....Cascade Township
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Thesaurus
Representatives ...Bulmer & Johnson, Ra-Tel
Membership .....NAB, BAB
President.....Mrs. G. P. Gentling
General Manager .....G. David Gentling
Sta. Mgr., Pgm. Dir.....Cal Smith
Commercial Manager .....Jerry Brataas
Sales Prom. Mgr., Pub. Dir. .....Jim Faber
Chief Announcer.....Joe Foss
Sports Director .....Bernie Lusk
News Director .....Ray Thompson
Musical Director.....Jerry Boyum
Chief Engineer.....Bob Cross
Farm Editor .....Jim Faber

KFAM

ST. CLOUD—1938
NBC-NORTHWEST

Frequency: 1450 Kc.....Power: 250 Watts
Address .....Weber Bldg.
Phone Number 3330, 3331
Trans. Loca. ....Hway. 152, 2 Mi. So. of city
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service .....Thesaurus
Representatives .....Pearson, Lawson
Membership .....NAB, BAB
Pres., Gen. Mgr. .....Frederick C. Schilplin
Sta. Mgr., Pub. Dir. .....Cliff Sakry
Commercial Manager .....John F. Green
Salesman .....Don Orth
Sales Promotion Manager .....John F. Green
Prom. Mgr., Pgm. Dir. .....Patricia M. Rieder
Prod., News Dir., Chief Anncr. ..Gene Nelson
Musical Dir., Farm Editor .....Cliff Sakry
Chief Engineer .....Robert Witschen

WJON

ST. CLOUD—1950—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Granite City Bcstg. Co.
Address.....St. Cloud Hotel
Phone Number 1240
Representative .....Ra-Tel
Transcription Service .....World
News Service .....UP
President.....Max H. Lavine
General Manager.....W. C. Porson
Commercial Manager.....Paul T. Zaborik
Program Director.....Wallace MacBrear
Promotion Manager.....Norman Vance
News Director.....Robert Wayne
Chief Engineer.....Robert Muchow

WMIN

ST. PAUL—1936

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WMIN Bcstg. Co.
Business-Studio Address.....538 Hamm Bldg.
Phone Number.....Garfield 1361
Transmitter Location.St. Anthony at Frontenac
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Associated
Representative .....Radio Reps
Membership .....NAB
V.P., Gen., Sta. Mgr.....Frank M. Devaney
Commercial Manager.....N. L. Bentson
Pgm. Dir., Chief Anncr.....Norman Page
Publicity Director.....Richard Stevens
Chief Engineer.....Warren B. Fritze

KSTP

ST. PAUL-MINNEAPOLIS—1928-NBC

Frequency: 1500 Kc.....Power: 50,000 Watts
Owned By.....KSTP, Inc.
Bus.-Studio Address.....3415 University Ave.
Phone Number.....Prior 2717
Trans.....County Rd. C. & Hway. 61, St. Paul
Air Time .....6 a.m.-1 a.m.
News Service .....AP, UP

Transcription Service.....Thesaurus, World, Lang-Worth
Representative .....Edward Petry
Membership .....NAB
President, Gen. Mgr.....Stanley E. Hubbard
V.P. chg. Sales.....Miller C. Robertson
Exec. V.P., Treas.....K. M. Hance
Production Supvr.....C. Brooks Henderson
Promotion-Publicity Director.....Joe Cook
Technical Supervisor.....John McMahon
Consulting Engineer .....Andrew D. Ring

WSHB

STILLWATER—1949—KBS

Frequency: 1220 Kc.....Power: 250 Watts
Owned-Operated By.....St. Croix Bcstg. Co.
Address.....126 S. Main St.
Phone Number 46
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Bulmer & Johnson
General Manager.....William F. Johns, Jr.
Station Manager.....Victor Tedesco
Commercial Manager.....John Lohmer

KTRF

THIEF RIVER FALLS—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By .....Henry K. Arneson
Address .....1313 North Main Ave.
Phone Number 13, 14
Air Time .....6 a.m.-12 M.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Bulmer & Johnson, Inc.
Membership .....NAB, BAB
General Manager .....Henry K. Arneson
Station Manager .....Wendell F. Husebo
Salesmen .....Glenn Simpson & James Bailey
Program Director ....Alverda Noel
Production Director.....Wendell Husebo
Pub., News Dir. .....Katherine Barzen
Musical Director .....Elaine Thompson
Chief Engineer .....Henry J. Bothman
Farm Editor .....Katherine Barzen
Consulting Engineer .....May & Bond

WHLB

VIRGINIA—1936—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Head of the Lakes Bcstg.
Address .....Virginia
Phone Number.....Virginia 2000
Transmitter Location .....17th & 6th Ave So.
Air Time .....6 a.m.-11:05 p.m.
News Service .....AP
Transcription Service .....World, SESAC
Representative .....Ra-Tel, Bulmer & Johnson
Membership ..... NAB
President .....Morgan Murphy
General Manager.....Walter Bridges
Prod. Pub. Dir., Sta., Comm.....Chet Thurston
Pgm., Pub. Dir. .....Alys Mae BcBride
News Director .....Bob Mattson
Chief Engineer..... ..Norman Gill
Farm Editor.....August Neubauer
Consulting Engineer .....C. Persons

KWAD

WADENA—1948—MBS

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Oper. By.....Associated Bcstrs., Inc.
Bus.-Studio Address.....First Natl. Bank Bldg.
Phone Number 920-1
Transmitter Location .....5 Mi. S. City
Air Time .....6 a.m.-12 M.
News Service .....UP
Transcription .....Sesac
Representatives.....Bulmer & Johnson
President.....C. V. Phillips
Gen., Sta., Comm., Mgr.....Carl E. Holt
Pgm., Prod., Pub., News Dir.....James Buchan
Chief Engineer.....M. F. Mickelson

KWLM

WILLMAR—1940—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Lakeland Bcstg. Co.
Business-Studio Address.....307 W. 6th St.
Phone Number 1340
Transmitter Location.....Foot Lake
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Cole
Representative.....John E. Pearson
Membership .....NAB, BAB
President, Gen. Mgr.....H. W. Linder
Comm. Mgr., Prog. Dir.....Jack Lynch
Chief Engineer.....Willard Linder

KWNO

WINONA—1938—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Winona Radio Service
Business-Studio Addres.....216 Center St.
Phone Number 3314
Transmitter Location.....Tower Bluff
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....World
Representative.....John E. Pearson
Membership .....NAB, BAB
President.....M. H. White
General Manager.....Ken Marsh
Commercial Manager.....Red Hurd
Prom. Mgr., Pub. Dir.....David Moffitt
Chief Announcer.....Charles Williams
News Director.....Gordon Holte
Chief Engineer.....Stanley Johnson

KWOA

WORTHINGTON—1947

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Worthington Bcstg. Co., Inc.
Phone Number.....2-7301, 2-7311
Transmitter Location.....4 Mi. W. of City
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Bulmer & Johnson
Membership .....NAB, BAB
President.....R. W. Olson
General Manager.....R. E. Shepard
Commercial Mgr.....George Lasley
Pgm. Dir., Chief Anncr.....Roger Russell
News Director.....Ty Mack
Musical Dir.....Duane Renneo
Chief Engineer.....Clinton W. Knapp
Farm Editor.....Mervin Gardner

MISSISSIPPI

Population 2,178,914—Increase —0.2% ('40-'50)—Radio Homes 434,340
Families 543,600—Stations in State 42

WLOX

BILOXI—GULFPORT—1949—MBS
KBS—MISS.

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WLOX Bcstg. Co.
Bus.-Studio-Transmitter Address...Buena Vista Hotel
Phone Number 5581-2
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Standard
Representative.....William G. Rambeau
Membership .....NAB
President.....James S. Love, Jr.
Gen.-Station Mgr., Pub. Dir.....Gene Tibbett
Commercial Manager.....Blue Majure
Program Director.....Doug Gabrielson
Musical Director.....Gwenn Gollotte
Production Director.....Ken Carleton
Chief Engineer.....T. B. Majure
Chief Anncr., Farm Editor....Jerry Thompson

WVMI

BILOXI—1950

Frequency: 570 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Associates
Address.....P. O. Box 152
Phone Number 6961
Representative .....Devney
Transcription Service..Thesaurus, Lang-Worth
Air Service .....UP
Pres., Gen., Comm. Mgr....Odes E. Robinson
Chief Engineer.....Richard E. O'Donnell
Prom. Mgr., Prod., News Dir.....Gene Allen
Farm Editor.....Bob Campbell

WBIP

BOONEVILLE—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Booneville Bcstg. Co.
Address.....Highway No. 45-S
Phone Number 678
Transcription Service .....Capitol
News Service .....UP
President.....E. O. Roden
General Manager.....W. T. McClain
Commercial Manager.....D. Brown Carter
Program Director.....Chad Lassiter
Chief Engineer.....L. A. Bryan

WHY IS AP THE BEST?

BECAUSE—AP is faster, more complete, more accurate than any other news service.

WJMB

BROOKHAVEN—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Brookhaven Bcstg. Co.
Phone Number 1298
Transmitter Location.....Highway 51
News Service .....AP
Air Time.....6 a.m.-11 p.m.
Transcription Service.....World, Lang-Worth, Ullman Jinglibrary
Representative .....Continental
Membership .....NAB, BAB
Pres., Comm., Gen. Mgr.....Tullius Brady
Station Mgr., Prog. Prod. Dir.....Guy Harris
Chief Engineer.....Tom Pharris

WROX

CLARKSDALE—1943—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Birney Imes, Jr.
Address.....257½ Delta Ave.
Phone Number.....1566-2467
Transmitter Location.....Delta Ave.
Air Time.....5:30 a.m.-11:30 p.m.
Representative.....Radio Sales & Service
Membership .....NAB, BAB
President.....Birney Imes, Jr.
General Manager.....Bob McRaney
Station Manager.....P. B. Hinman
Chief Engineer.....C. D. Graves

WCLD

CLEVELAND—1949—LBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.Cleveland Bcstg. Co., Inc.
Address Trans.....Highway 61, S.
Phone Number 990
Air Time.....6 a.m.-10:00 p.m.
News Service .....AP
Transcription Service .....World
Station Representative .....McGillvra
Membership .....NAB, MBA
President .....Lowry Tims
Gen., Sta. Mgr.....Melvin C. Lee
Commercial Manager....."Rusty" Pausch
Sales Promotion Manager...Russell N. Pausch
Program Director.....Dorothy Guereri
Prod. Dir., Chief Announcer....Claude Rainey
Musical Director.....Lawrence Feduccia
Chief Engineer.....John J. Gilmore
Consulting Engineer.....W. M. Ellington

WCJU

COLUMBIA—1946—KBS-MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By..Lester Williams, WCJU, Inc.
Address.....So. Main St.
Phone Number 735
Transmitter Location.....Hiway 24 South
Air Time.....6 a.m.-10:15 p.m.
News Service .....AP
Transcription Service.....World, Keystone
Membership .....MBA
Pres., Gen., Comm. Mgr.....Lester Williams
Asst. Sta. Mgr.....Charles E. Newman, Jr.
Prod. Dir., Chief Anncr.....Bill Barrett
News, Musical Dir.....Paul Dantin
Chief Engineer.....Ray Tolar
Farm Editor.....Harry Mauldin

WACR

COLUMBUS—1950—MISS.

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Miss. Bcstg. Co.
Transcription Service .....Standard
News Service .....UP
Pres., Gen. Mgr.....Withers Gavin

WCBI

COLUMBUS—1940
MBS—KBS-MID SOUTH

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Birney Imes, Jr.
Business-Studio Address.....Gilmer Hotel
Phone Number 1313-1430
Transmitter Location.....River Bridge

AP SELLS

For Stations and Sponsors —

For instance . . . . WAML

"Our success is due largely to the excellent writing and accuracy of The Associated Press radio report."

GRANVILLE WALTERS,
General Manager,
WAML, Laurel, Miss.

Air Time .....Unlimited
News Service .....AP
Representative.....Mid South Network
Membership .....NAB
President.....Birney Imes, Jr.
Gen., Sales Prom. Mgr.....Bob McRaney
Station-Comm. Mgr.....James Eatherton
Program Director.....Walter Kennedy
Prod. Dir., Chief Announcer.....Dick Crago
Publicity Director.....Bob McRaney
Chief Engineer.....Thomas McFerrin
Farm Editor.....Chuck Delaney

WCMA

CORINTH—1945—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Corinth Bcstg. Co., Inc.
Business-Studio Address.....Ray Bldg.
Phone Number 5575
Transmitter Location.....Hway. No. 72 E.
Air Time.....5:30 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....Burn-Smith
Membership .....NAB
President.....Dr. Frank M. Davis
General Manager.....Aaron B. Robinson
Sta., Sales Prom. Mgr.....John E. Bell
Program Director.....William H. Mathews
Commercial Manager.....Joe P. Van Dyke
Chief Announcer.....Jack Dill
Chief Engineer.....James D. Anderson
Farm Editor.....Thomas J. Williams
Consulting Engineer.....Kear & Kennedy

WGVM

GREENVILLE—1948

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Operated By...Cotton Belt Bcasting Co.
Bus.-Studio Address.....316 Washington Ave.
Phone Number 4559
Transmitter Location.....Old Leland Road
Air Time.....5 a.m.-Sunset
News Service .....UP
Transcription Service .....Standard
Representative .....Devney, Reiss
General Manager.....David M. Segal
Prom. Comm. Sta. Mgr.....Edward M. Guss
Prod., Pub. Director.....Wallace D. Hoy
Chief Engineer.....Welton H. Jetton
Consulting Engr.....Lee E. Baker

WJPR

GREENVILLE—1939—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Radio Services Co., WJPR
Business-Studio Address....107 So. Poplar St.
Phone Number 9040-9049
Transmitter Location.End of Pollackover Levee
News Service .....AP
Transcription Service .....World
Representative.....Sears & Ayer
Membership .....NAB
Pres., Gen. Sta. Mgr.....Emmet H. McMurry
Commercial Manager.....Frank W. Baldwin
Program Director.....Barbee Ashley
Sales Prom. Mgr., Pub. Dir.....Pat Avery
Production Dir.....Margo Stephens
Chief Announcer.....Bill McHan
News, Musical Director.....Barbee Ashley
Chief Engineer .....Ray Allen
Farm Editor.....Thomas Golding
Consulting Engr.....Harold B. Rothrock

WABG

GREENWOOD—1950

Frequency: 960 Kc.....Power: 1000 Watts d.
(C.P.: 1000 Watts d., 500 Watts n.)
Owned-Oper. By.....Greenwood Bcstg. Co.
Address.....222 Howard St.
Transcription Service .....World
Pres., Gen. Mgr.....Cy Bahakel

WGRM

GREENWOOD—1937
NBC-KBS-MBS

Frequency: 1240 Kc.....Power: 250 Watts
Operated By.....P. K. Ewing
Phone Number 1900-1
Studio-Transmitter Location.....Walnut St.
Air Time.....6 a.m.-12 M.
News Service .....UP
Transcription Service .....Capitol
President.....P. K. Ewing
General Manager.....F. C. Ewing
Commercial Manager.....Van Power

WNAG

GRENADA—1949—MBS-KBS
MID-SOUTH

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Birney Imes, Jr.
Trans. Address.....Barwin Hotel
Phone Number 740
Air Time.....5:58 a.m.-11 p.m.
Representative .....Mid-South Network
General Manager.....Bob McRaney
Sta., Comm. Mgr., Prog. Prod.
Pub. Dir.....Monroe Looney
Chief Announcer Eng.....Charles Aldridge
Consulting Engr.....Dixie Engineering

WGCM

GULFPORT—1929—ABC
LBS AND KEYSTONE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....WGCM Bcstg. Co.
Address .....Hewes-Martin Bldg.
Phone Number 1110
Transmitter Location.....Arlington Heights

Air Time:.....5:55 a.m.-M.
News Service .....AP
Transcription Service .....World
Station Representative.....Sears & Ayer, Inc.
Membership .....NAB
Pres., Owner & Gen. Mgr.....Hugh O. Jones
Prog. Dir., Sta. Mgr.....C. Edwin Vann
Commercial Manager.....Mrs. O. I. Owens
Sales Promotion Manager....Dorothy Russum
Publicity Director.....Thomas Davis Berry
Chief Engineer.....Charles T. Hook
Consulting Engineer.....Ring & Clark

WFOR

HATTIESBURG—1925—KBS-REBEL

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Forrest Bcstg. Co.
Address.....302 Hemphill St.
Phone Number 1866
Transmitter Location..West 7th St. & 25th Ave.
Air Time.....5:30 a.m.-11:05 p.m.
News Service .....UP
Transcription Service .....World
Station Rep.....George P. Hollingbery Co.
Membership .....NAB, BAB
Pres., Gen., Sales Mgr.....C. J. Wright, Jr.
Program Director.....Carl Anderson
Prod., Pub. Director.....Bud Norval
News Dir., Farm Edit.....Jack Dix
Musical Director.....Ed. Jenkins
Chief Engineer.....B. B. McLemore
Consulting Eng..Broadcast Engineering Service

WHSY

HATTIESBURG—1948—ABC-LBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Hub City Bcstg. Co. Inc.
Address.....P. O. Box 1008
Phone Number 3180
Transmitter Location.....Highway 11 North
News Service .....Lang-Worth
Station Rep.....Joseph Hershey McGillvra Inc.
Membership .....NAB, BAB
President.....Charles W. Holt
Gen., Sta. Mgr.....Vernon J. Cheek
Commercial Manager.....Frank Hollifield
Sales Promotion Manager.....Bob Robinson
Pgm., Prod. Dir.....Connie Holt
Publicity Director.....Thomas N. Kern
Chief Announcer, News Dir.....Jerry Williams
Chief Engineer.....Charles Sharpling
Farm Editor.....Claud Fewell
Consulting Engineer.....C. Shelkofsky

WJDX

JACKSON—1929—NBC

Frequency: 1300 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....Lamar Life Ins. Co.
Business Address.....P. O. Box 2171
Phone Number 2-1183
Air Time .....Unlimited
News Service .....UP
Transcription Service..Thesaurus, MacGregor, Lang-Worth, Cole, Capitol, World
Representative.....George P. Hollingbery
Membership .....NAB, BMB
General Manager.....Wiley P. Harris
Commercial Manager.....Frank Gentry
Program Director.....Howard Langfitt
Chief Engineer.....Percy G. Root

WJQS

JACKSON—1946—CBS-MISS.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Mississippi Bcstg. Co., Inc.
Business-Studio Address.....Edwards Hotel
Phone Number 3-9681
Transmitter Location.....Pleasant Ave.
Air Time.....6 a.m.-12:10 a.m.
News Service .....UP
Transcription Service .....Standard
President, General Manager...Withers Gavin

WJXN

JACKSON—1945—LBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Jackson Bcstg. Co.
Address.....Deposit Guaranty Bank Bldg.
Phone Number 2-6673
News Service .....AP
Transmitter Location.....Fair Grounds
Air Time.....6 a.m.-12 M.
Representative .....Metropolitan
Gen., Comm. Mgr.....James T. Ownby
Sales Prom. Mgr.....Hy Davis
Chief Announcer.....Mike O'Reilly
Musical Director.....Betty Wright
Chief Engineer.....Thomas Patterson
Consulting Engr.....Claude Gray

WRBC

JACKSON—1947—MBS

Frequency: 620 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....Rebel Bcstg. Co., Inc.
Business-Studio Address.....125 So. Lamar
Phone Number 5-1562
Transmitter Location.....3 Mi. NE City
Air Time.....5:30 a.m.-M.
News Service .....AP
Transcription Service .....Associated
Representative .....Branham
Membership .....NAB, BAB
Gen., Sales Mgr.....J. W. Carlier
Prog. Dir., Farm Editor.....Forrest Cox
Production Director.....Les Birchfield
Chief Engineer.....G. G. Benson

WSLI

JACKSON—1938—ABC

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Oper. By..Standard Life Bcstg. Co., Inc.
Business Address.....P. O. Box 1847
Phone Number 3-2788
Transmitter Location.....Hway. 51 N.
Air Time.....5:30 a.m.-12 M.
News Service .....AP
Transcription Service .....World
Representative .....Weed
Membership .....NAB, BAB
President.....W. R. Newman
General-Station Manager.....L. M. Sepaugh
Commercial Manager.....F. E. Wilkerson, Jr.
Sales Promotion Manager.....B. M. Files
Prod. Prog. Director.....B. K. Smith
Publicity Director.....M. B. Wray
Chief Announcer.....Bill Lohmeier
Musical Director.....Roger Noble
Chief Engineer.....C. A. Perkins
Farm Editor.....Jim Neal
Consulting Engr.....A. D. Ring

WKOZ

KOSCIUSKO—1947—LBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Kosciusko Bcstg. Co.
Business Address.....P. O. Box 392
Phone Number 782
Studio Address.....Jefferson St.
Transmitter Location.....Golf Course Rd.
Air Time.....5:45 a.m.-10 p.m.
News Service .....AP
Transcription Service .....World
Membership .....NAB
General Manager.....Cy. N. Bahakel
Station Manager.....Melvin C. Lee
Program Director.....Erlene Leach
Chief Engineer.....George C. Ray

WAML

LAUREL—1932—NBC-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....New Laurel Radio Station, Inc.
Business-Studio Address..535½ Central Ave.
Phone Number.....5601, 5737
Transmitter Location.....Washington Rd.
Air Time.....5:45 a.m.-11:05 p.m.
News Service .....AP
Transcription Service .....World
Representative.....George P. Hollingbery
Membership .....NAB, BAB
President .....Harold Matison
General-Station Manager....Granville Walters
Commercial Manager.....M. M. Caver
Pub. Program Director.....Stanley Walters
Prod. Dir., Farm Editor.....Granville Walters
Chief Announcer, News Dir.....Ed Breland
Musical Director.....Paul Carlisle
Chief Engineer.....Clyne Graves

WLAU

LAUREL—1946—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Southland Bcstg. Co.
Bus.-Studio Address....437½ N. Magnolia St.
Phone Number 7227-8
Transmitter Location.....Meridian Ave.
Air Time.....5:45 a.m.-11 p.m.
News Service .....UP
Membership .....NAB
Pres., Comm. Mgr.....C. H. Leggett
Gen., Sta. Mgr.....Jimmie Wilson
Sales Prom. Mgr.....Teck Jones
Pgm. Dir., Chief Anncr.....David Kane
Production Director.....Dean Matteson
Chief Engineer.....Ed Pierce

WMBC

MACON—1946—MISS.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By...Mississippi Bcstg. Co., Inc.
Address.....Thomas Jefferson Hotel
Phone Number 310
Transmitter Location.....Old Starkville Rd.
Air Time.....6 a.m.-M.
News Service .....UP
President, General Manager...Withers Gavin

WAPF

McCOMB—1948—KBS

Frequency: 1010.....Power: 250 Watts
Owned-Operated By..S. W. Bcstg. Co. of Miss.
Address.....209½ Main St., Box 604
Phone Number 1884
Transmitter Location.....Hiway 24 West
News Service .....UP
Transcription Service .....Lang-Worth
Pres., Gen., Sta. Mgr.....Louis Alford
Commercial Manager.....Bill Tyler
Sales Promotion Manager.....Philip Brady
Program Director.....Carl Austin
Production Director.....Mal Jones
Publicity Director.....Mack Smith
News Director.....Meredith Burch
Musical Director.....Bonnie Sanders
Chief Engineer.....Phillip Brady
Farm Editor.....Mack Smith
Consulting Engineer.....George B. Bairy

WSKB

McCOMB—1937—MISS.-PBS

Frequency: 1250 Kc.....Power: 5000 Watts d.; 500 Watts n.
Owned-Operated By.....McComb Bcstg. Corp.
Address.....P. O. Box 111
Phone Number 37
News Service .....AP
Transcription Service.....Associated, Capitol
Pres., Gen., Comm. Mgr...George Blumenstock
Program Director.....Julia Blumenstock
Promotion Manager.....Al Baxter
Chief Engineer.....Robert Louis Sanders

WCOC

MERIDIAN—1926—CBS-MISS.

Frequency: 910 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By....Mississippi Bcstg. Co., Inc.
Business-Studio Address.....Threefoot Bldg.
Phone Number 7714
Transmitter Location.....Hway. 45 North
Air Time.....6 a.m.-12:10 a.m.
News Service .....UP
Transcription Service .....Standard
President, General Manager...Withers Gavin

WMOX

MERIDIAN—1946
MBS-KBS-MIDSOUTH

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Birney Imes, Jr.
Transmitter Location.....31st Ave. S.
Air Time.....5:30 a.m.-M.
News Service .....AP
Representative .....Mid-South Network
Membership .....NAB, BAB
Owner.....Birney Imes, Jr.
General Manager.....Bob McRaney
Station Manager.....Paul Mowery
Commercial Mgr.....Eddie Holladay
Chief Engineer.....Al Betmarik

WTOK

MERIDIAN—1946—ABC-REBEL

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Meridian Bcstg. Co.
Bus.-Studio Add....Citizens Natl. Bank Bldg.
Phone Number 3-1441
Transmitter Location.....3rd Ave. & 20th St.
Air Time.....6 a.m.-11 p.m.
News Service .....INS
Transcription Service .....Lang-Worth
Representative .....Headley-Reed
Pres., General-Station Mgr...Robert F. Wright
Comm.-Sales Prom. Mgr.....William B. Crooks
Pub., Pgm. Dir., Chief Anncr....Cecil Germany
News Director.....George Shannon
Chief Engineer.....Joe H. Saxon

WMIS

NATCHEZ—1941—NBC-KBS-LA.
LIBERTY-MISS.

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Natchez Bcstg. Co.
Business-Studio Address.....615 Main St.
Phone Number 2800-1
Transmitter Location.....Hway. 61 N.
Air Time.....6:30 a.m.-M.
News Service .....AP
Transcription Service .....Capitol
Membership .....NAB
President.....P. K. Ewing
Gen.-Prom. Mgr.....P. K. Ewing, Jr.
Commercial Mgr.....Paul Schilling
Program Dir.....Wilma Nichols
Chief Engineer.....George W. Wilson

WNAT

NATCHEZ—1949

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Old South Bcstg. Co.
Business Address.....Shields Lane
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Standard
Partners.....H. J. Jennings, M. T. Seale
General Manager.....H. J. Jennings
Chief Engineer.....Gale Hunt

WHOC

PHILADELPHIA—1948—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....William Howard Cole
Trans. Address.....Hways. 15 & 16 S.
Bus. Address .....P. O. Box 26
Phone Number 740
Air Time.....6 a.m.-10:30 p.m.
Summer, 5 a.m.-10 p.m.
News Service .....UP
Transcription Service .....Capitol
Membership .....NAB
President.....William Howard Cole
Pub., Musical Dir.....S. J. Parks
Pub. Director.....Kate Hemphill
News, Prod., Prog. Dir.....Jim Sparks
Musical Directors.....K. Hemphill, J. Sparks
Chief Engineer.....F. H. Frantz

WRJW

PACAYUNE—1949—P.B.S.

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Moseley Bros.
Business Address.....Ritz Theater
Phone Number 510
Transmitter Location.State Rd. 2 Mi. E. of City
Air Time .....Daytime
News Service .....UP
Transcription Service.....Capitol, Lang-Worth
Representative .....Continental
Pres., Gen. Mgr.....W. L. Moseley
Program Director.....Archie Rushing, Jr.
Cons. Engr., Chief Engineer.....Don Murphy

WSSO

STARKVILLE—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Starkville Bcstg. Co.
Business-Studio Address.....WSSO Bldg.
Phone Number 1230
News Service .....AP
Transcription Service .....Capitol
Gen., Comm. Mgr.....Joe Phillips
Program Director.....Eva Deen
Chief Engineer.....Travis Palmer

WELO

TUPELO—1944
MBS-KBS-MID SOUTH

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Tupelo Bcstg. Co.
Business-Studio Address.....So. Spring St.
Phone Number 1400
Transmitter Location.....Hway. 45 So.
News Service .....AP
Station Representative.....Mid-South Net
Membership .....NAB
Owner.....Bi-ney Imes, Jr.
General Manager.....Bob McRaney
Station Manager.....Bob Evans
Commercial Manager.....Reeves Whirley
Program Director.....Tour Fleet
Chief Engineer.....LeRoy Green
Farm Editor.....Red Purnell

WQBC

VICKSBURG—1931—MBS-KBS

Frequency: 1420 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By...Delta Bcstg. Co., Inc.
Business-Studio Address.....Hotel Vicksburg
Phone Number 312
Transmitter Location.....2½ Mi. E. of City
News Service .....AP
Transcription Service .....World
Representative.....Sears & Ayer
Membership .....NAB, BAB
President.....L. P. Cashman
General-Station Mgr.....Mary-Van Cashman
Commercial Manager.....L. L. Miller
Program Director.....Charlotte Kahn
Chief Engineer.....C. E. Drake

WVIM

VICKSBURG—1947—LIBERTY

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Miss., Inc.
Bus.-Studio Add....708 Clay St., Carroll Hotel
Phone Number 1920-1
Transmitter Location....Thompson & Floyd Sts.
Air Time.....5:55 a.m.-M.
News Service .....AP
Transcription Service .....Lang-Worth
Membership .....NAB
President.....James T. Ownby
Gen., Sta., Comm. Mgr.....H. T. Duke
S's. Prom. Mgr., Pgm. Dir...Genevieve Johnson
Chief Announcer.....Cecil Goodreau
Chief Engineer.....Thomas Wilson

WROB

WEST POINT—1947
MBS-MID SOUTH-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Bob McRaney, Sr.
Studio Address .....WROB Bldg.
Transmitter Address .....Forrest St.
Phone Number 807
Air Time.....6 a.m.-11 p.m.
Representative.....Mid South Network
President, General Mgr.....Bob McRaney, Sr.
Sta., Comm. Mgr.....Bill Parkes
Prom. Mgr., Prog. Dir.....Hugh Shankle
Chf. Ann., Eng.....Jay Aldridge

WAZF

YAZOO CITY—1946—MISS.-LBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WAZF, Inc.
Phone Number 1300-1
Trasnmitter Location.....I Mi. No. of City
Air Time.....5:30 a.m.-10:30 p.m.
News Service .....AP
Membership .....BAB, NAB
Transcription Service .....World
Pres., Gen. Sta. Mgr.....Guy Corley
Prom., Comm. Mgr.....Harris L. Umstead
Pub. Prod. Program Director.....Fred Rand
Chief Engineer.....D. A. Flinspach

MISSOURI

Population 3,954,653—Increase +4.5% ('40-'50)—Radio Homes 981,380
Families 1,040,700—Stations in State 49

KFVS

CAPE GIRARDEAU—1925—MBS

Frequency: 960 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Hirsch Bcstg. Co.
Business-Studio Address.....324 Broadway
Phone Number 2104-5
News Service .....UP
Representative.....John E. Pearson
Membership .....NAB, BAB
President, General Manager..Oscar C. Hirsch
Station Manager .....Ralph L. Hirsch

KDMO

CARTHAGE—1947—KBS-LBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Carthage Bcstg. Co.
Trans. Address .....1201 E. Chestnut
Phone Number.....2648, 2623
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service.....Capitol, Keystone
Membership .....NAB
Station Manager.....L. C. McKenney
Commercial Manager.....J. J. Daly

Sales Promotion Manager.....Phil Hannum
Program Director.....Lee Crocker
Farm Editor.....L. C. McKenney
News, Publicity Director.....Bob Young
Chief Engineer.....Jack Langford

KCRV

CARUTHERSVILLE—1950

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Pemiscot Bcstrs., Inc.
Phone Number.....965
Transcription Service.....Thesaurus
News Service.....UP
President.....William R. Smith
Gen. Mgr., News, Farm Editor..Norman Shain
Commercial Manager.....Charles Smith
Chief Engineer.....Dewey Lusk

KCHI

CHILLICOTHE—1950—KBS

Frequency: 1010 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Cecil W. Roberts
Address.....Box 449
Phone Number.....1920
Transcription Service.....SESAC
News Service.....UP
Owner.....Cecil W. Roberts
General Manager.....Howard G. Rion
Commercial Mgr., Pgm. Dir.....Jack D. Funk
Chief Engineer.....James L. Preston

KFRU

COLUMBIA—1925—ABC-MSN

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KFRU, Inc.
Trans. Business Address..U. S. 40 at U. S. 63
Phone Number.....4141
Air Time.....6:30 a.m.-M.
News Service.....AP
Transcription Service.....Lang-Worth
Membership.....NAB, BAB
President.....H. J. Waters, Jr.
Gen., Sta. Mgr.....Mahlon R. Aldridge, Jr.
Comm., Sales Prom. Mgr.....F. J. LeGrand
Program Director.....Harold Douglas
Publicity Director.....Mahlon Aldridge
News Director.....Edward Lambert
Musical Director.....Lois Todd
Chief Engineer.....Robert Haigh
Farm Editor.....Winston Martin
Consulting Engr.....John B. Heffelfinger

KREI

FARMINGTON—1947—KBS

Frequency: 1350 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Cecil W. Roberts
Business Address.....Box 270
Phone Number.....710
Studio-Transmitter....Burks Rd. & Webster St.
Air Time.....Sunrise-sunset
News Service.....UP
Transcription Service.....Lang-Worth
Owner.....Cecil W. Roberts
Station Manager.....Mrs. Mary Burton
Sales Manager.....Howard G. Rion
Chief Engineer.....Kermit Barker

KFMO

FLAT RIVER—1947

GRIESEDIECK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Lead Belt Bcstg. Corp.
Business-Studio Address.....Flat River
Phone Number.....1000
Transmitter Location.....U. S. Hway. 61
Air Time.....Unlimited
News Service.....UP
Representative.....John E. Pearson
President, General Manager...Oscar C. Hirsch
Station-Comm. Mgr.....James F. Collins
Program Director.....Virginia Collins
Chief Announcer.....Earl Whitener

KFAL

FULTON—1950

Frequency: 900 Watts....Power: 250 Watts d.
Owned-Oper. By.....Mo. Central Bcstrs.
Address.....5th and Market
Phone Number.....1400
Transcription Service.....Capitol
News Service.....UP
Co-Owner, Gen. Mgr., Chief Engr.
Robert W. Nickles
Co-Owner, Pgm., Sta. Dir.....Roger P. Fox

KHMO

HANNIBAL—1941—MBS

Frequency: 1070 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By..Courier-Post Publishing Co.
Business-Studio Address....102½ S. Main St.
Phone Number.....3450
Transmitter Address.....6 Mi. S. of Hannibal
Air Time.....5:30 a.m.-12 M.
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....John E. Pearson
Membership.....NAB, BAB
Sec.-Treas.....E. L. Sparks
Commercial Manager.....P. H. Cunningham
Gen.-Sta.-Sales Prom. Mgr....Wayne W. Cribb
Pgm., Prod., Pub. Dir.....Gene Hoenes
News Director.....George Allen, Jr.
Chief Engineer.....Ben Parrish
Farm Editor.....George Allen, Jr.
Consulting Engr.....Herbert L. Wilson

KIMO

INDEPENDENCE—1947

Frequency: 1510 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....The Blue Valley Co.
Business-Studio Address.....310 N. Osage

Phone Number.....CL. 9810
Transmitter Location....28th & Northern Blvd.
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service .....Capitol
Representative .....Cooke
Membership .....NAB
General Manager.....Craig Siegfried
Program Director.....John Waddell
Business Manager.....F. E. Fowler
Chief Engineer.....Eldon Ryan

K W O S

JEFFERSON CITY—1937
MBS-GRIESEDIECK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Capital Bcstg. Co.
Business-Studio Address....210-212 Monroe St.
Phone Number 6-3137
Transmitter Location.....St. Mary's Blvd.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Sears & Ayer
President.....R. C. Goshorn
Gen., Sta. Comm. Mgr.....Catherine Roer
Chief Engineer.....Leroy S. Hackmann

K F S B

JOPLIN—1948

Frequency: 1310 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....Four States Bcsters, Inc.
Business-Studio Address.....1027 Main
Phone Number 1310
Transmitter Location.....N.W. of Joplin
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NAB
President .....Harry Easley
Comm., Sta. Gen. Mgr. .....W. H. Clark
Program Director.....Ed Johnson
Chief Engineer.....Ralph Meador
Consulting Engr. .....Robert Silliman

K S W M

JOPLIN—1946—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Air Time, Inc.
Trans. Address .....1928 W. 13 St.
Phone Number 7260
News Service .....UP, Transradio
Transcription Service .....World
Representative.....William G. Rambeau
Membership .....NAB
Pres., Gen. Mgr.....Austin A. Harrison
Sales Prom. Mgr. .....John D. Whitt
Comm., Sales Prom. Mgr.....Roy V. Whisnand
Pgm., Prod. Dir.....Ronald W. Robson
Chief Engineer.....Austin A. Harrison
News Director .....Kenneth Rowe

W M B H

JOPLIN—1926—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Joplin Bcstg. Co.
Business-Studio Address.....Frisco Bldg.
Phone Number 330
Transmitter Location .....13th & Munroe
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Sears & Ayer
Membership .....NAB
Pres., Gen.-Station-Comm. Mgr.....D. J. Poynor
Program Director .....Mrs. Alyne Sheldon
Chief Announcer .....Bill Grigsby
Musical Director .....Golda Shaunce
Chief Engineer .....Jack Langford
Consulting Engr...Commercial Radio Equipm't

K C K N

KANSAS CITY—1925

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....KCKN Bcstg., Inc., Capper Pub., Inc.
Business-Studio Address..300 Waltower Bldg.
Phone Number .....Victor 3864
Transmitter Location...901 N. 8th St., Kansas City, Kan.
Air Time .....7 a.m.-11 p.m.
News Service .....AP, UP
Transcription Service ....Langworth, Standard
Representative .....Capper Publications, Inc.
President .....W. A. Bailey
General Manger .....Ben Ludy
Sta., Comm., Sales Prom. Mgr. .....Joe Story
Prog., Prod. Dir. .....George Stump
News Director .....Eric Tainter
Technical Supervisor .....Max Williams
Consulting Engineer....Chambers & Garrison

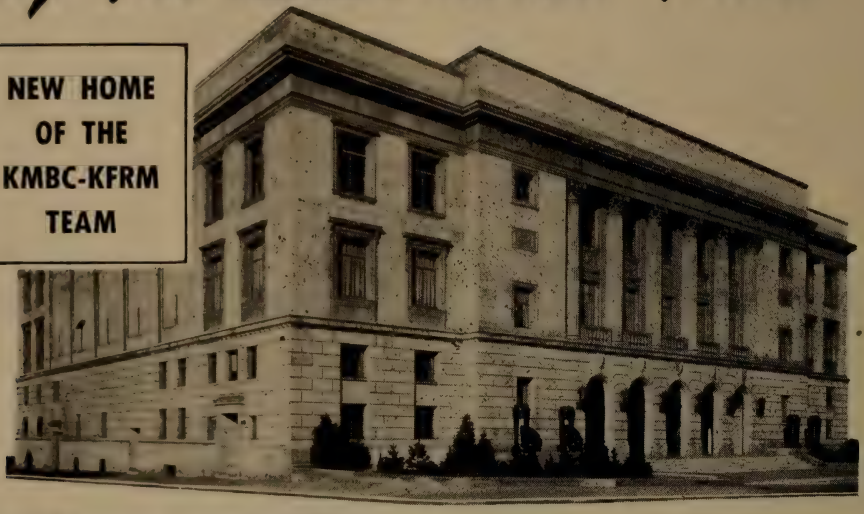
K C M O

KANSAS CITY—1936—ABC

Frequency: 810 Kc.....Power: 50,000 Watts d.; 10,000 Watts n.
Owned-Operated By.....KCMO Bcstg. Co.
Address.....1515 Commerce Bldg.
Phone Number.....Baltimore 1234
Transmitter Location .....Nashua
Air Time .....Unlimited
Tir Time .....5 a.m.-1 a.m.
News Service.....AP, UP
Transcription Service...Thesaurus, Associated
Representative .....Katz
Membership .....NAB, BAB
President.....Tom L. Evans
Gen.-Sta. Mgr. .....E. K. Hartenbower
Commercial Manager .....R. W. Evans
Sales Prom. Mgr., Pub. Dir.....F. C. Strawn
Program Director.....S. B. Tremble
Production Director.....Kenneth Heady

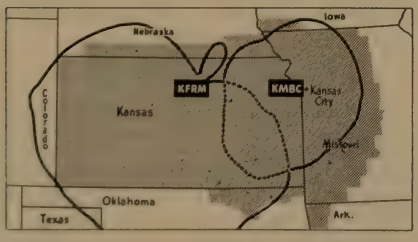
Undisputed Leadership by The **KMBC-KFRM** *Team!*

NEW HOME OF THE KMBC-KFRM TEAM



First in Facilities . . .

The KMBC-KFRM Team in spacious new quarters has now placed in the hands of listener and sponsor alike, broadcast operational facilities that are by far the finest in the Heart of America — and among the best in the entire nation. Typical KMBC-KFRM foresight and planning have taken care of every detail to make "The Team" *FIRST* in facilities in the Kansas City trade area.



First in Audience . . . .

A 1950 survey, conducted at the state fairs of Kansas and Missouri and the American Royal, has further confirmed KMBC-KFRM's leadership in Kansas City's trade area. 2,843 interviews with farm and small-town listeners from 142 counties revealed that The Team has far out-stripped its comfortable first-place lead of a year ago and remains *FIRST* in audience.

To Sell the whole Heart of America "WHOLEHEARTEDLY," it's...



The **KMBC-KFRM** *Team*

11th & Central, Kansas City 6, Missouri

Chief Announcer.....Dal Stallard
News Director .....Jim Monroe
Musical Director.....R. S. Jones
Chief Engineer.....Karl Troeglen
Farm Editor.....C. W. Jackson
Consulting Engr. .....Andrew R. Ring

KFRM

KANSAS CITY—1947

Frequency: 550 Kc.....Power: 5000 Watts d.
Owned-Operated By.....Midland Bcstg. Co.
Business-Studio Address.....Pickwick Hotel
Phone Number.....HA. 2650
Transmitter Location....10 Mi. S. of Concordia
Air Time .....Sunrise-sunset
News Service.....AP, UP
Transcription Service.....World, Lang-Worth
Representative.....Free & Peters
Membership ..... NAB
President.....Arthur B. Church
V.P., Managing Dir.....Karl Koerper
V.P. in Chg. of Sales.....Sam H. Bennett
Promotion Director.....John S. McDermott
Program Director.....Rod B. Cupp
Production Director.....Fran Heyser
News Director .....Erle Smith
Chief Announcer.....Lee Stewart
Musical Director.....P. Hans Flath
Chief Engineer.....Ray Moler
Farm Editor.....Phil Evans
Consulting Engr. .....Jansky & Bailey

KMBC

KANSAS CITY—1922—CBS

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Operated By.....Midland Bcstg. Co.
Phone Number.....HArrison 2650
Transmitter Location.....50th & Belinder
Air Time.....5:55 a.m.-12:05 a.m.
News Service.....AP, UP
Transcription Service .....World, Lang-Worth
Representative.....Free & Peters
Membership .....NAB
President.....Arthur B. Church
V.P., Managing Director.....Karl Koerper
V.P., Sales.....Sam H. Bennett
Promotion Director.....John S. McDermott
Program Director.....Rod Cupp
Production Director.....Fran Heyser
Chief Announcer.....Lee Stewart
News Director .....Erle Smith
Musical Director.....P. Hans Flath
Chief Engineer.....Ray Moler
Farm Editor.....Phil Evans
Consulting Engr. .....Jansky & Bailey

WDAF

KANSAS CITY—1922—NBC

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By....The Kansas City Star Co.
Business-Studio Address.....1729 Grand Ave.
Phone Number.....Harrison 1200
Transmitter Location...Johnson County, Kans.
Air Time .....6 a.m.-M.
News Service .....AP
Transcription Service .....Standard
Representative .....Edward Petry
Membership .....BMB
President.....Roy A. Roberts
General Manager .....Dean Fitzer
Commercial Mgr. .....Manne E. Russo
Program Director.....Harry J. Kaufmann
Chief Engineer.....J. A. Flaherty

WHB

KANSAS CITY—1922—MBS

Frequency: 710 Kc. ...Power: 10,000 Watts d.; 5,000 Watts n.
Owned-Operated By .....WHB Bcstg. Co.
Business-Studio Address .....Scarritt Bldg.
Phone Number .....Harrison 1161
Transmitter Location .....Route 1, Liberty
Air Time .....5:30 a.m.-1:00 a.m.
News Service .....AP
Transcription Service .....Associated
Representative .....John Blair & Co.
Membership .....NAB, BAB
Pres., Comm. Mgr. .....Donald Dwight Davis
Gen., Sta. Mgr. .....John T. Schilling
Sales Prom. Mgr.....Charles Rosenfeldt
News, Program Director.....Richard Smith
Prod. Dir., Farm Edit.....Bruce Grant
Chief Announcer .....Lou Kemper
Musical Director .....Edna Lee Crouch
Chief Engineer .....Henry Goldenberg
Consulting Engineer .....Earl Collum

KBOA

KENNETT—1947

Frequency: 830 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Kennett Bcstg. Corp.
Bus.-Studio-Transmitter Address.....Kennett
Phone Number 830
Air Time .....Daytime
News Service .....AP
Transcription Service.....Standard, Capitol
President, General Manager.....Paul C. Jones
Sta., Comm. Mgr.....Bill H. Cate
Sales Prom. Mgr.....Joe Bankhead
Chief Engineer.....Robert H. Conner

KIRX

KIRKSVILLE—1947—LBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....North Mo. Bcstg. Co.
Bus.-Studio-Transmitter Address....KIRX Bldg.
Phone Number 86
Air Time .....6 a.m.-11 p.m.
News Service .....AP
Transcription Service .....Standard
Representative.....Sears & Ayer
Membership .....NAB, BAB

General Manager .....Samuel A. Burk
Commercial Manager.....R. M. Harpster
Program Director.....Lee Jones
News Director .....Robert S. Herrin
Chief Engineer .....Charles Porter

KLWT

LEBANON—1948—MBS

Frequency 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Lebanon Bcstg. Co.
Bus.-Studio Address.....221 E. Commercial St.
Phone Number 1015
Transmitter Location.....Buffalo Rd.
Air Time..... 6a.m.-M.
News Service .....UP
Transcription Service .....SESAC
President.....Robert C. Fields
General Manager.....O. R. Wright
Program Director.....Thomas H. Miller
Chief Engineer.....E. L. Hendry

KMMO

MARSHALL—1949—KBS

Frequency: 1300 Kc.....Power: 500 Watts d.
Owned-Operated By...Central Mo. Bcstg. Co.
Phone Number 2328
Transmitter Location .....1 Mi. N.W. of City
Air Time .....Daytime
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Conwell Co.
Membership .....NAB, BAB
President .....W. C. Evans
General Manager .....W. D. Snead
Station Manager .....Bettie S. Baldwin
Program Director.....Georgia Page
Chief Engineer .....Bill Williams

KXEO

MEXICO—1948—MBS

Frequency: 1340 Kc. .....Power: 250 Watts
Owned-Operated By.....Audrain Bcstg. Corp.
Phone Number 2340-1
Studio, Trans. Loc. .....Highway 54 E.
Air Time .....6:00 a.m.-12 M.
Transcription Service .....Capitol
Representative .....John E. Pearson
Membership .....NAB, BAB
President .....John Badaracco
Gen., Sta. Mgr. .....W. Earl Dougherty
Commercial Manager .....Walter Gregory
Sales Promotion Manager.....Jack McGee
Production News Director.....Ralph Gould
Prog., Pub. Dir. .....Dick Harris
Chief Announcer .....H. John Jarvis
Musical Director .....Sue Williams
Chief Engineer .....Bob Bruner
Farm Editor .....W. Earl Dougherty
Consulting Engineer .....Ben Parrish

KNCM

MOBERLY—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Moberly Bcstg. Co.
Phone Number 1600
Representative .....Conwell
Transcription Service .....Lang-Worth
News Service .....UP
Pres., Gen. Mgr.....Jerrell A. Shepherd
Commercial Manager.....Ed Dahl
Program Director .. James Lipsey
Chief Engineer.....W. D. Sneed
News Director.....Don Baker

KRMO

MONETT—1950—LBS

Frequency: 990 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Carthage Bcstg. Co.
Phone Number 858
Transcription Service .....Capitol
News Service .....AP
Mgr., Farm Editor.....L. C. McKenney
Sales Manager.....J. J. Daly
Commercial Manager.. Grover Hamilton
Program Director.....Jim Allwood
Prom. Mgr., News Dir. Mary Lee Richardson
Chief Engineer .....George Province

KNEM

NEVADA—1949—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By .....Cecil W. Roberts
Address .....So. Side Sq.
Phone Number 13
Transmitter Location .....Smelter Hill
Air Time .....6:30 a.m.-10 p.m.
News Service .....UP
Transcription Service .....SESAC
Representatives ....Biddick Co., Conwell Co.
Gen., Sta. Mgr. .....William R. Tedrick
Comm., Sales Prom. Mgr. .....Bill E. Brown
Prog., Prod. Dir. .....Audrey Tedrick
Publicity Director .....William R. Tedrick
Chief Announcer, News Director...Bob Morey
Chief Engineer .....Paul Gregg
Farm Editor .....Jim McCall
Consulting Engineer .....John B. Heffelfinger

KWOC

POPLAR BLUFF—1938—KBS

Frequency: 1340 Kc. .....Power: 250 Watts
Owned-Oper. By...Poplar Bluff Bcstg. Co., Inc.
Transmitter Address .....KWOC Bldg.
Phone Number 3922
Air Time .....6:00 a.m.-10 p.m.
Transcription Service .....SESAC
Representative .....John E. Pearson
President, General Manager..A. L. McCarthy
Sta., Comm., Mgr.....Byron Kearbey, Jr.

Prog., Prod. Dir. .....Jerry J. Higley
Traffic Mgr. .....Russell Seals, Jr.
Chief Announcer .....Ronal Kaiser
News Director .....John A. Thies
Musical Director .....Glenn R. Scott
Chief Engineer .....Donald M. Lidenton
Farm Editor .....John A. Thies
Consulting Engineer .....F. O. Grimwood

KTTR

ROLLA—1947—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper By.....“Show-Me” Bcstg. Co.
Address .....P. O. Box 567
Phone Number 380
Transmitter Location ....Soest Rd., Rolla, Mo.
Air Time .....6:00 a.m.-11 p.m.
News Service .....AP
Transcription Service .....Capitol, SESAC
Pres., Gen.-Sta.-Comm. Mgr...Luther W. Martin
Sales Prom. Mgr., Prog. Dir.....Wilson C. Burkhead
Production Director .....Alma I. Vogeler
Publicity Director .....Lois Marie Clark
Chief Announcer .....Russ Preuss
News Director .....Luther W. Martin
Musical Director .....Mel Lee
Chief Consulting Engr.....Martin W. Mitchum
Farm Editor .....Wilson C. Burkhead

KFEQ

ST. JOSEPH—1923—MBS

Frequency: 680 Kc.....Power: 5000 Watts
Owned-Operated By.....KFEQ, Inc.
Business-Studio .....KFEQ Bldg.
Phone Number 4-0813
Transmitter Location.....Hway. No. 71
Air Time .....5:45 a.m.-12 M.
News Service .....UP, AP
Transcription Service .....World, SESAC
Representative .....Headley-Reed
President, General Manager.....Barton Pitts
Commercial Manager.....Glenn G. Griswold
Prom. Mgr., Pub. Dir. .....J. Ted Branson
Prod., Prog. Director .....W. Roch Ulmer
Chf. Ann., News Dir.....Dee D. Denver, Jr.
Musical Director.....Paul Moskau
Chief Engineer.....J. Wesley Koch
Farm Editor.....Harold J. Schmitz
Consulting Engr.....George C. Davis

KRES

ST. JOSEPH—1946—LBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Missouri Valley Bcstg. Corp.
Business-Studio Address.....113 S. 7th St.
Phone Number 4-6346
Transmitter Location .....Hway. 59 Rte. 4
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Forjoe
Membership .....NAB, BAB
President .....Basil L. Kaufmann
Gen., Sta. Mgr.....Ken Gooding
Commercial Manager .....Tom Cary
Sales Prom. Mgr. .....Bill Heller
Program Director .....John Bilyeu
Publicity Director.....Gene Miller
News Director .....Larry Parker
Musical Director.....Minor Clites
Chief Engineer .....Roy Irminger
Farm Editor.....Bill Sharpe
Consulting Engr. .....Commercial Radio

KMOX

ST. LOUIS—1925—CBS

Frequency: 1120 Kc.....Power: 50,000 Watts
Owned-Oper. By..Columbia Bcstg. System, Inc.
Business-Studio Address.....401 So. 12th St.
Phone Number.....Central 8240
Transmitter Location .....Stallings
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....Associated
Representative .....Radio Sales
Membership .....NAB
General Manager .....John Ackerman
Commercial Manager .....P. S. Anderson
Sales Prom. Mgr.....C. W. Doebler
Program Director.....T. A. Bland
Production Director.....George M. Clare
Publicity Director .....Sam Parnas
News Director .....Rex Davis
Musical Director.....Stan Daugherty
Chief Engineer.....Harry Harvey
Farm Editor.....Ted Mangner

KSTL

ST. LOUIS—1948—LBS

Frequency: 690 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Radio St. Louis, Inc.
Address .....6 North 7th St.
Phone Number .....MAin 0600
Transmitter Location.....East St. Louis, Ill.
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....Standard
Representative .....Adam J. Young, Inc.
Membership .....NAB, BAB
Pres., Gen. Mgr. .....William A. Ware
Asst. Manager .....Dick J. Kasten
Commercial Manager.....Ralph L. Stufflebam
Sales Prom. Manager.....William A. Knight
Program Director .....Bob Terry
Production Director.....Rose DiCarlo
Publicity Director .....Dolores J. Ryan
News Director .....Brad Harrison
Musical Director .....Bob Rector
Chief Engineer .....Edward B. Bench, Jr.
Farm Editor .....Bob Terry

COVERAGE...



KSD Has the LARGEST Daytime Half-Millivolt Coverage Area of Any Radio Station in ST. LOUIS

5,922,226 POPULATION

$5,009,210,000 RETAIL SALES

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KSD

THE ST. LOUIS POST-DISPATCH RADIO STATION

5000 WATTS ON 550 KC DAY AND NIGHT

National Advertising Representative: **FREE & PETERS, INC.**

NBC PROGRAMS • AP NEWS • TELEVISION AFFILIATE: KSD-TV

KSD

ST. LOUIS—1922—NBC

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Oper. By..The Pulitzer Publishing Co.
Business-Studio Address.....1111 Olive St.
Phone Number.....Main 1111
Transmitter.....Hway. 66, E. St. Louis, Ill.
News Service .....AP
Transcription Service.....World, Thesaurus
Representative.....Free & Peters
Membership .....NAB
President .....Joseph Pulitzer
General Manager.....George M. Burbach
Sales Manager .....Guy E. Yeldell
Program Director.....Harold Grams
Commercial Manager.....Edward W. Hamlin
Promotion Manager .....David Pasternak
Chief Engineer .....J. E. Risk

KWK

ST. LOUIS—1927—MBS

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Operated By.....KWK, Inc.
Bus.-Studio Address.....1215 Cole St.
Phone Number.....Main 9100
Transmitter Location.....500 Logan St., Baden
News Service .....AP
Representative .....Katz
President, General Mgr.....Robert T. Convey
Station Director.....Ray E. Dady
Commercial Director.....V. E. Carmichael
Program Director .....John W. Tinnea
Production Mgr.....John Traxler
Publicity Director.....Fred J. Mueller
Program Coordinator.....Russell C. Kaiser
News Director .....Jack Griffin
Chief Engineer.....N. J. Zehr

KXLW

ST. LOUIS—1947

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Oper. By...St. Louis County Bcstg. Co.
Bus.-Studio Address.....8135 Forsythe B'vd.
Phone Number.....Delmar 1320
Transmitter Location .....Brentwood
News Service .....UP
Transcription Service .....Lang-Worth
Pres., Gen. Mgr. .....S. E. Sloan
Station Director .....Les Ware
Program Director .....E. Frank Brown
Publicity Director.....Edgar J. Mothershead
News Director .....Dr. Bertram L. Hughes
Chief Engineer.....Wallace E. St. Vrain
Consulting Engineer .....Weldon & Carr

KXOK

ST. LOUIS—1938—ABC

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Oper. By....Star-Times Publishing Co.
Business-Studio Address.....12th & Delmar
Phone Number.....CHestnut 3700
Transmitter Location.....Madison, Ill.
News Service.....AP, UP
Transcription Service....Associated, Standard
Representative .....John Blair
Membership .....NAB, BAB
President .....Elzey Roberts
General Manager.....C. L. Thomas
Asst. to Gen. Mgr. .....Bruce Barrington
Commercial Manager.....V. N. Springgate
Sales Promotion Manager....Foster H. Brown
Program Director.....Elmer Muschany
Production Director.....Robert Holt
News Director .....Bruce Barrington
Musical Director.....Robert Gotch
Chief Engineer.....Arthur F. Rekart
Farm Editor.....Charley Stookey
Consulting Engineer.....Jansky & Bailey

WEW

ST. LOUIS

Frequency: 770 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....The St. Louis University
Address.....3642 Lindell Blvd.
Phone Number.....FRanklin 5665
News Service .....INS
Transcription Service .....Lang-Worth
President (St. Louis U.)
Very Rev. Paul C. Reinert, S.J.
Sta. Gen. Manager.....Daniel P. O'Connor
Prom., Comm. Manager.....Glen Manley
Program Director .....Daniel P. O'Connor
Production Director.....Alan Thompson
News Director .....Charles Rogers
Chief Engineer.....Joseph A. Volk

WIL

ST. LOUIS—1922

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By.....Missouri Bcstg. Corp.
Business-Studio Address.....Hotel Chase
Phone Number.....Rosedale 6200
Transmitter Location.....North Dupo, Il.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....John E. Pearson
Membership .....NAB
Pres., Gen. Mgr. .....L. A. Benson
Commercial Manager.....R. M. Hetherington
Promotion Manager .....Nick Pagliara
Program Director .....Edward M. Galloway
News Director .....John Carr
Musical Director .....Harold Grogan
Chief Engineer .....Wells Chapin

KSGM

STE. GENEVIEVE—1947—KBS
BASEBALL

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Donze Enterprises, nc.
Bus.-Studio Address.....245 Merchant St.

Phone Number 580
Transmitter Location ..... Maxwell Hill
Air Time ..... 6 a.m.-10 p.m.
News Service ..... UP
President, General Manager ..... Elmer L. Donze
Commercial Manager ..... Norbert B. Donze
Sales Prom. Mgr., Pub. Dir. ..... Donald M. Donze
Program Director ..... C. M. Poindexter
Prod. Dir., Chief Anncr. ..... Harry Stone
Musical Director ..... William Donze
Chief Engineer ..... Murel L. Rose
Farm Editor ..... Jim Schot

KDRO

SEDALIA—1939—MBS-KBS

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Milton J. Hinlein
Bus.-Studio Address ..... 2100 W. Broadway
Phone Number 4004-5
News Service ..... UP
Representative ..... Forjoe
Membership ..... NAB
President ..... Milton J. Hinlein
General Manager ..... Herbert W. Brandes
Commercial Manager ..... James F. Glenn
Chief Engineer ..... Leman E. Jones

KSIM

SIKESTON—1948—GRIESEDIECK

Frequency: 1400 Kc. ..... Power: 250 Watts
Owner-Oper. ..... Sikeston Community Bcstg. Co.
Bus.-Studio-Transmitter Address ..... Hway. 60 W.
Phone Number 1
News Service ..... AP
Representative ..... H. C. Young
President ..... Lyman R. Bowman, Jr.
Gen., Sta. Mgr. ..... H. C. Young
Commercial Manager ..... Lee Martin
Pgm., Musical Dir. ..... Richard L. Watkins, Jr.
Chief Engineer ..... Ralph L. Hirsch

KGBX

SPRINGFIELD—1926—NBC

Frequency: 1260 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... Springfield Bcstg. Co.
Bus.-Studio Address ..... 605 Boonville Ave.
Phone Number 4-2822
Transmitter Location ..... Bolivar Rd., Hiway 13
Air Time ..... 6 a.m.-M.
News Service ..... AP
Transcription Service ..... Thesaurus
Representative ..... George P. Hollingbery
Membership ..... NAB
President ..... Tams Bixby, Jr.
General Manager ..... J. Gordon Wardell
Program Director ..... Carl Fox
Pub. Dir., Chf. Ann. ..... Dudley Morris
News Director ..... Paul Adams
Chief Engineer ..... E. Dennis White

KICK

SPRINGFIELD—1949—MBS

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Kickapoo Prairie Bcstg. Co., Inc.
Address ..... 610 College St.
Phone Number 4-1561-2
Air Time ..... Unlimited
News Service ..... UP
Transcription Service ..... Standard, SESAC
Representative ..... McGillvra
Membership ..... NAB
President ..... Floyd W. Jones
General Manager ..... Miles N. Walker
Sta. Mgr., Prog. Dir., Chf. Ann. ..... Bill Buckley
News Director ..... Richard Hainline
Chief Consulting Eng. ..... Lee E. Baker

KTTS

SPRINGFIELD—1941—CBS

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Independent Bcstg. Co.
Address ..... Chamber of Commerce Bldg.
Phone Number 2-7474
Air Time ..... Unlimited
News Service ..... AP
Transcription Service ..... World
Representative ..... Sears & Ayer
Membership ..... NAB, BAB
President ..... J. H. G. Cooper
Gen., Sta., Prom. Mgr. ..... G. Pearson Ward
Commercial Manager ..... Bob Burke
Program Director ..... Wendel Smith
News Director ..... Bill Bowers
Chief Engineer ..... William F. Curry
Consulting Engineer ..... McNary & Weathall

KWTO

SPRINGFIELD—1933—ABC

Frequency: 560 Kc. ..... Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By ..... Ozarks Bcstg. Co.
Business-Studio Address ..... 606 E. St. Louis St.
Phone Number 2-4422
Transmitter Location ..... So. Fremont Rd.
Air Time ..... 5 a.m.-M.
News Service ..... UP
Transcription Service ..... Lang-Worth
Representative ..... John E. Pearson
Membership ..... NAB, BAB
Pres., Gen. Mgr. ..... Ralph D. Foster
Asst. Sta. Mgr. ..... Leslie L. Kennon
Program Director ..... Lon Black
Chf. Ann., Prod. Dir. ..... Joe Slattery
Publicity Director ..... Bill Bailey
News Director ..... Floyd M. Sullivan
Chief Engineer ..... Fritz Bauer
Farm Editor ..... Loyd Evans

KWRE
WARRENTON—1949

Frequency: 730 Kc.....Power: 250 Watts d.
Owned-Operated By.....W. T. Zimmerman
Address .....Warrenton
Phone Number 398
Transmitter Location .....Hway 47
News Service .....UP
Transcription Service .....RCA
Representative .....Continental Radio
Pres., Gen. Mgr. .....W. T. Zimmerman
Station Manager .....Don Clem
Commercial Manager .....Leo Waters
Program Director .....Don Clem
Production Director .....Bob Roberts
News Director .....Don Clem
Chief Engineer .....Cal Morris
Farm Editor .....King Engle

KWPM
WEST PLAINS—1947
KBS-MSN

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Robert F. Neathery
Trans. Address.....E. Abe Taylor Blvd.
Phone Number 700
News Service .....AP
Transcription Service .....Standard
Sta. Mgr., Pres.....Robert F. Neathery
Commercial Manager....Fritze Williams Dixon
Program Director.....John Billingsley
Consulting Engineer.....Fred Grimwood

AP SELLS
For Stations and Sponsors —

For instance . . . . KCMO

"KCMO's most salable property is NEWS! We have 13 local newscasts daily besides our network news. One sponsor has been with us for ten years, another for six. Associated Press service enables us to air complete coverage."

E. K. HARTENBOWER,
General Manager,
KCMO, Kansas City, Mo.

MONTANA

Population 591,024—Increase +5.6% ('40-'50)—Radio Homes 164,100
Families 169,000—Stations in State 25

KANA
ANACONDA—1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Mosby's, Inc.
Business Address.....Box 1470, Missoula
Phone Number .....Missoula—KGVO
Studio-Transmitter Location....1 Mi. E. of City
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Lieser
President.....A. J. Mosby
Station Manager .....F. Gilbert Lieser
Commercial Manager.....John B. Hogan
Program Director.....Helen M. Ryan

KBMY
BILLINGS—1946—KBS
MBS-INTERMOUNTAIN

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Billings Bcstg. Co.
Business Address.....Box 2124
Phone Number 3838
Transmitter Location .....W. of City
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service .....Capitol
Representative .....Avery-Knodel
Membership .....NAB, BAB
President .....Don C. Foote
Sta. Gen. Manager.....Franz J. Robischon
Comm. Prom. Manager.....Ken Nybo
Program Director .....Charles Du Bois
Chief Engineer.....Theodore Hildebrand

KGHL
BILLINGS—1928—NBC

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By...Northwestern Auto Supply Co.
Business-Studio Address.....422 N. B'way
Phone Number 2222
News Service .....UP
Representative .....Katz

President.....C. O. Campbell
Gen.. Comm. Mgr.....Edward Yocum
Prom. Mgr., Pgm. Dir.....M. V. Braunberger
Chief Engineer.....Jeff A. Kichli

KOOK

BILLINGS—1950

Frequency: 970 Kc.....Power: 500 Watts
Owned-Oper. By.....The Montana Network
Address.....P. O. Box 1025
Phone Number.....9-5970
Transcription Service.....Thesaurus
President.....C. L. Crist
Vice-President.....J. Carter Johnson
General Manager.....Allen Ciernutt
Sales Manager.....Don R. Christopher

KBMN

BOZEMAN—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Penn Engrg. Co.
Address.....Box 691
Phone Number.....2104
Transcription Service.....Associated
News Service.....UP
Co-owner, Gen. Mgr.....G. Norman Penwell
Commercial Manager.....Homer P. Stenersen
Pgm. Dir., Farm Editor.....Gerald E. Tyo
Promotion Manager.....Win Neely
Chief Engineer.....Jack Penwell
News Director.....Tom Robischon

KXLQ

BOZEMAN—1939
NBC-PACIFIC NORTHWEST

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....KRBM Bcsters, Inc.
Business Address.....Bozeman
Phone Number.....1420
Transmitter Location.....2½ Mi. E. of City
Representative.....Walker
President.....E. B. Craney
General-Station Mgr.....Ernest A. Neath
Commercial Manager.....J. Ray Bridges
Program Director.....Wally Reid
Publicity Director.....Jim Gilchrist
Chief Engineer.....Duane Parker

KBOW

BUTTE—1947—CBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Copper City Radio Co.
Address.....720 Yale Ave.
Phone Number.....7429
News Service.....UP
Representative.....Donald Cooke
Membership.....NAB
Pres., Gen. Mgr.....Frank Reardon
Manager.....Don Anderegg

KOPR

BUTTE—1948—ABC
INTERMOUNTAIN

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Operated By.....Copper Bcstg. Co.
Business-Studio Address.....Hotel Finlen
Phone Number.....6546
Transmitter Location.....Beef Trail Heights
Air Time.....6:30 a.m.-11 p.m.
News Service.....UP
Transcription Service.....World
Representative.....George P. Hollingbery
Membership.....BMB
President.....Frank C. Carman
General Manager.....Ed Cooney
Program Director.....Hal Carpenter
Chf. Ann., Prod. Director.....Jim Harrold
Publicity Director.....Bill Curtis
News Director.....Hugh McIntosh
Chief Engineer.....Jim Foster
Consulting Eng.....McNary & Wrathall

KXLF

BUTTE—1929—NBC-Z NET
PACIFIC NORTHWEST

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Operated By.....KGIR, Inc.
Phone Number.....2-2344
Transmitter Location.....W. of Butte
News Service.....UP
Transcription Service.....MacGregor
Representative.....Walker, Pacific, No. West
Pres., Gen. Mgr.....E. B. Craney
Station, Comm. Mgr.....Arne E. Anzjon
Promotion Manager.....Frank Field
Program Director.....Ray Kelley
Production Director.....Al Plachta
Publicity Director.....Hugh Conway
Chief Engineer.....W. J. Provis

KXGN

GLENDIVE—1948

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Lewis Wiles Moore
Phone Number.....122
Transmitter Location.....S. Pearson Ave.
News Service.....AP
Transcription Service.....Capitol
Sta. Gen. Manager.....Gordon Hutton
Promotion Manager.....Clem Clements
Program Director.....Charlotte Mansur
Musical Director.....Harvey Bachman
Chief Engineer.....Don Powers

KFBB

GREAT FALLS—1922—CBS

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Oper. By.....Buttrey Bcst., Inc.
Bus.-Studio Address..807 First Natl. Bank Bldg.

News Service .....UP
Transcription Service .....World
Representative .....Weed
Membership .....NAB
President .....Fred Birch
General Manager .....J. P. Wilkins
Commercial Manager.....W. J. Towner
Chief Engineer.....Wilbur L. Myhre

KMON

GREAT FALLS—1948
ABC-INTERMOUNTAIN
ROCKY MTN.

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By..Montana Farmer Bcstg. Co.
Business Address .....Tribune Bldg.
Phone Number 4382
Transmitter Location.....5 Mi. S. of City
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Avery-Knodel
President .....Lester Cole
General Manager.....Robert H. Warner
Commercial Manager.....Frank W. Kaull
Program Director.....Mel Hallock
Studio Tech. Supervisor.....Henry B. Poole
Transmitter Supervisor.....Eugene B. Bunker

KXLK

GREAT FALLS—1947—NBC-Z NET

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Great Falls Bcstg. Co.
Bus.-Studio-Transmitter Address....Park Hotel
Phone Number 2-2453
Transmitter Location .....Park Hotel
Air Time .....6 a.m.-M.
News Service .....UP
Representative .....Walker
President.....J. R. Larcombe
Sta. Gen. Manager.....Paul Hatton
Commercial Manager .....Ted L. Frayling
Pro. Dir., Chief Engr.....E. R. Kukkola
Chief Announcer .....Glenn L. Lockwood

KAVR

HAVRE—1946—KBS-MBS
INTERMTN. NET

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....KAVR, Inc.
Business-Studio Address.....P. O. Box 672
Phone Number 1240
Transmitter Location.....1¼ Mi. E. of Havre
Air Time .....6 a.m.-11 p.m.
News Service .....UP
Transcription Service.....World, Keystone
Representative .....Cooke

AP SELLS

For Stations and Sponsors —

For instance . . . . KSD

"KSD has used AP news continuously since 1935. Our AP membership certificate is No. 1-R. We were the first station to apply for membership, and proudly acknowledge the importance of our AP service in the preparation of KSD's 76 weekly newscasts."

GEORGE M. BURBACH,
General Manager,
KSD, St. Louis

President ..... Jessica S. Longston
General Manager ..... James L. Hamstreet
Commercial Manager ..... George MacDonald
Program Director ..... Earl Bingham
Chief Engineer ..... Verle Jones, Jr.
Farm Editor ..... Ed Miller
Consulting Engineer ..... Archer Taylor

KOJM

HAVRE—1947

Frequency: 610 Kc. ..... Power: 1000 Watts d.
Owned-Operated By .. No. Montana Bcstg. Co.
Business-Studio Address .. Box 70, Liberty Hotel Bldg.
Phone Number 1096-7
Transmitter Location ..... 3.5 Mi. N.E. of Havre on Shepard Rd.
Air Time ..... 6 a.m.-12:30 a.m.
News Service ..... UP
Transcription Service ... Associated, Standard, Capitol
Representative ..... Friedenberg
President ..... Dr. Francis W. Aubin
General. Sta. Mgr. ..... Charlotte H. Brader
Commercial Manager ..... Carlyle D. Leeds
Prog. Dir., Chf. Ann. ..... James R. Saenger
Production Director ..... Stanley G. Stephens
Chief Engineer ..... George H. Bauer
Consulting Engineer ..... Dixie B. McGey

KFDW

HELENA—1949

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Oper. By .. Lewis & Clark Bcstg. Corp.
Address ..... P. O. Box 592
Phone Number 4030
Air Time ..... Unlimited
News Service ..... UP
Transcription Service ..... Capitol, Associated
President ..... Hon. Lee Metcalf
General Mgr. ..... George E. Wenstrom
Commercial Mgr. ..... James Crabbe
Program Dir. ..... Frank Russell
Chief Engineer ..... Archer Taylor

KXLJ

HELENA—1937—NBC-Z BAR

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Peoples Forum of the Air
Address ..... 1306 Eleventh Ave.
Phone Number 1240
Transmitter Location ..... Helena
Air Time ..... 6 a.m.-M.
News Service ..... UP
Transcription Service ..... Lang-Worth
Membership ..... NAB, BMB
President ..... A. T. Hibbard
Station Mgr. ..... Barclay Craighead
Sales Prom. Mgr. ..... Carl Argabrite
Program Director ..... Gene Hogan
Chief Engineer ..... Ed Goodreau

KGEZ

KALISPELL—1927

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Donald C. Treloar
Business-Studio Address ..... 7 Main St.
Phone Number 331-2
Transmitter ..... 2½ Mi. S. on Hway. 93
Air Time ..... Unlimited
News Service ..... UP
Transcription Service. World, SESAC, Standard
Membership ..... NAB
Pres., Gen.-Sta.-Comm. Mgr. .. Donald C. Treloar
Prom., Prog., Prod. Dir. ..... Norm Fisher
Chief Announcer ..... Glen Milhouse
Musical Librarian ..... Paul Johnston
Chief Engineer ..... William H. Patterson
Farm Editor ..... Glenn Millhouse

KXLO

LEWISTON—1947—MBS INTERMTN. NET-KBS

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Montana Bcstg. Co.
Bus.-Studio-Transmitter Address .... E. Main St.
Phone Number 1210-1
Air Time ..... 6:30 a.m.-10:30 p.m.
News Service ..... AP
Transcription Service ..... World
Membership ..... NAB
Pres., Gen., Sta. Mgr. ..... William G. Kelly
Comm. Mgr., Prog. Dir. ..... Marlin T. Obie
Chief Engineer ..... David Sather

KPRK

LIVINGSTON—1947—MBS INTERMTN.-KBS

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Yellowstone Amuse. Co.
Business Address ..... Box 691
Phone Number 1000
Transmitter-Studio Address ..... E. Park St.
Air Time ..... 6 a.m.-11:15 p.m.
News Service ..... UP
Transcription Service ..... World
Membership ..... NAB
Pres., Gen. Mgr. ..... Paul B. McAdam
Comm.-Sales Prom. Mgr. ..... Jack Hinman
Prod., Pub. Prog. Dir. ..... Gerald Tyo
Chief Engineer ..... Dick Sylvester
Farm Editor ..... Gordon James

KRJF

MILES CITY—1941—KBS MBS-INTERMOUNTAIN

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Star Printing Co.
Business Address ..... Box 1015, Niles City
Phone Number 1340
Transmitter-Studio Location ..... Haynes Ave.

News Service .....UP
Transcription Service .....World
Representative .....Avery-Knodel
Membership .....NAB, BAB
Pres., General Mgr. .....R. J. Scanlan
Station Mgr., Chf. Eng. .....Charles L. Scofield
Commercial Manager .....James Carson
Program Director .....Don Holen
Production Director .....Larry Holloran
Chief Engineer .....Charles Scofield

KGVO
MISSOULA—1931—CBS

Frequency: 1290 Kc. .....Power: 5000 Watts
Owned-Operated By .....Mosby's, Inc.
Business-Studio Address .....127 E. Main
Phone Number 2155
Transmitter Location .....5 Mi. S. of City
Air Time .....6 a.m.-11:30 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....McGillvra
Membership .....NAB, BAB
Pres., Gen.-Sta. Mgr. .....A. J. Mosby
Comm. Sales Prom. Mgr. .....Marion E. Dixon
Prog., Prod. Dir. .....W. J. Strothour
News Director .....Russ Nielson
Musical Director .....John Dziak
Chief Engineer .....Don Dahl
Farm Editor .....W. J. Strotham

KXLL
MISSOULA—1948—NBC-Z NET-PNB

Frequency: 1450 Kc. .....Power: 250 Watts
Owned-Oper. By .....Western Montana Assoc.
Business Address .....Box 1503
Phone Number 4114
Studio-Transmitter Location .....River Rd.
Air Time .....6 a.m.-M.
News Service .....UP
Representative .....Walker
Pres., Gen., Sta. Mgr. .....Pat M. Goodover
Commercial Mgr. .....Bob Gillis
Program Director .....Pat M. Goodover
Publicity Director .....John Campbell
Chief Engineer .....Dave Green

KIYI
SHELBY—1947—KBS

Frequency: 1230 Kc. .....Power: 250 Watts
Owned-Operated By .....Tri County Radio Corp.
Address .....N. Marias Ave.
Phone Number 560
News Service .....UP
Transcription Service .....World, Keystone
Representative .....William Grant
Membership .....NAB
President .....John J. Hurley
General Manager .....Frank Krshka
Gen., Sta., Comm. Mgr. .....L. R. Wing
Pgm., Prod. Dir. .....George Potter
Publicity Director .....Chester Neduesky
Chief Anncr., Farm Editor .....Richard Bannon
Chief Engineer .....George Potter

KGCX
SIDNEY—1926—MBS-GNBS-KBS

Frequency: 1480 Kc. .....Power: 5000 Watts
Owned-Operated By .....E. E. Krebsbach
Phone Number 408
Transmitter Location .....4 Mi. N. of City
News Service .....AP
Transcription Service .....Capitol
General Manager .....E. E. Krebsbach
Station Mgrs. .....(Sidney) Keith Krebsbach, (Williston, N. D.) E. Clair Krebsbach
Commercial Manager .....Bud Bailey
Promotion Mgr. .....E. Clair Krebsbach
Program Dir., Chf. Ann. .....Jerry Carlton
Production Director .....E. Clair Krebsbach
Publicity Director .....Keith Krebsbach
Sports, News Dir. .....Roland Dain
Chief Engineer .....O. H. Halvorson
Farm Editor .....Bill Corkins

NEBRASKA

Population 1,325,510—Increase +0.7% ('40-'50)—Radio Homes 342,840
Families 358,250—Stations in State 22

KCOW
ALLIANCE—1949

Frequency: 1400 Kc. .....Power: 250 Watts
250 Watts n.
Owned-Operated By .....Sandhills Bcstg. Corp.
Trans. Address .....1030 W. 3rd St.
Phone Number 1300
Air Time .....6:30 a.m.-10:30 p.m.
News Service .....UP
Transcription Service .....World, SESAC
Membership .....NAB, BAB
President .....Hansford Jaggers
Gen., Sta. Mgr. .....Gene Ackerley
Commercial Manager .....Arnold Kuhn
Program Director .....Gene Ackerley
News Director .....Eddie McCullough
Chief Engineer .....Edward Davenport

KWBE
BEATRICE—1949

Frequency: 1450 Kc. .....Power: 250 Watts
Owned-Oper. By .....Blue Valley Bcstg. Co.
Address .....112½ North 6th St.

Phone Number 1245
Transmitter Location ....Mary & Sherman Sts.
Air Time .....6 a.m.-11 p.m.
News Service .....AP
Transcription Service.....World, M. M. Cole
Membership .....NAB
Pres. & Treas., Gen.-Sta. Mgr...John Thorwald
Comm., Sales Prom. Mgr.....Bud Pentz
Prog., Pub. Director.....C. H. Brugha
Chf. Ann., News Director.....Larry Priby]
Chief Engineer .....Wilbur R. Emerson
Farm Editor .....Junior Thimm
Consulting Engineer.....Weldon & Carr

KCNI

BROKEN BOW—1949—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Custer County Bstg. Co.
Address .....Broken Bow
Air Time .....Unlimited
Mgr., Chief Engr.....Bud Crawford
Commercial Manager.....George T. Backe

KJSK

COLUMBUS—1948—KBS

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....George Basil Anderson
Business Address.....Box 460
Phone Number 5154
Studio-Transmitter Location .....Columbus
Air Time .....Sunrise-sunset
News Service .....AP
Representative .....Beddick
Transcription Service.....World, SESAC
Gen., Sta. Mgr.....George Basil Anderson
Commercial Manager .....Milo Kincaid
Program Director.....Florence L. Anderson
Musical Dir., Farm Editor.....Carl L. Rafferty
Chief Engineer.....Harold Hardy
Farm Editor .....Gene Jove

KFGT

FREMONT—1939
MBS-NEB. WIRELESS

Frequency: 1340 Kc.....Power: 100 Watts
Owned-Oper. By....Walker Newspapers, Inc.
Business-Studio Address.....118 E. 5 St.
Phone Number 1060
Transmitter Location.....E. 16th St.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Thesaurus
Pres., Gen. Mgr.....Lester A. Walker
Sta., Comm. Mgr.....William H. Baldwin
Sales Prom. Mgr., Pub. Dir.....Helen Norwood
Program Director.....John R. Hanlon
Farm Editor.....Dan Jackson

KMMJ

GRAND ISLAND—1925—ABC

Frequency: 750 Kc.....Power: 1000 Watts d.
Owned-Operated By.....KMMJ, Inc.
Business-Studio Address....Division at Cedar

Phone Number 703-4
Transmitter Location .....Phillips
Air Time .....Daytime
News Service .....UP
Transcription Service.....World, Cole
Representative .....Headley-Reed
Membership .....NAB, BMB
President .....Don Searle
General Manager.....Wick Heath
Asst. Gen.-Comm. Mgr.....Bill Martin
Sales Promotion Manager.....Rex Lathen
Pgm. Dir., Chief Anncr.....Orie Kerwood
Prod., Pub. Dir.....Joe Martin
Chief Engineer.....Eugene Seier
Farm Editor.....George Kister

KHAS

HASTINGS—1940—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Nebraska Bcstg. Co.
Trans. Address .....Tribune Bldg.
Phone Number 2-5101
Air Time .....6 a.m.-12 M.
News Service .....INS
Transcription Service .....Capitol
President .....Fred A. Seaton
Gen., Sta. Mgr.....Duane L. Watts
Commercial Manager .....Ken James
Pub., Prod., Prog. Dir. .....Lloyd O. Thomas
News Director .....Carl Sisskind
Chief Engineer.....Duane B. Allison

AP SELLS

For Stations and Sponsors —

For instance . . . . KBON

"Twenty-eight out of 30 daytime newscasts are sold . . . spot adjacencies are all sold . . . due to the practically immediate salability of Associated Press news programs."

PAUL R. FRY,
General Manager,
KBON, Omaha, Neb.

KGFW

KEARNEY—1930—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Central Neb. Bcstg. Corp.
Business-Studio Address..Federal Annex Bldg.
Phone Number.....Business, 2-3541
Transmitter Location .....Lakeside
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Capitol
Membership .....NAB
President, General Manager..Lloyd C. Thomas
Sta., Comm., Mgr.....John W. Yeager, Jr.
Prod., Pub., Prog. Dir. .....Marvin Houtz
Chf. Ann., News Dir., Music Dir.....Bob Reidy
Chief Engineer.....Jack Lewis
Farm Editor .....Don Sherrill

KRVN

LEXINGTON—1950

Frequency: 1010 Kc....Power: 25,000 Watts d.
Owned-Oper. By.....Nebraska Rural Radio
Address.....108 W. 8th St.
Phone Number 716
Representative .....Taylor
Transcription Service .....Standard
News Service .....AP
President.....Jay A. Person
General Manager.....Max Brown
Commercial Manager.....Dan Bellus
Program Director.....Gary Schroeder
Traffic Manager.....Patricia Doyle
Chief Engineer.....Tom Copeland

KFOR

LINCOLN—1924—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Cornbelt Bcstg. Corp.
Business-Studio Address..Sixth Fl., Stuart Bldg.
Phone Number 2-6965
Transmitter Location.....48th & Vine Sts.
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Capitol, Standard
Representative .....Edward Petry
Membership .....NAB, BAB
President .....James Stuart
V. P., Sta. Mgr.....George X. Smith
Pub., Sales Promotion.....Lydia Nekuda
Prod., Program Director.....Robert Johnson
News Director .....Bob Gamble
Chief Announcer .....Avrum Bondarin
Musical Director.....Fleda Ziegenbein
Chief Engineer.....Charles W. Winkler

KLMS

LINCOLN—1949—LBS

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By.....Lincoln Bcstg. Corp.
Address.....130 N. 16th St.
Phone Number 2-7579
Air Time.....6 a.m.-12 M.
News Service .....UP
Transcription Service .....Associated
Representative.....Ind. Met. Sales
P.esident.....Howard A. Shuman
General Manager.....J. Russell Joynt
Program Director.....Del Brandt
News Director.....Thomas C. Sorensen

KOLN

LINCOLN—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Inland Bcstg. Co.
Business-Studio Address.....212 Federal Securities Bldg.
Phone Number 2-7218
Transmitter Location.....40th & W Sts.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....World
Representative .....Pearson
Pres., Gen. Mgr. .. Paul R. Foy
Vice-President.....Inland Bcstg. Co.
General Manager.....Harold E. Anderson
Commercial Manager .....W. B. Waugh
Prod., Prog. Director.....William L. Lucas
Publicity Director .....Twila Walker
Chief Announcer .....Lynne Reed
Chief Engineer.....M. J. Korinek
News Director .....Betty Craig
Farm Editor .....Hal Allen

KBRL

McCOOK—1947—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....The McCook Bcstg. Co.
Bus.-Studio-Transmitter Address....Hway 83 & "J" St.
Phone Number 1450
Air Time.....6:30 a.m.-10:30 p.m.
News Service .....AP
Transcription Service .....Standard
Membership .....NAB, BAB
Prom., Pres., Gen. Mgr.....LeRoy W. Lenwell
Prog. Dir., Chf. Ann. .....Wyn Lundberg
News Director .....Mil Grummert
Chief Engineer.....L. W. Lenwell
Farm Editor .....Mil Grummert
Consulting Engineer.....Fred O. Grimwood

WJAG

NORFOLK—1922

Frequency: 780 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....The Norfolk Daily News
Bus.-Studio Address...Norfolk Ave. & Sixth St.
Phone Number 432
Transmitter Location.....3½ Mi. W. of Norfolk
Air Time .....Daytime
News Service .....AP

Transcription Service .....Standard
Representative .....Walker
Membership .....NAB, BAB
President .....E. F. Huse
General Manager .....Art Thomas
Station Manager .....Bob Thomas
Commercial Manager .....Vernon Stedry
Music Prod., Prog. Dir. .....Glenn Hixson
Prom. Mgr., Pub. Dir., Chl. Ann., Farm Editor .....Evans Meier
News Director .....Mrs. Maude Rouse
Chief Engineer .....Frank Wiedenbach

KODY

NORTH PLATTE—1930—NBC-KBS

Frequency: 1240 Kc. .....Power: 250 Watts
Owned-Oper. By .....Radio Station KODY
Bus.-Studio-Transmitter Address..1521 W. 12th St.
Phone Number 382
Air Time .....6 a.m.-12 M.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....John Blair
Membership .....NAB, BAB
President, Gen. Mgr. .....John Alexander
Office Manager .....Jerry Wing
Commercial Manager .....Joe di Natale
Chief Announcer .....Bill Wood
News Director .....Charles Craig
Chief Engineer .....Jay Blakesley
Farm Editor .....Ed Launer

KBON

OMAHA—1942—MBS

Frequency: 1490 Kc. .....Power: 250 Watts
Owned-Operated By .....Inland Bcstg. Co.
Business-Studio Add. ....676 World Insurance Bldg.
Phone Number .....JAckson 8282
Transmitter Location .....2807 So. 38th St.
Air Time .....6:30 a.m.-12 M.
News Service .....AP
Transcription Service .....Associated
Representative .....Pearson
Membership .....NAB, BAB
President .....John K. Morrison
Pres., Gen. Mgr. .....Paul R. Fry
Station Manager .....Richard E. Welna
Commercial Manager .....Ernest S. Priesman
Sales Prom. Mgr., Pub. Dir. .....Beverly Bush
Prog., Production Director .....Richard F. Low
News Director .....Richard McCann
Musical Director .....Richard Coffey
Chief Engineer .....Richard E. Welna
Consulting Engineer .....E. L. Dillard

KFAB

OMAHA—1924—CBS

Frequency: 1110 Kc. .....Power: 50,000 Watts
Owned-Operated By .....KFAB Bcstg. Co.
Business-Studio Address ....620 Farnam Bldg.
Phone Number .....Ja. 3420
Transmitter Location .....10 Mi. S. of Omaha
Air Time .....5 a.m.-12 M.
News Service .....AP, UP
Transcription Service .....Lang-Worth, SESAC
Representative .....Free & Peters
Membership .....NAB, BMB
President .....Fred S. Sidles
Gen., Sta. Mgr. .....Harry Burke
Commercial Mgr. .....Harold Soderlund
Sales Promotion Mgr. .....Don Shoemaker
Program Director .....L. A. Miller
Publicity Director .....Harold Storm
News Director .....Carl Uhlarik
Musical Director .....Alene McKinney
Farm Editor .....W. E. Macdonald
Consulting Engineer .....George Davis

KOIL

OMAHA—1925—ABC-NEBR. NET

Frequency: 1290 Kc. .....Power: 5000 Watts
Owned-Oper. By ....Central States Bcstg. Co.
Business-Studio Address ....Omaha Natl. Bank Bldg.
Phone Number .....JAckson 7626
Transmitter Location ....P. O. Box 355, Council Bluffs, Ia.
Air Time .....Unlimited
News Service .....AP, INS
Transcription Service .....Capitol, Standard
Representative .....Edward Petry
Membership .....NAB, BAB
President .....James Stuart
Sta., Gen. Mgr. .....William J. Newens
Sales Promotion Manager ...Charles Frandsen
Commercial Manager .....Arden Swisher
Program Director .....Virgil Sharpe
News Director .....Ted L. Haas
Musical Director .....Betty Baker
Chief Engineer .....Charles W. Winkler

KOWH

OMAHA—1922

Frequency: 660 Kc. .....Power: 500 Watts d.
Owned-Oper. By .....Mid-Continent Bcstg. Co.
Business-Studio Address .....15th & Farnam
Phone Number .....Atlantic 2228
Transmitter Location .....60th & Redmon
News Service .....AP, UP
Transcription Service ...Standard, Lang-Worth
Representative .....Independent
President .....Robert H. Storz
Sta., Comm., Gen. Manager .....Todd Storz
Sales Promotion .....Jack Sandler
Program Director .....Gaylord Avery
Production Director .....Don Loughnane
Publicity Director .....Jack Sandler
Chief Announcer .....Jim O'Neill
News Director .....Walt Kavanagh
Musical Director .....Peg E. McGrath
Studio Supervisor .....Dale Moudy
Transmitter Supervisor .....N. P. Nelson
Farm Editor .....Russ Leger

WOW

OMAHA—1923—NBC

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By..Radio Station WOW, Inc.
Business-Studio Address..280 Insurance Bldg.
Phone Number.....Webster 3400
Transmitter Location.....5500 Kansas Ave.
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service.....Standard, World, Associated
Representative .....John Blair
Membership .....NAB, BMB
President.....Francis P. Mathews
General Manager.....Frank P. Fogarty
Natl. Sales Mgr.....Bob Dooley
Sales Promotion Manager.....Bill Wiseman
Program Director.....Lyle DeMoss
Production Director.....Ray Olson
Chief Announcer.....Merrill Workhoven
Musical Director.....Morton Wells
Technical Supervisor.....Joseph Herold
Chief Engineer.....William J. Kotera
Farm Editor.....Mal Hansen

KNEB

SCOTTSBLUFF—1948

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Platte Valley Bcstg. Corp.
Business-Studio Address....Golden Rule Bldg.
Phone Number 1620-1
Transmitter Location.....1½ Mi. S.E. of City
Air Time .....6 a.m.-Sunset
News Service .....AP
Transcription Service .....Capitol
Representative .....Hal Holman
Membership .....NAB, BAB
President.....John R. Jirdon
General-Station Mgr.....Russ M. Stewart
Commercial Manager.....Byron Joachim
Program Director .....Warren McGay
Chief Announcer.....Dale Woods
News Director .....Richard Rayman
Prog., Musical Dir.....Warren McGay
Chief Engineer .....Leslie A. Proctor
Consulting Engineer.....Gautney & Roy

KOLT

SCOTTSBLUFF—1930—CBS

Frequency: 1320 Kc....Power: 5000 d., 1000 n.
Owned-Operated By.....The Hilliard Co.
Address .....1517½ Bway
Phone Number 856
Transmitter Location.....2 Mi. W. of City
Air Time .....6 a.m.-12 M.
News Service .....UP
Transcription Service .....Standard
Representative .....McGillvra
Membership .....NAB, BAB
Pres., Gen.-Sta. Mgr. .....L. L. Hilliard
Commercial Manager .....Lew Hunter
Sales Promotion Manager.....Dick Ingwerson
Program Director .....W. G. Walter
Production Director .....Kirk Knox
Publicity Director .....Red Davis
Chief Announcer .....Bob Horstman
News Director .....W. J. Brennan
Musical Director .....Hap Ellis
Chief Engineer .....Harland A. Morrison
Farm Editor .....W. P. Bullock
Consult. Eng...Commercial Radio & Equip. Co.

NEVADA

Population 160,083—Increase +45.2% ('40-'50)—Radio Homes 45,750
Families 48,510—Stations in State 8

KELK

ELKO—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Elko Bcstg. Co.
Address .....Hiway. 40
Phone Number 260
Air Time.....6:30 a.m.-M.
News Service .....UP
Transcription Service .....Standard
President .....Chris Sheerin
General Manager.....John J. Gammick
Program Director.....J. P. Nims
Chief Engineer.....A. H. Vogeler

KELY

ELY—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....White Pine Bcstg. Co.
Address .....Hotel Nevada
Phone Number 2077
Transcription Service .....Capitol
News Service .....INS
Co-Mgr., Chief Engr.....D. I. Hansen
Co-Manager.....D. V. Bradley
Comm. Mgr., Pgm., News Dir....J. D. Steward

KENO

LAS VEGAS—1940—ABC

Frequency: 1460 Kc.....Power: 1000 Watts
Owned-Operated By.....Nevada Bcstg. Co.
Business Address.....Box 1310
Phone Number 1400
Studio-Transmitter Location....."The Strip," Hway. 91
Air Time .....5 a.m.-3 a.m.
News Service .....INS
Transcription Service .....Thesaurus
Representative.....W. S. Grant

Pres., Gen.-Sta. Manager.....Maxwell Kelch
Commercial Mgr.....Thompson Magowan
Prog. Dir.....L. A. Newsome, Jr.
News Director.....Ed Oncken
Musical Director.....L. A. Newsome, Jr.
Chief Engineer.....W. E. Berry
Consulting Engineer.....J. Tapp

KLAS

LAS VEGAS—1947—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Las Vegas Bctrs., Inc.
Address.....Desert Inn, P. O. Box 1510
Phone Number.....4646
Transmitter Location....East Charleston Blvd.
Air Time.....6 a.m.-12 M.
Representative..Cooke & Western Radio Sales
Pres., Gen.-Sta.-Comm. Mgr.....Fred Stoye
Sales Promotion Manager.....Ken Adams
Program Director.....Larry Geraghty
Production Director.....Carl Paige
Publicity Director.....Ruthe Deskin
Chief Announcer.....John Ryken
News Director.....Max Miller
Musical Director.....John Ryken
Chief Eng., Farm Editor.....Ralph Dow

KRAM

LAS VEGAS—1946—MBS-NBC-KBS

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Oper. By.....Boulder City Bcstg. Co.
Address.....P. O. Box 1712
Phone Number.....920
Air Time.....6 a.m.-3 p.m.
News Service.....UP
Station Representative.....Avery Knodel
President.....Edward J. Jansen
Gen., Comm. Mgr.....Truman B. Hinkle
Sales Promotion Manager...Edward J. Jansen
Program Director.....Gary Pickard
Publicity Director.....Frances D. Landis
News Director.....Tom Payne
Musical Director.....Bill Clifford
Chief Engineer.....Fred Young

KATO

RENO—1946—MBS-DON LEE-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Sierra Bcstg. Co.
Business-Studio Address.....Box 2231, Mapes Hotel
Phone Number.....2-4501
Transmitter Location....6th & Cassinelli Rds.
Air Time.....6:30 a.m.-1 a. m.
Representative.....John E. Pearson, Western Radio
Transcription Service.....MacGregor
Membership.....NAB, BAB
President.....R. K. Wittenberg
Sta.-Gen. Manager.....Robert L. Stoddard
Commercial Manager.....Bob Hughes

KOH

RENO—1928—NBC

Frequency: 630 Kc.....Power: 5000 Watts
Owner.....McClatchy Bcstg. Co. of Nev.
Business-Studio Address....143 Stevenson St.
Phone Number.....Reno 5106
Transmitter Location.....Sparks
Air Time.....6 a.m.-12 M.
News Service.....AP, UP
Transcription Service.....World, Capitol
Representative.....Paul H. Raymer
Membership.....NAB
President.....Eleanor McClatchy
Station Manager.....Hewitt Kees
News Editor.....Rolon Irish
Chief Technician.....Wesley Craig
Farm Editor.....Charles E. Harris
Consulting Engr.....George C. Davis

KOLO

RENO—1946—CBS

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Operated By.....Reno Bcstg. Co.
Business-Studio Address.....33 Sierra St.
Phone Number.....2-4516
Transmitter Location.....Sparks
Air Time.....6 a.m.-M.
News Service.....AP, UP
Representative.....George P. Hollingbery
Membership.....NAB, BAB
President.....Dave McKay
General-Station Manager.....H. G. Wells
Comm.-Sales Prom. Mgr.....Jack Kehoe
Prod., Program Director.....William Ruff
Chief Announcer.....Bill Binford
News Dir., Farm Editor.....Len Sherman
Musical Director.....Al Coon
Chief Engineer.....Merle Peterson

WHY IS AP THE BEST?

BECAUSE— AP members, the greatest body of news collectors in the world today, provide their news to their AP.

NEW HAMPSHIRE

Population 533,242—Increase +8.5% ('40-'50)—Radio Homes 142,050
Families 148,120—Stations in State 13

KWRN

RENO—1947—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...Reno Newspapers, Inc.
Business-Studio Address.....Gazette Bldg.
Phone Number 6156
Transmitter Location .....Kietzke Lane
Air Time.....7 a.m.-M.
News Service .....UP
Representative .....Walker
Membershp .....NAB
President.....Merritt C. Speidel
General Manager.....Merrill Inch
Station Manager .....Larry Shields
Commercial Manager.....Jay G. Barker
Program Director.....John B. Stodelle
Chief Engineer.....Wilbur C. Comer

WMOU

BERLIN—1946—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Phone Number 1797-8
Transmitter Location .....Hutchins St.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Kettell-Carter, Radio Reps.
Membership .....NAB, BAB
President .....John W. Guider
Program Director.....Wendell C. MacKenzie
Chief Announcer .....Phil Brown
News Director .....Wendell C. MacKenzie
Musical Director ..... Phil Brown
Chief Engineer .....James F. Hennessey

WTSV

CLAREMONT—1948
MBS-YANKEE-GRANITE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Granite State Bcstg. Co.
Trans. Address .....221 Washington St.
Phone Number 1800
News Service .....UP
Representative .....Bannan, Bolling
President.....William J. Barkley
General Manager.....W. F. Rust, Jr.
Comm., Sales Prom. Mgr.....Fred Sterns
Pgm., Sta. Dir., Chief Anncr.....Dick Hill
News Director .....Joseph V. Shaw
Chief Engineer.....A. Davis

WKXL

CONCORD—1946—MBS-YANKEE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Hon. Charles M. Dale
Business-Studio Address.....Eagle Hotel
Phone Number 4180
Transmitter Location.....Redington St.
Air Time.....6:30 a.m.-11:30 p.m.
News Service .....AP
Transcription Service .....World
Representative .....Bannan, Walker
Pres., Gen. Mgr.....Hon. Charles M. Dale
Asst. Comm., Prom. Mgr.....Thomas S. Pingree
Program Director .....Norm Messer
Chief Announcer.....Win Blake
Chief Engineer.....George Davis
Farm Editor .....Norm Messer

WTSL

HANOVER-LEBANON—1950—MBS YANKEE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.Granite State Bcstg. Co., Inc.
Address.....155 Front St.
Phone Number 4-4075
Representative .....Bolling
News Service .....UP
President.....William J. Barkley
General Manager.....William F. Rust, Jr.
Commercial Manager.....Henry Lewis
Program Director.....Emil Popke
Chief Engineer.....William Heiser

WKNE

KEENE—1926—CBS-NBS

Frequency: 1290 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....WKNE Corp.
Address.....17 Dunbar St.
Phone Number 2080
Transmitter Location.....Stanhope Ave.
News Service .....UP
Transcription Service .....World
Representative .....Meeker, Kettell-Carter
Membership .....NAB, BAB
Pres., Gen.-Sta. Mgr.....Joseph K. Close
Commercial Manager.....Frank B. Estes
Sales Prom. Mgr., Pub. Dir.....Herbert Allen
Prod. News Director....Howard E. Wheelock
Prog. Dir., Chief Announcer..Osborne C. Wade
Chief Engineer.....Ernest F. Batchelder
Farm Editor.....Stacey Cole

WLNH

LACONIA—1922—MBS-YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Northern Bcstg. Corp.
Business-Studio Address.....635 Main St.
Phone Number 2-300
Transmitter Location.....San Bornton
Air Time .....Unlimited
News Service .....AP

Representative ..... Kettell-Carter
Membership ..... NAB
Pres., Gen. Sta. Mgr. ..... Warren H. Brewster
Pgm., Prod. Director ..... Al Maffie
Chief Engineer ..... Walter Avery

WFEA
MANCHESTER—1932—CBS

Frequency: 1370 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... N. H. Bcstg., Inc.
Business-Studio Address ..... 286 Franklin St.
Phone Number 5-5491
Transmitter Location ..... Merrimack
Air Time ..... 6:30 a.m.-11:15 p.m.
News Service ..... AP
Transcription Service ..... Lang-Worth
Representative ..... Adam J. Young, Jr., Kettell-Carter
Membership ..... NAB
President ..... Morris Silver
Gen., Sta., Prom. Mgr., Prog. Dir. ..... Warren H. Journay
Commercial Manager ..... Saul Gross
Production Director ..... Frank Finning
Chief Announcer ..... Gerald Kearney
Chief Engineer ..... Reginald Schow

WKBR
MANCHESTER—1946
MBS-YANKEE-GRANITE STATE

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Granite State Bcstg., Inc.
Trans. Address ..... 155 Front St.
Phone Number 44075
Air Time ..... 6 a.m.-11:30 p.m.
News Service ..... UP
Representative ..... Borgatti, Bolling
President ..... W. J. Barkley
General Manager ..... W. F. Rust, Jr.
Commercial Manager ..... Ralph Gottlieb
Program Director ..... Norman Bailey
Publicity Dir. ..... William Carlisle
Chief Engineer ..... Royston Phillips

WMUR
MANCHESTER—1941—ABC

Frequency: 610 Kc. ..... Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By ..... The Radio Voice of New Hampshire, Inc.
Business-Studio Address ..... 1819 Elm St.
Phone Number ..... Ma. 5-5788
Transmitter Location ..... Front St.
Air Time ..... 6:30 a.m.-11:15 p.m.
News Service ..... AP
Transcription Service ..... World
Representative ..... Weed
Membership ..... NAB, BAB
President ..... Hon. Francis P. Murphy
Sta., Comm., Gen. Mgr. ..... Hervey Carter
Production Dir. ..... Bernie Mack
News Director ..... Tom Power
Musical Dir. ..... Bertram Colter
Chief Engineer ..... Vincent Chandler
Farm Editor ..... Robert Webster
Consulting Engr. ..... Tansky & Bailey

WOTW
NASHUA—1947

Frequency: 900 Kc. ..... Power: 1000 Watts d.
Owned-Operated By ..... Nashua Bcstg. Corp.
Bus.-Studio-Transmitter Location ..... Lund Rd.
Phone Number 5000
Air Time ..... Daytime
News Service ..... UP
Transcription Service ..... World
Representative ..... Bertha Bannan, Walker
Membership ..... NAB, BAB
Pres., Gen., Prom. Mgr. ..... Arthur A. Newcomb
Asst. Gen. Mgr. ..... Angeline Kopka
Program Dir. ..... Paul Keefe
News Director ..... Edward Lecius
Chief Engineer ..... Robert C. Bingham
Consulting Engineer ..... Russell P. May

WHEB
PORTSMOUTH—1932—MBS

Frequency: 750 Kc. ..... Power: 1000 Watts d.
Owned-Operated By ..... WHEB, Inc.
Bus.-Studio-Transmitter Address ..... Lafayette Rd.
Phone Number 4080
Air Time ..... Daytime
News Service ..... AP
Transcription Service ..... World
Representative ..... Walker
Pres., Gen. Mgr. ..... Hon. Charles M. Dale
Commercial Manager ..... Jack Kane
Sales Promotion ..... Walt Emery
Program Dir. ..... Lucien Dumont
Chief Announcer ..... Roger Walker
Musical Director ..... Don Grady
Chief Engineer ..... Anthony Vaccaro

WWNH
ROCHESTER—1948
GRANITE STATE

Frequency: 930 Kc. ..... Power: 1000 Watts d.
Owned-Operated By ..... Strafford Bcstg. Corp.
Address ..... Rochester Hill Rd.
Phone Number 1400-1
Air Time ..... Sunrise-Sunset
News Service ..... UP
Transcription Service ..... Capitol
Representative ..... Bolling, Bannan
Membership ..... NAB
Pres., Sta. Mgr. ..... A. J. K. Malin
Commercial Mgr. ..... M. C. Ball
Program Dir. ..... Robert Holmes
Production Dir. ..... H. Martin
Publicity Dir. ..... M. Verette
Chief Announcer ..... Paul Daniels
Musical Dir. ..... M. L. Malin
Chief Engineer ..... E. J. Babkes

NEW JERSEY

Population 4,835,329—Increase +16.2% ('40-'50)—Radio Homes 1,261,110
Families 1,306,850—Stations in State 18

WJLK

ASBURY PARK—1926

Frequency: 1310 Kc.....Power: 250 Watts
Owned-Operated By..Asbury Park Press, Inc.
Address .....Press Plaza
Phone Number.....Asbury Park 2-3000
Transmitter Location.....Neptune, N. J.
Air Time.....7 a.m.-M.
News Service .....AP
Transcription Service .....Associated
Representative.....Jos. McGillvra, Inc.
Membership .....NAB, BAB
President.....Wayne D. McMurray
Station Manager.....Thomas B. Tighe
Program Director.....Everett Rudloff
Chief Engineer.....Cleon McKnight

WBAB

ATLANTIC CITY—1940—CBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By..Press-Union Publishing Co.
Business Address.....1900 Atlantic Ave.
Phone Number.....Atlantic City 5-1111
Studio-Trans. Address..Absecon Blvd. & Beach Thorofare, 1900 Atlantic Ave.
Air Time.....7 a.m.-12:05 a.m.
News Service .....AP
Transcription Service .....World
Representative .....Headley-Reed
Membership .....NAB, BAB
President.....Albert J. Feyl
Gen.-Sta.-Comm. Mgr..Monroe L. Mendelsohn
Prog. Dir., Chief Announcer..Ralph Shoemaker
News Director.....Bern Penrose
Musical Director.....Harry Lee
Chief Engineer.....Earle Godfrey
Farm Editor.....Bern Penrose
Consulting Engr.....Tansky & Bailey

WFPG

ATLANTIC CITY—1940—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Neptune Bcstg. Corp.
Business Address.....Steel Pier
Phone Number 5-2188
Transmitter Location.....Venice Park
News Service .....UP
Transcription Service .....MGM
Representative.....John E. Pearson
Membership .....NAB
President.....John J. Laux
Gen., Sta. Mgr.....Fred Weber
Commercial Mgr.....Wm. C. Byrnes, Jr.
Continuity Dir.....Lydia I. Hawksley
Program Dir.....Ed Davis
Production Dir.....Fred Haggerty
Chief Engineer.....Blair K. Thron

WMID

ATLANTIC CITY—1947—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..Mid-Atlantic Bcstg. Co., Inc.
Business-Studio Address.....Convention Hall
Phone Number 4-1340
Transmitter Location.....Absecon Blvd.
Air Time .....7 a.m.-3 a.m.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Forjoe
President .....Richard Endicott
Gen., Sta. Mgr.....David H. Freedman
Chf. Ann., Prod. Dir.....Alan Owen
Publicity Dir.....Irving Peiser
News Director.....William Konser
Musical Director.....Ruth Talley
Chief Engineer.....Norman Katz
Farm Editor.....Fred Parker

WSNJ

BRIDGETON—1937—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Eastern States Bcstg. Co.

WFPG

Atlantic City, N. J.

Serving the 107th Market of the Nation

THE FRIENDLY GROUP

with

MORE play-by-play sports
MORE network programs
MORE news

from its

408 FOOT TOWER

(Tallest structure in New Jersey, south of Newark)

WSTV Steubensville
WBMS Boston
WPIT Pittsburgh
WFPG Atlantic City

Address ..... Bridgeton
Phone Number 2930
Transmitter Location ..... Old Burlington Rd.
Air Time ..... 6 a.m.-M.
News Service ..... UP
Transcription Service ..... Thesaurus
Representative ..... Thomas Clark
President ..... Russell S. Henderson
General-Station Manager ..... Paul Alger
Commercial Manager ..... Jerry Alden
News Director ..... Don Hart
Chief Engineer ..... Francis Fekel
Farm Editor ..... Don Hart

WCAM

CAMDEN—1924

Frequency: 1310 Kc. ..... Power: 250 Watts
Owned-Operated By ..... City of Camden, Inc.
Business-Studio Address ..... City Hall
Phone Number ..... Emerson 5-5600
Air Time ..... 6 a.m.-M.
News Service ..... UP
Transcription Service ..... Standard, Capitol
Membership ..... NAB
Director ..... Mayor George E. Brunner
Managing Dir. ..... Willard C. Schriver
Sta., Comm. Mgr. ..... John Cleary
News Director ..... William Stewart
Chief Engineer ..... John Zander

WKDN

CAMDEN—1948

Frequency: 800 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... So. Jersey Bcstg. Co.
Business Address ..... 2881 Mt. Ephraim Ave.
Phone Number ..... EM 5-7200
Air Time ..... Daytime
News Service ..... AP
Transcription Service ..... Associated, SESAC
Pres., Gen. Mgr. ..... Major Ranulf Compton
Station Manager ..... Gordon Giffen
Program Director ..... Jerry Williams
News Director ..... Bob Ross

WMTR

MORRISTOWN—1948

Frequency: 1250 Kc. ..... Power: 500 Watts d.
Owned-Operated By ..... Morristown Bcstg. Co.
Address ..... P. O. Box 345, Park Square Bldg.
Phone Number ..... MO 4-5700
News Service ..... AP
Transcription Service ..... Associated
Representative ..... Deveny & Co.
Membership ..... NAB
President ..... George S. Croy
Station Mgr. ..... Kenneth A. Croy
Commercial Mgr. ..... Clement T. Lowden
Chief Engineer ..... Rudolph C. Prow
News Director ..... Merrill Morris

WAAT

NEWARK—1921

Frequency: 970 Kc. ..... Power: 5000 d., 1000 n.
Owned-Operated By ..... Bremer Bcstg. Corp.
Business-Studio Address ..... Television Center
Phone ..... Mitchell 2-6400; BArclay 7-8216
Air Time ..... 7 a.m.-1 a.m.
News Service ..... AP
Transcription Service ..... Associated
Representative ..... Weed
President, Gen. Mgr. ..... Irving R. Rosenhaus
V.P., National Sales ..... E. S. Lennon
Promotion Director ..... James Sondheim
Program Director ..... George Green
Public Relations Director ..... Roland Trenchard
Director, Educ. Activities ..... Robert B. Macdougall
V.P., Engineering ..... Frank V. Bremer

WVNJ

NEWARK—1948—NJSN

Frequency: 620 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... Newark Bcstg. Corp.
Business-Studio Address ..... 45 Central Ave.
Phone Number ..... Mitchell 3-7600
Transmitter Location ..... Livingston
Air Time ..... 6 a.m.-1 a.m.
News Service ..... UP
Transcription Service ..... Lang-Worth, Standard
Membership ..... NAB
V.P., Gen.-Comm Mgr. ..... Ivon B. Newman
Station Manager ..... Helen Sutton Newman
Publicity Director ..... Walter Kaney
Chief Engineer ..... Bernard Kellom

W V N J

620 on your dial

The most for your dollar in the metropolitan area

NEWARK N. J.

WHBI

NEWARK—1921

Frequency: 1280 Kc.....Power: 2500 Watts d.; 1000 Watts n.
Owned-Operated By....May Radio Bcst. Corp.
Business-Studio Address.....100 Shipman St.
Phone Number.....Mitchell 2-7354
Transmitter Location.....155 Washington St.
Air Time.....Unlimited
Representative.....Masi, Maplewood, N. J.
Membership.....NAB
Pres., Gen. Mgr.....James L. Shearer
Sta., Comm. Mgr., Prog. Dir.....William Masi
Chief Engineer.....Herman Foster

WNJR

NEWARK—1947

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By..North Jersey Radio, Inc.
Business-Studio Address.....91 Halsey St.
Phone Number.....MArket 3-2700
Transmitter Location.....Union
Air Time.....7 a.m.-M.
News Service.....INS, UP
Transcription Service.....World, Standard
Representative.....Rambeau
President.....Edward W. Scudder, Jr.
Gen., Sta., Comm. Mgr.....Harry D. Goodwin
Pub. Dir., Sales Prom. Mgr....James R. Ryall
Program Director.....Steven Van Gluck
Chief Engineer.....Peter Testan
Farm Editor.....Will Peigelbeck
Consulting Engr.....Paul Godley

WCTC

NEW BRUNSWICK—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Chanticleer Bcstg. Co.
Business-Studio Address.....385 George St.
Phone Number.....Charter 7-1450
Transmitter Location.....Highland Park
Air Time.....7 a.m.-11 p.m.
News Service.....Transradio
Transcription Service.....Associated
Membership.....NAB, BAB
Pres., Gen. Mgr.....James L. Howe
Station Manager.....Robert Williams
Commercial Manager.....James M. Vogdes
Program Director.....Donald V. Meaney
News Director.....Kenneth Bernstein
Chief Engineer.....Robert L. Williams
Consulting Engineer.....Russel P. May

WPAT

PATERSON—1941

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Oper. By..North Jersey Bcstg. Co., Inc.
Business-Studio Address.....66 Hamilton St.
Phones...Armory 4-3400, Pennsylvania 6-2945

IT'S

WPAT

FOR

RESULTS

IN

NEW YORK, NEW JERSEY and CONNECTICUT

930 Kc. 5000 Watts

Transmitter ..... Broad at Hepburn Rd. Clifton
Air Time ..... 6 a.m.-1 a.m.
News Service ..... UP
Transcription Service ..... Associated, Sesac, Lang-Worth
President ..... Richard Drukker
General Manager ..... D. J. Wright
Program Director ..... Don Kerr
Asst. V.P., Chief Engineer ..... Earl F. Lucas
Musical Director ..... Frank Tuoti

WOND

PLEASANTVILLE—1950

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Pioneer Bcstrs., Inc.
Address ..... Old Turnpike
Phone Number 3971
Transcription Service ..... Standard
News Service ..... AP
President ..... Charles Rupp
Gen., Comm. Mgr. ..... A. Harry Zoag
Pgm. Dir., Prom. Mgr. ..... John Struckell
Chief Engineer ..... Milton Thurlow
News Director ..... Art Keiser
Farm Editor ..... Bill Gregory

WTNJ

TRENTON—1923

Frequency: 1300 Kc. ..... Power: 250 Watts
Owned-Operated By ..... WOAX, Inc.
Address ..... 416 Bellevue Ave.
Phone Number 8149
Transmitter Location ..... Lincoln Pt., Morrisville, Pa.
Air Time ..... Sunrise to Sunset only
News Service ..... UP
Transcription Service ..... Sesac
Gen., Comm. Mgr., Prog. Dir. ..... Murray J. Green
Chief Announcer ..... Frank T. Parr
Chief Engineer ..... John Novak

WTTM

TRENTON—1942—NBC

Frequency: 920 Kc. ..... Power: 1000 Watts
Owned-Operated By ..... Trent Bcst. Corp.
Business-Studio Address ..... 541-43 E. State St.
Phone Number 5-8515-6-7-8
Transmitter Location ..... Yardley, Pa.
Air Time ..... 7 a.m.-12:05 a.m.
News Service ..... UP
Representative ..... Forjoe
Membership ..... NAB, BAB
President ..... Hon. Elmer H. Wene
General Manager ..... Carl Mark
Commercial Manager ..... Fred L. Bernstein
Sales Prom. Mgr. ..... Alfred J. Larker
Program Director ..... William R. Griffin
Publicity Director ..... Mary Irish
News Director ..... Arnold Snyder
Chief Engineer ..... Theodore P. Kilmer
Consulting Engr. ..... Paul Godley

WWBZ

VINELAND—1945

Frequency: 1360 Kc. ..... Power: 1000 Watts
Owned-Operated By ..... Community Bcstg. Serv., Inc.
Address ..... 633 Wood St.
Phone Number ..... Vineland 7-1360
Transmitter Location ..... Isaac & Gershal Aves., Brotmanville, N. J.
Air Time ..... 6 a.m.-12 M.
News Service ..... UP
Transcription Service ..... World
Representative ..... McGillvra
President ..... Joseph M. Bullock
Gen., Sta., Prom. Mgr. ..... Fred M. Wood
Commercial Manager ..... John Serra
Program Director ..... Dorothy H. Carlson
Chief Engineer ..... C. V. Mullen
Consulting Engineer ..... John Creutz

NEW MEXICO

Population 681,187—Increase +28.1% ('40-'50)—Radio Homes 154,300
Families 170,300—Stations in State 23

KALG

ALAMOGARDO—1950

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Oters Bcstg. Assn.
Address ..... Box 268
Phone Number 311
News Service ..... UP
Co-Owners ..... Louis M. Neale, Jr., Norman Lassetter
Commercial Manager ..... Floyd R. Grady
Program Director ..... Bob Hoffman
Chief Engineer ..... Louis M. Neal, Jr.

KGGM

ALBUQUERQUE—1927—CBS

Frequency: 610 Kc. ..... Power: 5000 Watts
Owned-Oper. By ..... New Mexico Bcstg. Co.
Business Address ..... P. O. Box 1294
Phone Number 3-4543
Transmitter Location ..... So. 2nd St.
Air Time ..... 5:30 a.m.-12 M.
News Service ..... UP, AP
Transcription Service ..... World
Representative ..... Avery-Knodel, Inc.
Pres., Gen. Mgr. ..... A. R. Hebenstreit
Music Pgm., Prod., Pub. Dir. ..... Robt. Van Driel

News Director .....John Kirkwood
Chief Engineer.....Leonard F. Dodds
Consulting Engr.....A. Earl Cullum, Jr.

KOAT

ALBUQUERQUE—1946—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By ....Alvarado Bcstg. Co., Inc.
Business-Studio Address.....122 S. Tulane
Phone Number 5501
Transmitter.....2000 W. Indian School Rd.
Air Time .....24 hrs.
News Service .....UP
Transcription Service.....Capitol Lang-worth
Representative ..... Cooke
President .....Herbert W. Wimberly
General Manager .....A. M. Caldwell
Chief Engineer.....William Carman

KOB

ALBUQUERQUE—1920—NBC

Frequency: 770 Kc....Power: 50,000 Watts d.; 25,000 Watts n.
Owned-Oper. By.....Albuquerque Bcstg. Co.
Bus.-Studio Address.....Fifth & Silver
Phone Number 3-4411
Transmitter Location .....Alameda
Air Time .....6 a.m.-M.
News, Service.....AP, INS
Transcription Service .....Standard
Representative.....Free & Peters
Pres., Gen. Mgr.....T. M. Pepperday
Station Manager.....Phil Hoffman
Program Director.....John Griswold
Asst. Prom. Mgr.....Rolf S. Nielsen
Chief Engineer.....George S. Johnson

KVER

ALBUQUERQUE—1947—MBS
GREAT WEST

Frequency: 1340 Kc....Power:250 Watts d.; 250 Watts n.
Owned-Oper. By.....Western Air, Inc.
Address .....317 N. Broadway, Box 1388
Phone Number 3-1744
Transmitter Location ..... Old Albuquerque
Air Time .....5:30 a.m.-M.
News Service .....UP
Transcription Service .....MGM
Representative .....Walker Co.
Membership .....NAB, BAB
President ..... William T. Kemp
General Manager .....Ken Palmer
Station Manager .....Keith Type
Commercial Manager .....Paul Kehle
Sales Promotion Manager.....Ernie Hill
Program Director .....Raquel Marquez
Publicity Director .....Violet Shine
Chief Announcer .....Connie Alexander
Musical Director ..... Mac Vernon
Chief Engineer .....John Morrison
Farm Editor .....Cecil Pragnell

KSVP

ARTESIA—1946—KBS-MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By ....Artesia Bcstg. Corp.
Business-Studio Address.....Box 445
Phone Number 650
Transmitter Location.....South Roselawn
Air Time.....7 a.m.-10 p.m.
News Service .....AP
Transcription Service .....Standard
President.....Martin Yates III
Gen., Sta., Sa'es Prom. Mgr....David M. Button
Commercial Manager.....Wayne Griffin
Chief Engineer.....Robert Meeker

KAVE

CARLSBAD—1936—CBS-SWN

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Carlsbad Bcstg. Corp.
Business-Studio Address....601 No. Canal St.
Phone Number 244
Transmitter Location.....3 mi. SW City
Air Time.....6 a.m.-M.
News Service .....AP
Representative .....Taylor Co.
President .....Val Lawrence
General-Station Mgr.....Norman R. Loose
Commercial Manager .....Don Meyers
Program Director.....Alexander Pitcaithley
Chief Engineer.....William Sene

KPBM

CARLSBAD—1950

Frequency: 740 Kc.....Power: 1000 Watts d.
Owned-Operated By.....McEvoy Bros.
Address.....313 W. Mermod
Phone Number 1095
Transcription Service .....Lang-Worth
News Service .....AP
Pres., Gen. Mgr.....Maurice F. McEvoy
Commercial Manager.....Darrell A. Swayze
Program Director.....Wayne F. Scott
Chief Engineer.....Harland Nifong
News Director.....Earl Burnam

KLMX

CLAYTON—1949

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Air-Ne-Mix Bcstg.
Address .....Fair Grounds
Phone Number 616
Transcription Service .....Capitol
News Service .....UP
President .....Arthur Jernigan
Vice-President.....E. K. Stevens
Secy.-Treas.....E. H. Beckner

Gen., Prom. Mgr., News, Pgm. Dir. . . Frank Vale
Commercial Manager . . . . . James Morris
Chief Engineer . . . . . Robert Waters

KICA

CLOVIS—1933—MBS

Frequency: 980 Kc. . . . . Power: 1000 Watts
Owned-Operated By: Hugh DeWitt Landis & R. B. McAlister
Address . . . . . 520 Pile St.
Phone Number 5511
Transmitter Location . . . . . 1 mile East of Clovis
Air Time . . . . . 5:30 a.m. to 11:30 p.m.
News Service . . . . . AP, UP
Transcription Service . . Standard, Lang-Worth
Station Representative . . . . . O. L. Taylor Co.
Membership . . . . . NAB, BAB
President . . . . . DeWitt Landis
General Manager . . . . . R. B. McAlister
Prod., Progr. Director . . . . . Robt. L. Sanders
Musical Director . . . . . Wm. Evans
Chief Engineer . . . . . Vernon Hughes

KGAK

GALLUP—LBS

Frequency: 1230 Kc. . . . . Power: 250 Watts
Owned-Oper. By . . . . . Thunderbird Broad. Co.
Address-Transmitter . . . . . East Highway 66
Phone Number 1177
Air Time . . . . . 6:30 a.m. to 11 p.m.
News Service . . . . . UP
Transcription Service . . . . Capital, Lang-Worth
Station Representative . . . . . McGillvra
President, Gen. Mgr. . . . . Merle H. Tucker
Com. Mgr., Prog. Dir. . . . . B. J. Fitzpatrick
Chief Announcer . . . . . Don Husted
News Director . . . . . B. J. Fitzpatrick
Chief Engineer . . . . . Kay Palmer
Consulting Engineer . . Craven, Lohnes & Culver

KWEW

HOBBS—1938
MBS-KBS-SOUTHWEST

Frequency: 1490 Kc. . . . . Power: 250 Watts
Owned-Operated By . . . . . W. E. Whitmore
Business-Studio Address . . . . . 116 E. Dunham
Phone Number 495
News Service . . . . . UP
Transcription Service . . MacGregor, Lang-Worth
Representative . . . . . Taylor-Borroff
President . . . . . W. E. Whitmore
General Manager . . . . . Harry McAdams
Commercial Manager . . . . . Phil McGee
Program Director . . . . . Dortha A. Montgomery
Chief Engineer . . . . . Roy Evans

KCHS

HOT SPRINGS—1946—KBS

Frequency: 1400 Kc. . . . . Power: 250 Watts
Owned-Operated By . . . . Sierra Bcstg. Co., Inc.
Business-Studio Address . . . . . 401 Broadway
Phone Number 161
Transmitter Location . . . . . Yucca Heights
News Service . . . . . UP
Transcription Service . . . . . Capitol
Membership . . . . . NAB
Representative . . . . . Continental Radio Sales
President . . . . . Leonard R. Trainer
Gen., Sta. Mgr., Ch. Engr. . . . . Russell A. Walz
Commercial Manager . . . . . A. B. Gemoets
Program Director . . . . . Lynne Rasmussen

KOBE

LAS CRUCES—1947—MBS

Frequency: 1450 Kc. . . . . Power: 250 Watts
Owned-Oper. By . . . . . Mesilla Valley Bcstg. Co.
Bus.-Studio Address . . . . . Main & Picacho Ave.
Phone Number 205
Transmitter Location . . . . . W. Amador Ave.
Air Time . . . . . Unlimited
News Service . . . . . AP
Transcription Service . . . . . World
President . . . . . Charles Hill
General-Station Mgr. . . . . Harry H. Stair
Program Director . . . . . L. S. Sleppy
Chief Engineer . . . . . K. M. Dean

KFUN

LAS VEGAS—1941—MBS

Frequency: 1230 Kc. . . . . Power: 250 Watts
Owned-Operated By . . . . Southwest Bcsters, Inc.
Business Address . . . . . Box 710
Phone Number 12
Transmitter Location . . . . . ½ mi. E. City
Air Time . . . . . 6 a.m.-11 p.m.
News Service . . . . . UP
Transcription Service . . . . . Standard
Representative . . . . . Hil F. Best
Pres., Gen.-Station Mgr. . . . . Ernest N. Thwaites
Program Director . . . . . Dorothy G. Thwaites
Chief Engineer . . . . . A. F. Schultz

KRSN

LOS ALAMOS—1949

Frequency: 1490 Kc. . . . . Power: 250 Watts
Owned-Oper. By . . . . . Alvarado Bcstg. Co.
Address . . . . . Community Center
Phone Number 4422
Representative . . . . . Cooke
Transcription Service . . . . . Capitol
News Service . . . . . UP
President . . . . . H. W. Wimberly
Vice-Pres., Gen. Mgr. . . . . H. W. Bumpas
Secy-Treas. . . . . A. M. Cadwell
Station Manager . . . . . Bob Porton

KRTN

RATON—1948—MBS

Frequency: 1490 Kc. . . . . Power: 250 Watts
Owned-Operated By . . . . Southwest Bcsters, Inc.

Business Address.....Box 710, Las Vegas; Box 767, Raton
Phone Number 875
Studio-Transmitter Address.....1128 State St.
Air Time.....7 a.m.-10 p.m.
News Service .....UP
Transcription Service.....Standard, World
Representative.....Hil F. Best
Pres., Gen. Manager.....Ernest N. Thwaites
Station Manager.....Stanley K. Brown
Chief Engineer.....A. F. Schultz

K G F L

ROSWELL—1927—MBS-SW-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KGFL, Inc.
Business-Studio Address....310 N. Richardson
Phone Number 2000
Transmitter Location.....511 W. 16th St.
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Taylor Co.
Membership .....NAB
Pres., General Manager.....W. E. Whitmore
Commercial Manager.....G. F. Roberts
Program Director ..... Oldfield
Chief Engineer.....Eugene Rader

K S W S

ROSWELL—1947—ABC-ZIA NET LBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....McEvoy Bcstg. Co.
Bus.-Studio Address.....Radio Center
Phone Number 2400
Transmitter Location.....19th & Railroad Sts.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Thesaurus
Representative .....McGillvra
Membership .....NAB
President.....Paul B. McEvoy
General Station Manager.....John A. McBoyle
Comm. Sales Prom. Mgr.....M. J. Montgomery
Sales Promotion Manager.....John L. Meyers
Prod., Farm Editor.....George R. Walsh
Farm, Pgm., News Dir.....Tom Foulkes
Chief Engineer.....Ray R. Summersgill

K T R C

SANTA FE—1946—ABC-LBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Alvarado Broad. Co., Inc.
Address .....122 South Tulane
Phone No.....57501 (Albuq.), 3003 (Santa Fe)
Transmitter Location....208 East Marcey St.
Air Time.....6.00 a.m. to 12 M.
News Service .....UP
Transcription Service .....Capitol
President.....Herbert W. Wimberly
General Manager.....A. M. Caldwell
Commercial Manager.....Al Paul Theil
Sales Promotion Manager.....Al Paul Theil
Sta. Mgr., Prog.-Prod. Dir.....Hugh M. Gray
Publicity Director.....Nap Gonzales
Chief Announcer.....Acton Tillery
News Director.....Milton Young
Musical Director.....Monica Rodgers
Chief Engineer.....Ray Wilkins

K V S F

SANTA FE—1935—CBS

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Oper. By.....Sante Fe Bcstg. Co.
Business-Studio Address.....759 Cerrillos Rd.
Phone Number 2020
Transmitter Location.....Lower Alameda St.
Air Time.....6 a.m.-M.
News Service.....AP, UP
Transcription Service .....World
Representative .....Taylor-Borroff
President.....A. R. Hebenstreit
General Manager.....Ivan R. Head
Program, Prod. Dir.....Jim Maize
Musical Dir.....Bill Reitmann
Chief Engineer.....E. J. Vanderwood

K S I L

SILVER CITY—1946—CBS-SW. NET

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Dorrance D. Roderick
Bus.-Studio-Transmitter Address..17th & Cactus St., P. O. Box 590
Air Time.....6 a.m.-11:15 p.m.
News Service .....AP
Representative .....Taylor-Borroff
General Manager.....Carl Dunbar
Gen. Adv. Mgr.....R. C. Hughes
Program Director.....Ed Duty

K T N M

TUCUMCARI—1941—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....The McMa Agency
Business Address.....Box 668
Phone Number 100
Transmitter Location..Outside east city limits
Air Time.....6 a.m.-10:30 p.m.
News Service .....UP
Partners.....Grady Franklin Maples, R. B. McAlister
Gen. Sta. Mgr., Prog., Pub., News Dir. Grady Franklin Maples
Commercial Manager .....Keith Kivlehen
Chief Announcer .....Webster Smith
Chief Engineer.....David Fred White, Jr.
Continuity Chief.....George Entz
Traffic Manager.....Kathryn Ann Stephenson



AMUSEMENTS

Cole Brothers Circus
The Czechoslovakia Industrial Fair
Loew's Inc
Madison Square Garden Corporation
National Association of Engine & Boat Manufacturers
Paramount Pictures, Inc
R K O Radio Pictures, Inc
Ringling Brothers & Barnum & Bailey Circus
Twentieth Century-Fox Film Corporation

AUTOMOBILES

Austin of England
Chrysler Corporation
(Plymouth Motor Division)
Dodge Brothers Corporation
Ford Dealers of America
General Motors Corporation
(Chevrolet Motor Division)
(Oldsmobile Division)
Hudson Sales Corporation
Kaiser-Frazer Corporation
Nash-Kelvinator Corporation
Packard Motor Car Co
Sir William Rootes

BEVERAGES

Atlantic Sales Corporation
Eastern Wine Corporation
Garrett & Company
Krueger Brewing Company
Meister Brewing Company
National Distillers Corporation
(Gambarelli & Davitto)
Rheingold & Horrman Brewing Company
The F & M Schaefer Brewing Company
Trommer, Inc., John F

CLOTHING & APPAREL (BY MFG.)

Sa-Ray Clothing Company, I
Stay-In-Form Brassieres
Miss Swank, Inc

CONFECTIONS & SOFT DR

Barton Bonbonnieres
Breyer Ice Cream Company
Colombo Health Candies
Fanny Farmer Candy Company
Kirsch Beverages, Inc
Life-Savers, Inc
Pepsi-Cola Company
Peter Paul, Inc
Philadelphia Dairy Products Company
Planters Nut & Chocolate Company
Ream Candy Corporation
Sophie Mae Candy Corporation
Williamson Candy Company

DRUGS & PHARMACEUTICALS

The Amanist Company (Subsidiary of Pyrodynamics Corporation)
B. C. Remedies Company
Bayer Company (Division of Sterling Drug, Inc.)
Beaumont Company
Bristol-Myers Company
Burke Drug Company
Butterworth Company, M. J.
Carter Products, Inc.
Commercial Solvents Royal Chemical Corporation
Dolcin Corporation
Foster-Milburn Company
Grove Laboratories, Inc.
Humphrey's Homeopathic Medicine Company
The Knox Company
Maryland Pharmaceutical Company
McKesson & Robbins Company
Miles Laboratories
Musterole Company
Pharmacal, Inc.
Lydia E. Pinkham Medicine Company
The Pitney Company
Squibb Pharmacal Company
Sterling Drug, Inc.

DRUGS & PHARMACEUTICALS (Cont'd)

Union Pharmacal Company
Vick Chemical Company
Whitehall Pharmacal Company

FOODSTUFFS

Airline Foods Corporation
American Home Foods
Arnold Bakers, Inc
Atlanta Products Corporation
The Best Foods, Inc.
The Borden Company
Bowey's Inc
Buitoni Macaroni Company
California Packing Corporation
California Walnut Growers Association
Campbell Soup Company
Continental Baking Corporation
Converted Rice, Inc.
D'Arrigo Brothers Co
Delaware

[illegible] Company
Rabitan Valley Farms Producers Association
Richmond-Chase Company
River Brand Rice Mills
S. A. Schonbrunn & Co., Inc.
Seaman Brothers
Sheffield Farms Company, Inc.
Skinner & Eddy, Inc.
Stahl-Meyer, Inc.
Standard Brands, Inc.
Stuhmer & Company, George
Sturm-Dahlberg Company
Taylor Packing Company, J. W.
Taylor Provision Company
Van Houten & Zoon, Inc. C. J.
Walter & Company, A. A.
Ward Baking Company
Wise Potato Chip Company

GAS & OIL

Esso Standard Oil Company of New York
Shell Oil Company

HOUSEHOLD EQUIPMENT & FURNISHINGS

American Waterproofing Corporation
Baker Brush Company
Cook & Dunn Paint Corporation
Eclipse Sleep Products, Inc.
General Electric Company
General Electric Distributors
Industrial Tape Corporation
Metro Utility Company
Moore & Company, Benjamin
Olson Rug Company
Warner Mfg. Corporation

INSURANCE & FINANCIAL

American Progressive Health Insurance Company of New York
Chase National Bank of the City of New York
Harris, Upham & Company
Kidder, Peabody & Company
Manufacturers Trust Company
Metropolitan Life Insurance Company
North American Accident Insurance Company
Union Dime Savings Bank

RETAIL ESTABLISHMENTS

Conformal Shoes (Division of: International Shoe Company)
Diane Beauty Salon
DuPont De

[illegible] Company
Oakite Products, Inc.
Procter & Gamble Company
Sapolio Products Company
Simoniz Company
Zippy Products, Inc.

TOBACCO PRODUCTS

Brown & Williamson Tobacco Corporation
Consolidated Cigar Corporation
Mail Pouch Tobacco Company
John Middleton
Philip Morris & Company, Ltd. Inc.
Reynolds Tobacco Company, R. J.
U. S Tobacco Company

TOILET GOODS & COSMETICS

American Safety Razor Company
Armour & Company
Bristol-Myers Company
Chamberlain Sales Corporation
Colgate-Palmolive-Peet Company
Conti Products, Inc
Doeskin Products, Inc.
Grove Laboratories (F. W. Fitch Division)
Manufacturers Marketing Company, Inc. (Unilever, Ltd.
McKesson & Robbins, Inc.
Mennen Company
Noxzema Chemical Company
Potter Drug & Chemical Company
Procter & Gamble
Rock Ledge Laboratories, Inc.
Rolls Razor, Inc.
Schieffelin & Company (Unilever Export, Ltd.)
Semler Company, R. B.
Whitehall Pharmacal Company

MISCELLANEOUS

Ad Astra, Inc.
Albin Enterprises, Inc.
American Airlines
American Medical Association
Amsterdam Sales Company
The Anderson Company
Bear Ridge Lake
The Bookhouse for Children
Boxcraft of New Jersey
Bulova Watch Company
Burlington Mills
Cat's Paw Rubber Company
Cheerful Card Company
Christy Chemical Company
Cline's Rug & Furniture Service, Essex Rug Cleaning Company & Hudson Rug Cleaning Company
Colonial Airlines
Concord[illegible] Music Shop
[illegible]lier Publishing
[illegible]shing Company
[illegible]ss
[illegible]ckawanna & Western
[illegible]ny
[illegible]oducts, Inc.
[illegible]e Company, Joseph
[illegible]) Company
[illegible]ey
[illegible]Company
[illegible]nes
[illegible]ild
[illegible]erchandise Mart
[illegible]ruiting Service
[illegible]ch
[illegible]yland
[illegible]Commerce)
[illegible], Inc.
[illegible] Products
[illegible]onth
[illegible]orporation
[illegible]mpany
[illegible]oad
[illegible]Clark
[illegible]r Watch
[illegible]ng Salon
[illegible]work
[illegible]poration
[illegible] Company
Minnesota Mining Company
National Carbon Company
National Physicians Electronic Equipment Labs, Inc.
New Jersey & New York Passbook Company
New York Daily News
New York Herald Tribune
New York Journal-American
New York Mirror
New York Telephone Company
New York Times
New York World-Telegram & Sun
Northern Electric Company
Oliver Nursery Farms, M.
Olson Company
Omnibook, New York
The Perfect Circle Company
Philadelphia & Reading Coal & Iron Company
Pilot Radio Corporation
Prentice-Hall, Inc.
The Quaker Oats Company
Radio Offer Company
Radio Bargain Guild
Reserve Corps (Organized)
Robbins Music Corporation
Robinson Publications
Ronson Art Metal Works, Inc.
Rootes Motors, Inc.
The Senak Company
Stern's Nurseries
Town & Country Gift Shop
Transcontinental & Western Airlines, Inc.
Try-Onn Patterns
Tunnel Advertising Company
Twentieth Century Air Coach System
U.S. Army Air Force
Vim Radio & Sporting Goods Store
Westchester Racing Association
William H. Wise & Company
World Editions, Inc.
Yonkers Trotting Association, Inc.

NEW YORK

Population 14,830,192—Increase +10.0% ('40-'50)—Radio Homes 3,879,900
Families 4,008,160—Stations in State 95

WABY

ALBANY—1934

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Adirondack Bcstg. Co., Inc.
Business-Studio.Strand Bldg., 110 No. Pearl St.
Phone Number 4-4193
Transmitter Location....Braintree St., Colonie
Air Time.....7 a.m.-M.
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Everett-McKinney
Membership .....NAB
President.....A. J. McDonald
General-Station Manager.....Russell B. Wilde
Comm.-Sales Prom. Mgr...Michael Danyla, Jr.
Prog.-Musical Director.....Ned Trudeau
Chief Announcer.....Bill Phillips
Chief Engineer.....James H. Corey

WOKO

ALBANY—1925—UBS

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Oper. By....Gov. Dongan Bcstg. Corp.
Bus.-Studio Address.....Hotel Wellington, 136 State St.
Phone Number 3-6638
Transmitter Location..Kenwood Ave., Elsmere
Air Time .....Unlimited
News Service .....AP
Transcription Service..... Standard
Representative .....McGillora
President, General Mgr.....James T. Healey
Station Manager .....A. Kellert
Program Director.....Paul Baron
Chief Announcer.....Lyle Bosley
Musical Director.....Gordon Seaman
Chief Engineer.....Al Sardi
Consulting Engr.....Millard M. Garrison

WPTR

ALBANY—1948—

Frequency: 1540 Kc.....Power: 50,000 Watts
Owned-Oper. By....Patroon Brdcstg. Co., Inc.
Address.....Hotel Ten Eyck
Phone Number 5-3345, 5-5422
Transmitter Location.Middle Rd., Colonie, N. Y.
Air Time ..... Unlimited
News Service .....AP, INS
Transcr. Service ..... Associated, SESAC
Station Representative.....Weed and Co.
Membership ..... NAB
President .....J. Myer Schine
General Manager .....Robert L. Coe
Sta. Mgr., Ch. Engr.....W. Russell David, Sr.
Com. Prom Mgr.....George L. Sutherland
Program Director.....Glen Walrath
Publicity News Dir....Howard W. Maschmeier
Chief Announcer .....Glen Walrath
Musical Director .....Frank D'Armond
Farm Editor .....Ellis Barrett
Consulting Engineer .....A. D. Ring, Inc.

WROW

ALBANY—1947—MBS

Frequency: 590 Kc.....Power: 5,000 Watts d.; 1,000 Watts n.
Owned-Oper. By..Hudson Valley Br. Co., Inc.
Address.....112 State Street
Phone Number 3-2225
Transmitter Location....Route 9W—Glenmont
Air Time .....6:00 a.m. to 1:00 a.m.
News Service .....INS, UP
Transcription Service .....World
Station Representative.....The Bolling Co.
Membership ..... NAB
President.....Dr. John J. Quinlan
General Manager.....Harry L. Goldman
Station Mgr., Prog. Dir.....Johnny Lee
Commercial Mgr.....Norman D. Tillman
Production Director.....Mary Elinor Wells
Chief Announcer .....Walter Sheahan
News Director.....Arnold Freedman
Musical Director .....Richard Hartigan
Chief Engineer .....Charles Heisler
Farm Editor .....George Michael

WXKW

ALBANY—1948—ABC

Frequency: 850 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Champlain Valley Bcstg. Corp.
Business-Studio Address.....444 Broadway
Phone Number 6-7676
Transmitter Location .....Selkirk
Air Time.....6:00 a.m.-12:05 a.m.
News Service .....UP
Representative .....Katz
President, Gen. Mgr.....Stephen R. Rintoul
Commercial Manager.....Gren Rand
Sales Prom. Mgr.....Eugene Fitzpatrick
Program Director.....Fred Daiger
News Director .....George Tabachnick
Chief Engineer.....George Wetmore
Consulting Engr.....Robert M. Sulliman

WCSS

AMSTERDAM—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Community Service Bcst. Corp.
Bus.-Studio-Transmitter Address..Upper Locust Ave.
Phone Number 4000

Air Time ..... Unlimited
News Service ..... INS, UP
Transcription Service ..... World
Membership ..... NAB
Pres., Gen., Sta. Mgr. ..... Cecil Woodland
Program-Production Dir. ..... Ray Cheney
Publicity Director ..... Joan MacGregor
Chief Engineer ..... Guy Rauer

WMBO

AUBURN—1926—MBS-SBN-KBS

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Operated By ..... WMBO, Inc.
Business-Studio Address ..... 141 Genesee St.
Phone Number 2-3511
Transmitter Location ..... York & Division Sts.
Air Time ..... Unlimited
News Service ..... AP
Transcription Service .. Thesaurus, SESAC, KBS
Representative ..... Thomas F. Clark
Membership ..... NAB, BMB
President ..... William O. Dapping
Gen.-Sta.-Comm. Mgr. ..... Frederick L. Keesee
Sales Prom. Mgr., Prog. Dir. .. Robert B. Morgan
Chief Announcer ..... A. John Heiner
Chief Engineer ..... Herbert House
Farm Editor ..... Charles Hammond

WBTA

BATAVIA—1941—MBS

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Batavia Bcstg. Corp.
Business-Studio Address ..... 90 Main St.
Phone Number 715
Transmitter Location ..... Creek Rd.
Air Time ..... Unlimited
News Service ..... AP
Transcription Service ..... Capitol
Membership ..... NAB
Pres., Gen.-Station Mgr. .... Edmund R. Gamble
Comm.-Sales Prom. Mgr. .. Robert E. Newstead
Program-Production Dir. ..... J. Gordon Bridge
Pub. Dir., Farm Editor ..... James Gerrety
Chief Announcer ..... Bernie Sandler
Musical Director ..... Matt Regan
Chief Engineer ..... Fred Callendar

WINR

BINGHAMTON—1946—NBC

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Oper. By .. Southern Tier Radio Service, Inc.
Business-Studio Address .. Court House Square
Phone Number 4-4318
Transmitter Location .. Cleveland & Stokes Ave.
Air Time ..... 6 a.m.-12:05 a.m.
News Service ..... AP
Transcription Service ..... Lang-Worth
Representative ..... George P. Hollingbery
Membership ..... NAB, BAB
President ..... Donald Kramer
General Manager ..... C. A. Bengtson
Station Executive ..... E. R. Vadeboncoeur
Commercial Manager ..... H. R. Nicholson
Program Director ..... Charles Bishara
Publicity, News Director .... George O'Connor
Chief Announcer ..... Jan Costley
Chief Engineer ..... A. A. Kelley
Consulting Engr. ..... Craven, Lohnes & Culver

WKOP

BINGHAMTON—1947—MBS

Frequency: 1360 Kc. .... Power: 100 Watts d., 500 n.
Owned-Oper. By .. The Binghamton Bcstrs., Inc.
Business-Studio Address ..... 34 Chenango St.
Phone Number 2-3437
Transmitter Location ..... Morgan Rd.
Air Time ..... 5.30 a.m.-1 a.m.
News Service ..... AP
Transcription Service ..... World
Representative ..... Burn-Smith
Membership ..... NAB
Pres., Gen.-Sta. Mgr. ..... Andrew Jarema
Prom.-Com. Manager ..... Norman Stewart
News-Prod.-Prog. Dir., Farm Editor Wa'ly Buman
Publicity Director ..... Frahn O'Connor
Chief Engineer ..... Art Goodwin
Musical Director ..... Len Hathaway
Chief Announcer ..... Art Goodwin
Chief Engineer ..... Cha·les Hallinan
Consulting Engineer ..... Dixie B. McKee

WNBF

BINGHAMTON—1927—CBS

Frequency: 1290 Kc. ..... Power: 5000 Watts
Owned-Operated By .... Clark Associates, Inc.
Business Address ..... P. O. Box 48
Phone Number ..... Binghamton 2-3461
Transmitter Location ..... Ingraham Hill
News Service ..... UP
Transcription Service ..... Capitol
Representative ..... Bolling
Membership ..... NAB
President ..... John C. Clark
General Manager ..... Cecil D. Mastin
Station Manager ..... L. L. Rogers
Commercial Manager ..... S. N. Heslop
Sales Prom. Mgr., Pub. Dir. .... E. R. McCloskey
Prog.-Prod. Dir., Chief Announcer .. E. M. Scala
Musical Director ..... Ethel Henton
Chief Engineer ..... L. H. Stantz
Farm Editor ..... Sam Page
Consulting Engineers ..... Lansky & Bailey

WENE

BINGHAMTON—ENDICOTT—1947
ABC

Frequency: 1430 Kc. ..... Power 5000 Watts
Owned-Oper. By .. Empire Newspapers-Radio
Business-Studio Address ..... Radio Center

Phone Number 5-3351
Transmitter Location.....Pierce Hill, Vestal
Air Time.....6 a.m.-12:05 a.m.
News Service .....AP
Transcription Service.....Associated
Transcription Service.....Associated, Capitol
Representative.....Radio Reps. Inc.
Membership .....NAB, BAB
President.....James H. Ottaway
Managing Director.....F. H. Brinkley
Sta., Comm., Sales Prom. Mgr....S. W. Ryder
Pgm., Prod. Dir., Farm Editor.Harold E. Graves
Publicity Dir.....James A. McKechnie
News Director.....Harold Hancock
Musical Director.....Harold E. Graves
Chief Engineer.....Sheldon W. Weyland
Consulting Engr.....Chambers & Garrison

WBEN

BUFFALO—1930—NBC

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By.....WBEN, Inc.
Phone Number.....MOhawk 0930
Transmitter Location.....Grand Island
Air Time.....5:45 a.m.-1 a.m.
News Service.....AP, INS, UP
Transcription Service
Thesaurus, Lang-Worth, Standard
Representative .....Edward Petry
Membership .....NAB, BAB
President.....Edward H. Butler
General Manager.....C. Robert Thompson
Station Manager.....Frank W. Kelly
Local Sales Mgr.....C. E. Daly
Program Director.....William E. Rich
Publicity Director.....Joseph A. Haeffner
Chief Announcer.....A. Ward Fenton
Chief Engineer.....Ralph J. Kingsley

WBNY

BUFFALO—1935

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Roy L. Albertson
Business-Studio Address.....485 Main St.
Phone Number.....Mohawk 1400
Transmitter Location.....154 E. Eagle St.
Air Time.....7 a.m.-M.
News Service.....AP, INS, UP
Representative.....Adam J. Young, Jr.
Membership .....FMA
Pres., General-Station Mgr....Roy L. Albertson
Program Dir.....Virginia C. Fyda
Commercial Mgr.....Howard Schellenberg
Chief Announcer.....Carl Spavento
Musical Director.....Art Crosson
Chief Engineer.....Thomas L. Vines

WGR

BUFFALO—1922—CBS

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Operated By.....WGR Bcstg. Corp.
Business-Studio Address.....Rand Bldg.
Phone Number.....Washington 3100
Transmitter Location .....Hamburg
Air Time.....5:30 a.m.-1:05 a.m.
News Service .....UP
Transcription Service.....MGM, World
Representative.....Free & Peters
Membership .....NAB
Chairman of Board.....Leo J. Fitzpatrick
Pres., Gen. Mgr.....I. R. Lounsberry
Asst. Sta. Mgr.....F. R. Greene
Commercial Manager .....Nat Cohen
Sales Promotion Manager.....R. McPherson
Program Director.....Robert Strigl
Production Director.....Ray F. Wander, Jr.
Publicity Director.....F. L. Lounsberry
Chief Announcer.....Allan Lewis
News Director.....Jack McLean
Musical Director.....David Cheskin
Chief Engineer.....K. B. Hoffman
Farm Editor.....Donald Huckle

WEBR

BUFFALO—1924—MBS

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....WEBR, Inc.
Business-Studio Address.....23 North St.
Phone Number.....LIncoln 7133
Transmitter Location.....Cloverbank Rd., Hamburg
Air Time.....5:30 a.m.-2 a.m.
News Service.....AP, INS, Reuters
Transcription Service .....Standard
Representative .....Katz
Membership .....NAB
President.....William J. Conners, III
General Manager.....Cy King
Commercial Manager.....William Doerr, Jr.
Sales Prom., Pub. Div.....Charles Marti
Program Director.....Lloyd Gibson
Production Director.....Clarence Allen
Chief Announcer.....Ed Tucholka
News Director.....Gene Barry
Musical Director.....Victor D'Ana
Chief Engineer.....Frank B. Ridgeway

WWOL

BUFFALO—1947—PBS

Frequency: 1120 Kc.....Power: 1000 Watts d.
Owned-Operated By..Greater Erie Broad. Co.
Address.....315 Main St.
Phone Number.....MO 1200
Trans. Location..Dorance St., W. Seneca, N. Y.
Representative ..... Forjoe
President .....Leon Wyszatycki
Sta. Gen. Mgr.....Ted Wyszatycki
Commercial Manager.....Jack Greenfield
Sales Promotion Manager.....S. Casey
Prog.-Prod. Director.....Joe A. Rico
Chief Announcer.....Fred Klestine
News Director.....Ron Donlevy
Musical Director.....Trudy Peeples
Chief Engineer.....Frank Saj

BEST BUY in the BUFFALO MARKET!



WKBW

YOUR WESTERN NEW YORK SALESMAN

Greatest Dollar-for-Dollar Value!

In Western New York, WKBW is delivering more measurable "cash-register" results per dollar invested than any other Buffalo station.

If you want to sell merchandise in Buffalo and the rich Western New York Market, WKBW should be.....

Your *FIRST* Choice

FIRST IN POWER

Ten times more powerful than any other Buffalo station. WKBW's 50,000 watts blanket the Eastern Seaboard from Maine to North Carolina . . . adequate power to reach 10,783,700 radio homes in the most populous section of the United States.

FIRST IN FACILITIES

WKBW has the most modern broadcasting facilities in Western New York . . . the last word in transmitting and studio equipment that maintain under all conditions the ultimate in high standards of broadcast qualiy.

FIRST IN NEWS

Complete aggressive coverage of local and national news including two sponsored daily newscasts by Roger Baker, Buffalo's all-time favorite radio personality — backed by Winchell, Pearson, Agronsky, Davis, Hill and Headline Edition.

FIRST IN SPORTS

Top coverage of local and national sports with Bill Mazer. Gillette Cavalcade of Sports plus Mazer on all local sports events have made WKBW Western New York's Sports Station. To know the value of a WKBW sportscast, ask the man who bought one.

FIRST IN ENTERTAINMENT

WKBW has a strong line-up every day. Screen Guild Players, Stop the Music, Inner Sanctum, Production Parade, Lone Ranger, Mazer's Matinee, The Original Amateur Hour, Tello-Test, Breakfast Club, My True Story. We Know Buffalo's Wishes.

FIRST IN PUBLIC SERVICE

WKBW's record of public service in the field of important civic, patriotic and community activities has won the station undisputed leadership. If it benefits the public, you'll hear it on WKBW.

FIRST IN DOLLAR VALUE

WKBW offers greater coverage than any other Buffalo Station and has developed program and copy techniques that ring the register. Ask our Sales Department for our merchandising success stories.

Not Buffalo's Oldest . . . but Buffalo's FIRST Station!

WKBW

BUFFALO'S MOST POWERFUL STATION

50,000 WATTS

ABC NETWORK

AVERY-KNODEL

National Representatives

CLINTON H. CHURCHILL

Founder, President and Manager

WKBW

BUFFALO—1925—ABC

Frequency: 1520 Kc.....Power: 50,000 Watts
Owned-Operated By.....WKBW, Inc.
Business Address.Radio Center, 1430 Main St.
Phone Number.....Grant 5101
Transmitter Location...R.F.D. No. 5, Hamburg
Air Time.....24 hrs.
News Service .....UP
Transcription Service .....World
Representative .....Avery-Knodel
Membership .....NAB
President, General Mgr....Clinton H. Churchill
Asst. to Pres.....Roger M. Baker
Sales Manager.....Ken Kaplan
Sales Promotion.....Alfred E. Anscombe
Program Director.....Paul Martin
Publicity Dir.....Alfred E. Anscombe
News Director.....Hugh Shannon
Chief Engineer.....Leroy Fiedler

WXRA

BUFFALO-KENMORE—1948

Frequency: 1080 Kc.....Power: 1000 Watts .d
Owned-Operated By..W. New York Broad. Co.
Trans. Loc..1515 Niagara Falls Blvd., Amherst
Phone Number.....AMherst 1161
News Service .....AP
Transcription Service.....Associated
Station Representative.....Wm. G. Rambeau
General Manager.....Thaddeus Podbielniak
Commercial Manager....Richard C. Shepard
Sales Prom. Mgr., Pub. Dir.....Jack Decker
Program Director.....James J. Frieling
Chief Announcer .....Bradley D. Steiger
Chief Consulting Engr.....Edwin R. Sanders

WCBA

CORNING—1949

Frequency: 1350 Kc.....Power: 1000Watts d.
Owned-Operated By
Corning Wellsboro Broad. Adv. Inc.
Address.....English-Keenan Bldg.
Phone Number 2608-9
Transmitter Location.....Caton Rd.
Air Time.....6:30 a.m.-Sunset
News Service .....UP
Transcription Service....Lang-Worth, Capital
Representative .....McGillvra, Inc.
Pres., Gen. Mgr., Sta. Prom. Mgr.
Paul E. Carpenter
Commercial Manager.....Marcene Therber
Program Director.....Harry Lee
Production Director.....Jerry Wells
Publicity Director.....Wm. McGonigle
Chief Announcer.....Joseph Bishara
News Director.....Jerry Wells
Musical Director.....Harry Lee
Chief Engineer.....Wm. Dowling

WCLI

CORNING—1950—ABC

Frequency: 1540 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Corning Leader, Inc.
Address.....114 Walnut St.
Phone Number 1000
Representative .....Walker
Transcription Service .....Associated
News Service .....AP
President.....W. A. Underhill
General Manager.....Walter Valerius
Commercial Manager.....Paul Liston
Program Director.....C. Ronald Graham
Chief Engineer.....Allen N. Bell

WKRT

CORTLAND—1947

Frequency: 920 Kc.....Power: 1000 Watts d., 500 n.
Owned-Operated By.....Radio Cortland, Inc.
Business Studio Address.....27 N. Main St.
Phone Number 2990
Transmitter Location .....Cortlandville-Virgil Townline Rd.
Air Time .....6 a.m.-11:15 p.m.
News Service .....UP
Transcription Service...Lang-Worth, Standard
Representative.....Joseph Hershey McGillvra
President.....Leighton A. Hope
General Manager.....Robert M. Hope
Station Mgr., Prog. Dir.....William J. Hall
Commercial Manager.....Keith W. Horton
Program Dir.....Robert C. Michel
News Director.....Ed Glacken
Chief Engineer.....William Barron
Farm Editor.....Ed Glacken
Consulting Engr.....William L. Foss, Inc.

WFCB

DUNKIRK—1949

Frequency: 1410 Kc.....Power: 500 Watts d., ..500 n.
Owned-Operated By.....Dunkirk Broad. Corp.
Address.....316 Main St.
Phone Number 7756-7-8
Transmitter Location.....Willow Rd.
Air Time.....6:00 a.m.-1:00 a.m.
News Service .....AP
Transcription Service...Standard, Lang-Worth
Membership .....NAB, BAB
Pres., Gen. Mgr., Sta. Mgr....Alois A. Schmidt
Commercial Manager.....Paul Rinehardt
Program Director.....James L. McGrath
Publicity Director.....Robert Gifford
Chief Announcer.....Donald E. Crissy
Chief Engineer.....George Smith
Farm Editor.....James L. McGrath
Consulting Engr. ....Russell-May-Washington

the *Long Island* story

666,200 POPULATION

$613,220,000 TOTAL RETAIL SALES

$188,951,000 FOOD STORE SALES

$138,984,000 AUTOMOTIVE AND FILLING STATION SALES

$ 15,084,000 DRUG STORE SALES

That's the market in LONG ISLAND'S NASSAU COUNTY — where WHLI reaches more homes 6 or 7 days a week than any other New York or Long Island Independent Station[1] . . . and where WHLI delivers more daytime listeners than 4 New York City network stations and all New York City Independents put together!

Data Sources:

Market—SRDS Consumer Markets 1950-51

1—BMB Study #2 2—CONLAN — SPRING 1951

"THE VOICE OF LONG ISLAND"

WHLI 1100 on your dial

WHLI-FM 98.3 MC

HEMPSTEAD, LONG ISLAND, N.Y.

ELIAS I. GODOFSKY, *President*

Represented by RAMBEAU

WELM

ELMIRA—1947—CBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Corning Leader, Inc.
Business-Studio Address.....222 E. Market St.
Phone Number.....Elmira 2-1400
Transmitter Location.....Grand Central Ave.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Standard
Representative .....Walker
Membership .....NAB, BMB
President.....W. Allen Underhill
Sta. Gen. Manager.....Walter Valerius
Comm.-Sales Prom. Mgr.,
Publicity Director.....Claude R. Snyder, Jr.
Prog.-Prod. Dir.....Kenneth C. Powell
News Director.....Gordon M. Ridenour
Musical Director.....Ross H. Beatty
Chief Engineer.....Allen Bell
Farm Editor.....Gordon M. Ridenour

WENY

ELMIRA—1939—NBC-MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Elmira Star-Gazette, Inc.
Bus.-Studio Address.....Mark Twain Hotel
Phone Number 5181
Transmitter Location.....Milton St.
Air Time.....6:30 a.m.-1 a.m.
News Service .....AP
Transcription Service.....World, Lang-Worth
Representative.....Everett & McKinney
Membership .....NAB, BMI
General Manager.....Dale L. Taylor
Sales Manager.....Phil Cameron
Production Director.....Ted Hodge
Chief Engineer.....Thurlow A. Greene

WGBB

FREEPORT—1923

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By.....Harry H. Carman
Business-Studio Address....44 So. Grove St.
Phone Number.....Freeport 9-1400
Transmitter Location.....215 Bedell St.
Air Time.....7 a.m.-12 m.
News Service .....AP
Transcription Service .....Thesaurus
Owner, Pres., Gen., Sta. Mgr..Harry H. Carman
Commercial Manager.....Muray Evans
Sales Promotion Mgr.....Neal Seaman
Production Director.....Charles Schon
Program Director.....A. Cheesman
Publicity Director.....Robert Stirrat
News Director.....John Frogge
Chief Engineer.....Robert Milos
Consulting Engr.....G. Graham

WOSC

FULTON—1949

Frequency. 1300 Kc.....Power: 1000 Watts d.
Owned-Operated By
Oswego County Broadcasting Co., Inc.
Address.....118 Oneida St.
Phone Number 1400-1
Transmitter Location.....Town of Granby
Air Time.....Sunrise to Sunset only
News Service .....UP
Transcription Service.....Lang-Worth, Capitol
Station Representative .....McGillvra
President.....D. J. Kesterke
General Manager.....Ted W. Austin
Com., Sales Prom. Mgr.....Leo C. Brown
Prog., Prod., Pub. Dir.....Ted W. Austin
Chief Announcer, News Dir..Robert Fitzgerald
Musical Director.....Mrs. Robert Fitzgerald
Chief Engineer.....Fred Edwards
Farm Editor.....Robert Fitzgerald

WGVA

GENEVA—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Star Bcstg. Co., Inc.
Address.....Geneva Federal Savings Bldg.
Phone Number 6691
Transmitter Location.....Lennox Park
Air Time.....6:30 a.m.-M.
News Service .....AP
Representative .....Cooke
Transcription Service.....Standard
President.....M. R. Forman
V.P., Comm., Gen. Mgr.....Thomas L. Brown
Program Director.....William S. Brower, Jr.
Production Directon.....Alex Lamutis
News Director.....William S. Brower, Jr.
Chief Engineer.....R. Carleton Greene
Consulting Engr.....Lohnes & Culver

WHLI

HEMPSTEAD—1947

Frequency: 1100 Kc.....Power: 250 Watts d.
Owned-Oper. By.....FM Bcstg. Corp.
Business-Studio Address.....245 Baldwin Rd.
Phone Number.....Hempstead 2-8000
Transmitter Location.....470 Milburn Ave.
News Service .....UP
Transcription Service.....Associated, World, Thesaurus
President, Gen. Mgr.....Elias I. Godofsky
Exec. V.P., Station Mgr.....Paul Godofsky
V.P., Sales.....Joseph A. Lenn
News Director.....Jerome J. Karpf, Jr.
Production-Musical Dir.....Roger Wayne
Publicity Director.....Arthur E. Paterson, Jr.
V.P., Chief Engineer.....Frank E. Knaack
Farm Editor.....Jerry Carr

WWSC

GLENS FALLS—1946—ABC-KBS

Frequency: 1450 Kc.....Power: 250 Watts d., 250 n.
Owned-Operated By..Gt. Northern Radio Co.
Address.....13 Warren St.
Phone Number 2-6518
Transmitter Location.....Pruyn's Island
Air Time.....6:30 a.m.-M.
News Service .....UP
Transcription Service .....World
Station Representative...Everet-McKinney Inc.
Membership .....NAB, BAB
President.....Louis P. Brown
General Manager.....Martin R. Karig
Sta. Mgr., Prod. Dir.....Carl W. Mattison
Commercial Manager.....Alfred A. Brown
Program Director.....Richard P. Weld
Publicity Director.....Kent E. Jones
Chief Announcer.....James Sowdon
News Director.....E. Victor Wiley
Musical Director.....Sheldon Bullock
Chief Engineer.....Joseph Thomas
Farm Editor.....Dick Weld
Consulting Engineer .....Gautney & Ray

WLEA

HORNELL—1948

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Canisteo Radio Corp.
Business-Studio Address.....99 Main St.
Phone Number 1320
Transmitter Location.....Bald Hill
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....McGillvra
Pres., General Mgr.....John S. Booth
Station Manager .....Donald L. Sellers
Commercial Manager.....Harold McEvoy
Program Director .....Mike Ryan
Chief Announcer .....Bob Crane
News Director .....Ed Ruppert
Musical Director .....Bill Cunningham
Chief Engineer.....Larry La Casse
Farm Editor .....Ed Ruppert

WWHG

HORNELL—1946

Frequency: 1590 Kc.....Power: 1000 Watts
Owned-Operated By.....W. H. Greenhow Co.
Address .....85 Canisteo St.
Transmitter Location .....Hornellsville
News Service .....AP
Transcription Service .....World, Associated
Representative .....Sears & Ayers
Membership .....NAB, BAB
General Manager .....Louis G. Buisch
Station, Comm. Mgr.....Glenn L. Sprague
Production Director .....Eddie Spoo
News Director .....Bill Wright
Chief Engineer .....James Gram

WHUC

HUDSON—1947—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Colgren Bcstg. Co.
Trans. Address .....Union Turnpike
News Service .....UP
Transcription Service .....Associated
Membership .....NAB, BAB
Gen. Station Manager.....John Kearney
Comm., Prom. Manager.....Robert Strakos
Prog., Prod. Director.....James F. McDonough
Chief Announcer .....Clifton Holman
Chief Engineer .....James F. McDonough
Farm Editor .....Clifton Holman

WHCU

ITHACA—1921—CBS

Frequency: 870 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Cornell University

only with WWSC can you effectively penetrate the rich up-state New York and southwestern Vermont market area!!

LOOK AT THIS MARKET

HOOPER RADIO AUDIENCE INDEX — FALL 1950

TIME	WWSC	5 kw Net-work	50 kw Inde-pendent	10 kw Net-work	50 kw Net-work	5-1 kw Net-work	OTHERS
8:00 A.M. — 6:00 P.M. MON. THRU FRI.	51.4	1.2	4.3	7.4	29.7	3.5	2.4
6:00 P.M.—10:00 P.M. SUN. THRU SAT.	45.4	1.6	3.1	4.7	35.5	2.4	7.2

WWSC's primary area in up-state New York and southwestern Vermont includes 167,000 people and 46,090 radio homes.

Warren County (WWSC's home county) annual retail sales averages $4,464 per family—44% above national average. WWSC's 1450 KC clear channel signal and "personalized" local programming means BUSINESS for YOU!

LOOK AT THESE MARKET FIGURES

Total Estimated Annual Retail Sales	$171,233,000
Food Sales	21,292,000
General Merchandise	4,843,000
Automotive	14,589,000
Drug	1,450,000
Manufacturing income	$41,450,000
Annual wholesale volume	45,268,000
Annual farm income	28,286,000
(Source: 1950-51 Consumer Markets)	

Ask your Everett-McKinney representative for availabilities and rates.
Affiliated with American Broadcasting Company
Represented nationally by Everett-McKinney, Inc.

WWSC GLENS FALLS, NEW YORK

Business-Studio Address...Savings Bank Bldg.
Phone Number.....Ithaca 3438
Transmitter Location.....R. D. No. 2, Freeville
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....World
Membership .....NAB
General Manager.....Michael R. Hanna
Commercial Manager .....Earl S. Cobey
Program Director.....John H. Deal
Ass't Mgr. Chg. Prod.....Joseph A. Short
Asst. Mgr. Chg. Community Service
S. M. Woodside
Musical Director.....Raymond H. Corwin
Chief Engineer.....Norman R. Hoffman
Farm Editor.....Louis W. Kaiser
Consulting Engr. .....McLean, Smith, Credle

WJOC

JAMESTOWN—1947—MBS-KBS

Frequency: 1340 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Air Waves, Inc.
Trans.-Bus.-Studio Address...415 W. Fourth St.
Phone Number 5-108
Air Time .....5:55 a.m.-12 M.
News Service .....AP
Transcription Service .....World
Representative .....McGillvra
Pres.-Gen., Comm. Mgr.....Harry E. Layman

No "Blue Sky" — Just **ACTION!**

action and **SERVICE!**

action and **RESULTS!**

action and **SALES!**

WHCU CBS — **WHCU-FM** (40 KW.)

Michael R. Hanna
General Mgr.
ITHACA, N. Y.

Program Director.....Jerry Lawson
Farm Editor.....Bill Anderson

WJTN

JAMESTOWN—1936—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....James Bcstg. Co., Inc.
Bus.-Studio Address...Hotel Jamestown Bldg.
Phone Number 7-151
Transmitter Location....Jones & Gifford Aves.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service...Associated, McGregor
Representative.....William G. Rambeau
Membership .....NAB, BAB
President, Program Dir.....Jay E. Mason
Gen.-Sta.-Comm.-Sales Prom.
Manager .....Simon Goldman
Publicity Dir. .....Raymond C. Finch, Jr.
Music, Prod. Dir. .....George Pfleeger
Chief Announcer .....William Winn
Chief Engineer.....Harold J. Kratzert
Farm Editor .....Edmund J. Pennybacker
Chief Engineer .....Jaucky & Bailey

WENT

GLOVERSVILLE—JOHNSTOWN
1944—CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Sacandaga Bcstg. Corp.
Business-Studio Address.....8 W. Fulton St.
Phone Number 4900-1
Transmitter Location.....Harrison St.
Air Time.....6:30 a.m.-12:05 a.m.
News Service .....UP
Representative .....McGillvra
President .....George Bissell
Comm., Sta., Gen. Mgr. Pgm. Dir.
IrvingTeetsell
Asst. Prog., News Dir.....Harry W. Monroe
Chief Engineer.....Richard Stewart

WKNY

KINGSTON—1939—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Kingston Bcstg. Corp.
Business-Studio Address.....601 Broadway
Phone Number.....Kingston 4500
Transmitter.....Plainfield St., Ulster Township
Air Time.....7:00 a.m.-M.
News Service .....UP
Transcription Service .....SESAC
Representative.....Joseph Hershey McGillvra
President .....John Laux
General-Station Mgr.....Claude S. Middagh
Program Director.....Richard McCarthy
Chief Engineer.....Joseph McNelis
Farm Editor.....Edward Eckert

WVOS

LIBERTY

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By...Sullivan County Bcstg. Co.
Business Address .....Liberty
Phone Number .....1680-1, Monticello 869
Air Time .....6:58 a.m.-12 M.
News Service .....UP
Transcription Service .....Associated
Pres., Gen. Mgr., Pub. Dir.....S. D. Lubin
Comm., Prom. Mgr.....H. G. Borwick
Program Director.....Jack Oranch
Chief Announcer .....Burt Reed
News Director .....Al Turk
Chief Engineer .....Vincent Gabriele
Farm Editor .....Ken Foster

WUSJ

LOCKPORT—1949

Frequency: 1340 Kc...Power: 250 Watts d., n.
Owned-Oper. By.....Lockport Union-Sun & Journal, Inc.
Trans.-Address .....320 Michigan St.
Phone Number 4100
Air Time .....7 a.m.-11 p.m.
Newspaper Affiliation..Union-Sun & Jour., Inc.
News Service .....AP
Transcription Service.....World, Associated
Representative .....Joseph H. McGillvra, Inc.
Membership .....NAB, BAB
President .....Egbert D. Corson
Station Manager .....Jack Gelzer
Gen.-Comm.-Sales Prom. Mgr.....Peter Corson
Prog., Prod. Director .....Jack Gelzer
Publicity Director.....Wallace D. Soderholm
News Director .....Patrick Fagan
Musical Director .....Stuart A. Dussault
Chief Engineer .....Solomon A. Azar
Farm Editor .....Dick Spaulding
Consulting Engineer .....John Creutz

WICY

MALONE—1946—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....North Country Bcstg. Co., Inc.
Trans.-Address .....65 Woodward St.
Phone Number 187
Air Time .....7 a.m.-11:15 p.m.
News Service .....UP
Pres., Gen. Sta. Mgr.....Mitchell C. Tackley
Commercial Manager.....Alice M. Tackley
Program Director.....Donald J. Paye
Chf. Ann., News Director.....John Flynn
Chief Engineer.....Adolf F. Stromer
Consulting Engineer.....Lohnes & Culver

WMSA

MASSENA—1945—ABC-RRN

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....The Brockway Co.
Business Address.....Central Bldg.
Phone Number 990
Studio-Transmitter Location.....So. Main St.
Air Time .....6:30 a.m.-12:05 a.m.
Newspaper Affiliate...Watertown Daily Times
News Service .....UP
Transcription Service .....Associated
Representative .....Weed
Membership .....NAB, BAB
President.....John B. Johnson
General Manager.....Louis Saiff, Jr.
Station-Comm. Mgr.....Thomas R. McHugh
Program Director.....James H. Nash
Publicity Director.....Robert E. Anderson
Chief Engineer.....Michael Tarkulich
Farm Editor .....Dan Burgess
Consulting Engineer.....George Davis

WALL

MIDDLETOWN—1942—KBS

Fequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..The Community Bcstg. Corp.
Business-Studio Address .....North St.
Phone Number 3119
Air Time .....6:45 a.m.-M.
News Service .....AP
President.....John Morgan Davis
General Manager .....James M. Patt
Program Director .....George Shepard
News Director .....Charley Zaines
Chief Engineer.....Charles B. Lissner
Farm Editor.....Morris Weinstein

WGNY

NEWBURGH—1937

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Operated By....WGNY Bcstg. Co., Inc.
Business-Studio Address.....161 Broadway
Phone Number 4600
Transmitter Location.....Cochecton Turnpike
Air Time .....Daytime
Newspaper Affiliate.....Poughkeepsie Newspapers, Inc.
News Service .....UP
Transcription Service .....Standard
Membership .....NAB, BAB
President.....M. C. Speidel
General Manager.....George W. Bingham
Commercial Manager.....Joseph Rake
Program Director.....Richard Crans
Chief Announcer.....Edward J. Burns
News Director .....William Forrest
Chief Engineer.....Marvin S. Seimes

WGNR

NEW ROCHELLE—1950

Frequency: 1460 Kc.....Power: 500 Watts d.
Owned-Oper. By..New Rochelle Bcstg. Service, Inc.
Address .....524 North Ave.
Phone Number 6-1460
Transcription Service .....Lang-Worth
News Service .....UP
Pres., Gen. Mgr.....Julian H. Gins
Commercial Manager.....Arthur Simon
Program Director.....Kenneth Joseph
Chief Engineer.....Edward W. Voss
News Director.....Ray Lapolla

WBNX

NEW YORK—1927

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Operated By....WBNX Bcstg. Co., Inc.
Bus.-Studio Address.....260 E. 161st St., Bronx
Phone Number.....MElrose 5-0333
Transmitter Location.....Carlstadt, N. J.
News Service .....AP
Transcription Service.....SESAC, Standard
Representative .....King
Membership .....NAB
President.....A. L. Haskell
V.P., Sta.-Gen. Manager.....William I. Moore
Program Director.....Edward Ervin
Production Director.....Frank Johnson
Musical Director.....Fred Mendelsohn
Consulting Engineer.....McNary & Wrathal

WCBS

NEW YORK—1924—CBS

Frequency: 880 Kc.....Power: 50,000 Watts
Owned-Oper. By..Columbia Bcstg. System, Inc.
General Studio Address.....485 Madison Ave.
Phone Number.....PLaza 5-2000
Transmitter....Columbia Island, New Rochelle
Air Time .....Unlimited
News Service.....AP, INS, UP
Representative .....Radio Sales
Membership.....NAB, BMB, FMA
Chmn. of the Bd., CBS...William S. Paley, Jr.
President .....Frank Stanton
Gen.-Sta. Mgr.....G. Richard Swift
Sales Manager.....Don Miller
Sales Prom. Mgr.....Robert G. Patt
Program Director.....Don Ball
Production Director.....D. Gordon Graham
Publicity Director.....Margaret Kennedy
Asst. Gen. Mgr.....Clarence Worden
Chief Engineer.....R. G. Thompson

(See Pages 110 and 111)

YOUR ADVERTISING DOLLAR IS WELL SPENT ON

WBNX

Our radio audiences receive outstanding public service features that constantly build community confidence and public interest. For this reason, your advertising dollar gets a bigger and better audience in the English and Foreign Language field.

For information on how to sell over this Market-Wise station . .

Write, Call or Phone MElrose 5-0333
FOR RATES AND MARKET COVERAGE



5000 WATTS DIRECTIONAL OVER NEW YORK
260 E. 161 ST. NEW YORK 51, N. Y.

WHOM

THE GATEWAY TO NEW YORK'S IMPORTANT FOREIGN LANGUAGE MARKET



WEVD

NEW YORK—1927

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By..Debs Memorial Radio Fund
Business-Studio Address.....117 W. 46th St.
Phone Number.....PLaza 7-0880
Transmitter Location .....Maspeth, L. I.
News Service .....AP
President .....Adolph Held
Gen.-Sta.-Comm. Mgr.....Henry Greenfield
Program-Publicity Dir.....George Field
Chief Announcer.....David Niles
Musical Director.....Nicholas Saslowsky
Chief Engineer.....Charles Brown

WHOM

NEW YORK—1930

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Operated By.....Il Progresso Italo-Americano Publishing Co.
Business Address.....136 W. 52nd St.
Phone Number.....CIrcle 6-3900
Studio Addresses..136 W. 52nd St., New York.
Transmitter Location....Ridgefield Park, N. J.
Air Time.....6 a.m.-2 a.m.
President, Gen. Mgr. .....Fortune Pope
V.P., Chge. Sales, Prom.....Charles Baltin
Program Director .....Ralph Constantino
Publicity Director .....Dan Alfieri

5000 WATTS
1330 K.C.

WEVD

ENGLISH
JEWISH

has for many years been a most productive medium for a large group of national and local advertisers who recognize the vast potential represented by the more than 600,000 families comprising the Jewish market in the New York metropolitan area.

Distinctive adult programming and a loyal, responsive audience are the WEVD combination which national advertisers have found so effective and economical in maintaining a consistent position of dominance in the Jewish field.

Send for a Copy of
"WHO'S WHO ON WEVD"

WEVD Henry Greenfield
Managing Director
117-119 West 46th Street, New York 19

Musical Director.....Michael Rosco
Chief Engineer.....George Steiger

WINS

NEW YORK—1931

Frequency: 1010 Kc....Power: 50,000 Watts d.; 10,000 Watts n.
Owned-Operated By.....Crosley Bcstg. Corp.
Business-Studio Address.....28 W. 44th St.
Phone Number.....BRyant 9-6000
Transmitter Location.....Lyndhurst, N. J.
Air Time.....6 a.m.-3 a.m.
News Service.....INS, UP
Representative .....WLW Sales Tracy Moore
Transcription Service .....Associated
Membership .....NAB
President .....Robert E. Dunville
Commercial Manager .....Henry G. Kirwan
Sales Manager.....Roy Holmes
General Manager .....Wilmot Losee
Program Director .....Joe Terry
Production Director .....Edward Bender
Dir. Prom. Act.....Joe Beach
Publicity Director .....Dick Winters
News Director .....Joseph Gallagher
Chief Engineer.....Paul von Kunitz
Consulting Engineer.....Weldon & Carr

(See Page 540)

WJZ

NEW YORK—1921—ABC

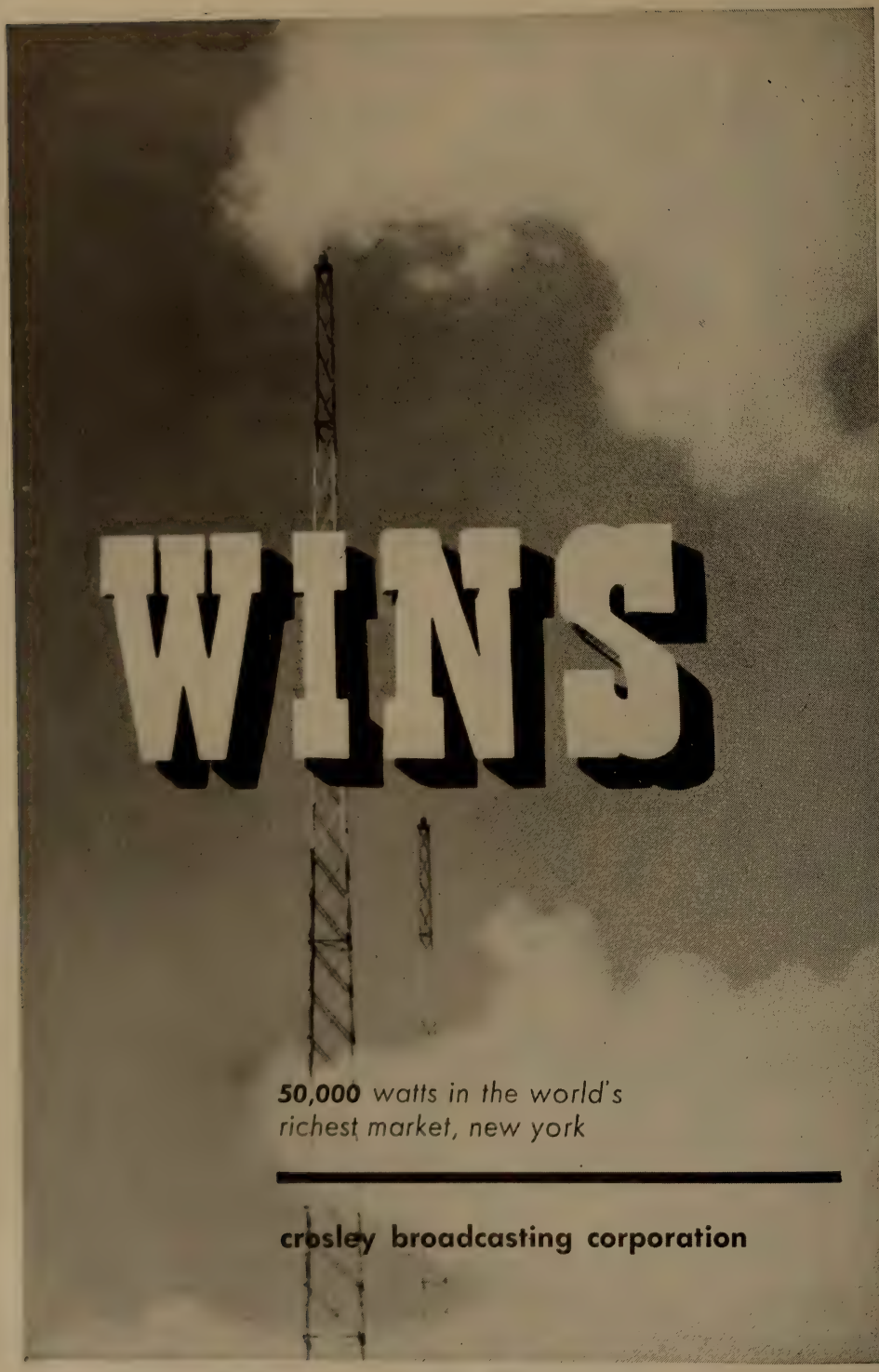
Frequency: 770 Kc.....Power: 50,000 Watts
Owned-Oper. By.....American Bcstg. Co., Inc.
Business Address.....30 Rockefeller Plaza
Phone Number .....CI. 7-5700
Transmitter Location.....Lodi, N. J.
Air Time .....24 hours
Representative.....ABC Spot Sales
President .....Robert E. Kintner
General Manager .....Ted Oberfelder
Commercian Manager .....Earl Solomon
Sales Promotion Manager ....Phillip Bernstein
Manager WJZ Programming .....Ray Diaz
Production Director.....Henry Cox
Publicity Director .....Jack Pacey
News Director .....Thomas Velotta
Dir. of Tech. Operations...William Trevarthen
Farm Editor.....Philip Alampi

WLIB

NEW YORK—1942

Frequency: 1190 Kc.....Power: 1000 Watts d.
Owned-Operated By.....New Bcstg. Co., Inc.
Business-Studio Address.....207 E. 30th St.
Phone Number.....ORegon 9-2720
Transmitter Location..180 Morgan Ave., Bklyn.
Air Time .....Sunrise-sunset
News Service.....AP, UP
Transcription Service.....Muzak, SESAC, BMI
President .....Morris S. Novik
Sta.-Gen. Manager .....Harry Novik
Commercial Manager.....Charles E. Seitman
Chief Engineer .....John J. Bubbers

(See Page 546)


WINS
50,000 watts in the world's
richest market, new york
crosley broadcasting corporation

WMCA

NEW YORK—1925

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....WMCA, Inc.
Business-Studio Address.....1657 Broadway
Phone Number.....CIrcle 6-2200
Transmitter Location.....Kearny, N. J.
Air Time .....6 a.m.-3 a.m.
News Service .....AP
Transcription Service .....World
Representative.....Free & Peters
President .....Nathan Straus
Exec. V.-P., Gen. Mgr.....Norman Boggs
Program Director .....Leon Goldstein
Prom., Pub. Dir.....Howard Klarman
Chief Announcer.....Alun Williams
Musical Director.....Lou Wacks
Chief Engineer.....James McCafferty
Consulting Engineer .....E. C. Page

WMGM

NEW YORK—1922

Frequency: 1050 Kc.....Power: 50,000 Watts
Owned-Oper. By..Marcus Loew Booking Agcy.
Business-Studio Address.....711 Fifth Ave.
Phone Number.....MUrray Hill 8-1000
Transmitter Location.....E. Rutherford, N. J.
Air Time.....6 a.m.-4 a.m.
News Service .....AP, UP, Reuters
Transcription Service .....Associated
Representative .....Radio Reps.
Director & Sales Dir. .....Bertram Lebhar, Jr.
General Manager.....Frank Roehrenbeck
Program Director.....Raymond Katz
Publicity Director.....Jo Ranson
Supvr. of Ann.....Ted Schneider
Musical Director.....Joel Herron
Chief Engineer.....Paul Fuelling

(See Page 544)

WNBC

NEW YORK—1922—NBC

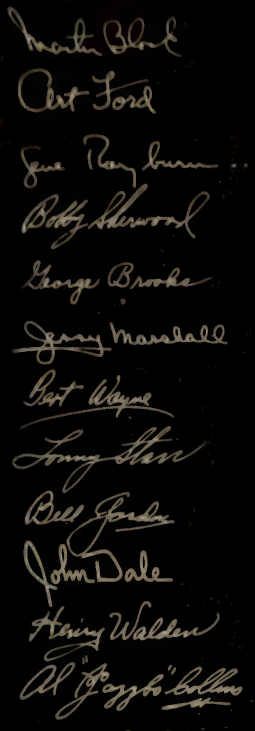
Frequency: 660 Kc.....Power: 50,000 Watts
Owned-Oper. By.....National Bcstg. Co., Inc.
Bus.-Studio Address.....30 Rockefeller Plaza
Phone Number.....CIrcle 7-8300
Transmitter Location.....Port Washington
Air Time .....Unlimited
News Service.....AP, INS, UP
Transcription Service...Thesaurus, Associated
Representative.....NBC Spot Sales
Membership .....NAB
President.....Joseph H. McConnell
General Manager.....Ted Cott
Sales Manager .....Bessy Long
Adv. & Prom. Mgr.....Leonard Saffir
Program Director.....Harvey J. Gannon
News & Spec. Events Dir.....Jay Heitin
Publicity Director.....Winifred Schaffer
Production Manager.....Clay Daniel
Chief Engineer.....O. B. Hanson

The Red Cross Needs



Your Unstinting Assistance

GIVE!



... AND WHAT CAN WE ~~DO~~ *sell* FOR YOU?

WNEW

New York's Favorite Station
For Music And News

1130 ON YOUR DIAL

WNEW

NEW YORK—1934

Frequency: 1130 Kc.....Power: 10,000 Watts
Owned-Operated By.....WNEW, Inc.
Business-Studio Address.....565 Fifth Ave.
Phone Number.....PLaza 3-3300
Transmitter Location.....Kearny, N. J.
Air Time .....24 Hours
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....John Blair
President.....William S. Cherry, Jr.
Exec. V.P., Gen. Mgr.....Bernice Judis
V.P., Sales Director.....Ira Herbert
Sales Promotion Director.....Kenneth Klein
Production Manager.....Jack Grogan
Program Director.....Richard Pack
Publicity Director.....Alan E. Brandt
Chief Anncr., News Dir.....John Jaeger
Musical Director.....Roy Ross
Chief Engineer.....Max Weiner

(See Page 542)

WOR

NEW YORK—1922—MBS

Frequency: 710 Kc.....Power: 50,000 Watts
Owned-Oper. By.....General Teleradio, Inc.
Business-Studio Address.....1440 Broadway
Phone Number.....LOngacre 4-8000
Transmitter Location.....Carteret, N. J.
Air Time .....24 Hours
News Service .....AP, UP
Transcription Service .....Associated
Representative.....Keenan & Eickelberg, Kettell & Carter
Membership.....NAB, BMB, FMA
President.....Theodore C. Streibert
V.P. in Chg. of Sales.....R. C. Maddux
V.P. in Chg. Pgms.....Julius F. Seeback, Jr.
V.P. Chge of Engr.....J. R. Poppele
Adv. Promotion Manager.....Joseph Blake
Publicity Director.....Robert Blake
Dir. of News.....Dave Driscoll
Musical Director.....Sylvan Levin

(See Page 526)

NOW THAT YOU

CAN HAVE THE BEST,

WHY BE SATISFIED

WITH LESS?

AP

RADIO'S BIGGEST ONE-YEAR OLD!



Metro-*Goldwyn*-Mayer *Radio Attractions*

★ THE HARDY FAMILY with MICKEY ROONEY and LEWIS STONE

★ CRIME DOES NOT PAY

★ THE ADVENTURES OF MAISIE starring ANN SOTHERN

★ M-G-M THEATRE OF THE AIR

★ GOOD NEWS FROM HOLLYWOOD with GEORGE MURPHY

★ AT HOME WITH LIONEL BARRYMORE

★ HOLLYWOOD, U. S. A. with PAULA STONE

Now being renewed for the 3rd cycle of
26 weeks over 300 STATIONS

and

★ THE STORY OF DR. KILDARE starring LEW AYRES and LIONEL BARRYMORE

Presented on more than 300 Stations by The Rhodes Pharmacal Company

makers of **IMDRIN**

Stars!...Service!...Showmanship!...Priced for Profit!

Exclusive Representatives

METRO-GOLDWYN-MAYER RADIO ATTRACTIONS
711 Fifth Avenue, New York 22, N. Y. MUrray Hill 8-1000

MUSIC CORPORATION OF AMERICA
598 Madison Avenue, New York 22, N.Y. PLaza 9-7500

See pages 100-101 for

LISTING OF NEW YORK PHONE NUMBERS



NETWORKS

☆

PUBLICATIONS

☆

ORGANIZATIONS

☆

TALENT AGENCIES

☆

FM RADIO STATIONS

☆

AM RADIO STATIONS

☆

NEWS ASSOCIATIONS

☆

TELEVISION STATIONS

☆

PROGRAM PRODUCERS

☆

RECORDING COMPANIES

☆

ADVERTISING AGENCIES

☆

TRANSCRIPTION COMPANIES

☆

STATION REPRESENTATIVES

wLIB

"The Voice of Liberty"

wLIB SERVING 1,000,000
21 hrs. of
programs weekly

Negroes in Metropolitan N.Y.
With Studios at top of Theresa Hotel in the heart of Harlem.

wLIB SERVING 500,000
12 hrs. of
programs weekly

Polish-speaking People
A most loyal audience for anyone's product.

wLIB SERVING 1,000,000
13 hrs. of
programs weekly

Jewish-speaking People
who have proven themselves as buyers of advertised products.

wLIB SERVING 700,000
12 hrs. of
programs weekly

Spanish and Puerto Ricans
A new market to be captured by progressive advertisers.

wLIB SERVING 2,500,000
20 hrs. of
programs weekly

American Jews
Programs in English of Jewish interest such as Israeli News and Israeli Music.
A guarantee that your sales message will reach this great audience.

wLIB · 1190 on your dial

M. S. Novik, President • Harry Novik, General Manager
207 EAST 30th STREET, NEW YORK 16, N. Y.

WOV

NEW YORK—1926

Frequency: 1280 Kc.....Power: 5000 Watts
Owned-Operated By.....Wodaam Corp.
Business-Studio Address.....730 Fifth Ave.
Phone Number.....CIrcle 5-7979
Transmitter Location.....Carlstadt, N. J.
Air Time.....Unlimited
News Service.....AP, ANSA
Transcription Service Standard....MacGregor
Representative.....Pearson
Membership.....NAB
General Manager.....Ralph N. Weil
Commercial Manager.....Herbert Schorr
Sales Promotion Mgr.....C. Carroll Forbes
Program Director.....Arnold Hartley
Publicity Director.....Anne C. Baldwin
Chief Announcer.....Giorgio Padovani
Musical Director.....Paul Romeo
Chief Engineer.....Emile Hill

(See Page 548)

WQXR

NEW YORK—1936

Frequency: 1560 Kc.....Power: 10,000 Watts
Owned-Operated By.....Interstate Bcstg. Co. Inc.
Business-Studio Address.....229 W. 43rd St.
Phone Number.....LA. 4-1100
Transmitter Location.....Rear of 5000 Grand Ave., Maspeth
Air Time.....6:30 a.m.-1 a.m.
Newspaper Affiliation.....N. Y. Times (ownership)
News Service.....N. Y. Times
Transcription Service.....Associated, London
Representative.....Paul H. Raymer
President.....Arthur Hays Sulzberger
Exec. V.P., Gen. Mgr.....Elliott M. Sanger
V.P. Sales Mgr.....Norman S. McGee
Sales Prom. Dir.....Mary Rice Anderson
Program Director.....Eleanor N. Sanger
Chief Announcer.....Albert A. Grobe
Publicity Director.....Eleanore "Pat" Hurley
Musical Director.....Abram Chasins
Chief Engineer.....Russell D. Valentine
Consulting Engineer.....John V. L. Hogan

(See Page 296)

WHLD

NIAGARA FALLS—1940
RURAL—RADIO NET

Frequency: 1270 Kc.....Power: 5000 Watts d.
Owned-Oper. By..The Niagara Falls Gazette Publishing Co.
Business-Studio Address.....Hotel Niagara
Phone Number.....8421
Transmitter Location.....Grand Island
Air Time.....Daytime
News Service.....UP
Transcription Service.....World, Standard
Representative.....Headley-Reed
V.P., Gen.-Station Mgr.....Earl C. Hull
Commercial Manager.....Richard G. Robbins
Program Director.....Jack Whitney
Musical Director.....Harold Bradley
Chief Engineer.....Robert Wilson

WJJL

NIAGARA FALLS—1947

Frequency: 1440 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....John J. Laux
Business-Studio Address....130 Brady Circle, Steubenville, O.
Phone Number.....5266
Transmitter Location.....New Rd.
Air Time.....6 a.m.-local sunset
News Service.....UP
Transcription Service.....SESAC, BMI
Representative.....Grant
Owner.....John J. Laux
Prom., Sta. Mgr.....Tom W. Talbot
Commercial Manager.....Terry Milan
Program Director.....Louise Hamrick
Chief Anncr., Mus. Dir.....Don Lee
News Director.....Jimmy Thompson
Chief Engineer.....Gustav Czaplak
Consulting Engineer.....George Davis

WSLB

OGDENSBURG—1940—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....St. Lawrence Bcstg. Corp.
Address.....2315 Knox St.
Phone Number.....500
Studio-Transmitter Location.....2315 Knox St.
Air Time.....7 a.m.-11:15 p.m.
News Service.....UP
Membership.....NAB, BMB, FMA
President.....Joseph R. Brandy
Sec.-Treas.....Harold J. Frank
Program Director.....Hal Gilman
Chief Engineer.....Ellsworth Hall

WHDL

OLEAN—1928—ABC—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WHDL, Inc.
Address.....3219 State St.
Phone Number.....4149
Newspaper Affiliation....Olean Times Herald
News Service.....UP
Transcription Service.....World
Representative.....Everett & McKinney
Membership.....NAB, BAB
President.....E. B. Fitzpatrick
General-Station Mgr.....John R. Henzel
Commercial Manager.....Donald Merriman
Sales Promotion Manager..Dr. Joseph K. Eade
Pgm. Producer Dir., Chief Anncr...E. McGrath
Chief Engineer.....Otis Atherton
Farm Editor.....David Mintz

More Italians* Listen to

WOV than any other New York Station

(Network or Independent)

In the Vital Selling Hours of 9 AM to 7 PM The Fall 1950 Pulse Shows . . .

WOV's average rating is 10.2, a 6% INCREASE over Fall 1949—while the nearest competing station in the Italian field has an average rating of only 3.8, a DECREASE of 29%.

This dominance is firmly founded on WOV's unequalled Italian language program service — providing *network quality* entertainment and news coverage from studios both in New York and Rome, Italy . . . with the showmanship and drive that *SELL!*

***2,100,000**

Italian-Americans Live and Buy in the Greater New York area.

730 FIFTH AVE., NEW YORK 19
ROME STUDIOS:
VIA di PORTA PINCIANA 4

National Representative: John E. Pearson Co.

Originators of *Audited Audiences*
WOV NEW YORK
5000 WATTS

WDOS

ONEONTA—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....The Oneonta Star, Inc.
Bus.-Studio Address.....104 Chestnut St.
Phone Number 2470
Transmitter Location....River Bridge, Main St.
Air Time.....6 a.m.-M.
Newspaper Affiliation.....Oneonta Star
News Service .....AP
Transcritpion Service.....World, Associated
Representative .....Radio Reps.
President.....James H. Ottaway
General Manager.....Eugene J. Brown
Managing Director.....Francis H. Brinkley
Station Manager.....Walton F. Deming
From. Mgr., Pub. Dir.....Dennis J. Sullivan
Commercial Manager.....George R. Smith
Chief Announcer .....David T. Squires
Program Director.....Charles Hobart
News Director .....Charles Hobart
Chief Engineer.....Wiley Bates
Farm Editor.....Theodore Roodhof
Consulting Engineer .....Jansky & Bailey

WKBS

OYSTER BAY—1948

Frequency: 1520 Kc. ....Power: 250 Watts d.
Owned-Oper. By.....Key Bdcstg. System Inc.
Address .....25 East Main Street
Phone Number .....Oyster Bay 6-2500;
Transmitter Location .....Battery Park
News Service .....UP
Transcription Service .....MacGregor
Pres., Gen., Comm., Prom. Mgr., Chief Engr.
R. Lee Holingsworth
Sta. Mgr., Pgm., Prod., Pub. Dir. ..M. R. Flack
Chief Announcer .....Robert Troner
News Director .....Don MacLoughlin
Musical Director .....Robert Troner

WLNA

PEEKSKILL—1948

Frequency: 1420 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Highland Bcstg. Corp.
Trans. Address .....Dogwood Rd.
Phone Number 7-2454
Air Time .....6:45 a.m.-6:30 p.m.
News Service .....UP
Transcription Service .....World, SESAC
Membership .....NAB
Pres., Pgm. Dir., Chief Engineer .....
Peter C. Housekeeper
Gen., Sta., Comm., Pub. Dir...Irving E. Cottrell
Sales Promotion .....Francis Lough
News Director .....Sam D'Onnofrio
Consulting Engineer .....Paul Godley

WEAV

PLATTSBURG—1934—ABC

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Oper. By.....Plattsburg Bcstg. Corp.
Studio Address.....153 Margaret St.
Phone Number 1600
Transmitter Location.....Lake Shore Rd.
Air Time .....6:30 a.m.-M.
News Service .....UP
Transcription Service .....Thesaurus
Representative.....Joseph Hershey McGillvra
Membership .....NAB
President, Gen. Mgr. .....George F. Bissell
Ass't. Sta. Comm. Mgr.....Jan King
Pgm., Pub. Prod. Dir.....Alex Coursey
News Director .....James Stoddard
Musical Director .....Chester Bosworth
Chief Engineer.....Henry Heustis

WIRY

PLATTSBURG—1950—MBS

Frequency: 1340 Kc. ....Power: 250 Watts
Owned-Oper. By ..Clinton Cty. Bdcstg. Corp.
Trans. Loca. Address ....301-03 Cornelia St.
Phone Number 2800
Air Time .....6:30 a.m.-12:05 a.m.
News Service .....AP
Transcription Service .....Standard
Representative .....W. S. Grant Co., Inc.
Membership .....NAB, BAB
Pres., Gen., Comm. Mgr. .....Joel H. Scheier
Station Manager .....Walter H. Petterson
Sales Prom. Mgr., News Dir...Martin D. Mannix
Pgm., Prod. Dir. .....Betty Kraus
Chief Announcer.....Dick Karnow
Chief Engineer .....John M. Nazak
Mus. Dir., Farm Editor.....Chet Bosworth
Consulting Engineer .....John J. Keel

WEOK

POUGHKEEPSIE—1949

Frequency: 1390 Kc....Power: 1000 Watts, d.
Owned-Operated By...Mid-Hudson Bcsts. Inc.
Business-Studio Address.....385 Main St.
Phone Number 8300
Transmitter Location.....Pendell Road
Air Time.....6 a.m.-local sunset
News Service.....INS, Transradio
Transcription Service .....World
Representative .....Deveney & Co.
Membership .....NAB, BAB
President, Gen. Mgr.....Arthur J. Barry, Jr.
Promotion Manager.....Alvin Pearlmutter
Program Director.....Harold Hennig
News Director.....Irvin Breslauer
Chief Engineer.....John P. Burke
Consulting Engr.....Commercial Radio Equip.

What kind of a *TEST CITY* is ROCHESTER, N. Y.?

● According to figures in "Sales Management's" November 10, 1950 test market study, Rochester, N. Y., is a MUST on test market programs. Here are the exact rankings for Rochester:

#1 in New York State

#1 in the Middle Atlantic States

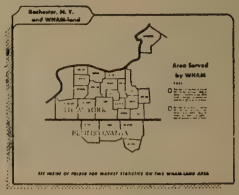
#7 in all cities of population from 250,000 to 500,000

#15 in all American cities of all sizes

BUT . . . "Rochester, N. Y." — as any market analyst knows—is much more than a city. It's a closely-integrated, wonderfully varied market **area** of both urban and rural population. Hence the next question:

What is the *BEST RADIO BUY* in ROCHESTER?

● WHAM — and WHAM **outstandingly** — the **only** station that offers complete coverage of this rich area. BMB figures prove it: no other Rochester station comes within miles of WHAM'S coverage.



FACTS for FREE!

Write WHAM—or ask your Hollingbery representative—for a copy of the newest compilation of market figures for the WHAM-land area. It's in a convenient filing-folder form, ready to slip right into your market-data drawer.

WHAM



The Stromberg-Carlson Station
NBC Affiliate — 50,000 w. — Clear Channel — 1180 k.c.
Geo. P. Hollingbery Co., National Representative

WKIP

POUGHKEEPSIE—1940—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By .....Poughkeepsie Newspapers, Inc.
Business-Studio Address.....Memorial Sq.
Phone Number 6800
Transmitter Location.....Nelson House
Air Time .....7 a.m.-11:30 p.m.
Newspaper Affiliation .....Poughkeepsie New Yorker
News Service .....AP
Transcription Service .....Standard
Membership .....NAB
President.....M. C. Speidel
General Manager.....George W. Bingham
Commercial Manager .....Henry J. Behre, Jr.
Program Director.....Richard Crans
News Director .....Richard Collignon
Chief Engineer.....Marvin S. Seimes

WARC

ROCHESTER—1947—ABC

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Operated By.....WARC, Inc.
Bus.-Studio Address.....Sheraton Hotel, 111 East Ave.
Phone Number.....HAmilton 8920
Transmitter Location ....2670 So. Clinton Ave.
Air Time ..... 24 Hours
News Service .....AP
Representative ..... Raymer
Membership .....NAB, BAB
President, Gen.-Sta. Mgr.....S. W. Townsend
Commercial Manager.....Harland Evans
Sales Prom. Mgr., Pub. Dir. ..Ross Woodbridge
Program Director .....Earl Steil
Chief Engineer.....Robert Emch
Consulting Engineer ...Chambers & Garrison

WHAM

ROCHESTER—1922—NBC

Frequency: 1180 Kc.....Power: 50,000 Watts
Owned-Operated By...Stromberg-Carlson Co.
Business Address ..100 Carlson Rd., Radio-City
Phone Number.....Culver 7240
Transmitter Location .....Chili
Air Time .....5:30 a.m.-12:39 a.m.
News Service .....UP
Transcription Service .....World
Representative.....George P. Hollingbery
Membership .....NAB, BAB
President (S-C Co.).....Robert Tait
V.P., Gen. Mgr. .....William Fay
Commercial Manager ...John W. Kennedy, Jr.
Program Director.....Charles W. Siverson
Asst. Pgm. Dir. .....Eugene Zacher
Production Director.....Sylvester Novelli
Pub., Prom. Dir. .....Armin N. Bender
Chief Announcer.....Homer Bliss
Musical Director.....Eugene Zacher
News Director .....David E. Kessler
Chief Engineer.....Kenneth Gardner
Farm Editor .....George Haefner

WHEC

ROCHESTER—1925—CBS

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Operated By.....WHEC, Inc.
Business-Studio Address.....40 Franklin St.
Phone Number.....Baker 6740
Transmitter Location.....1850 N. Winton Rd.
Air Time .....Unlimited
News Service .....AP
Transcription Service....Associated, Standard
Representative .....Everett McKinney
Membership .....NAB, BMB
President.....Frank E. Gannett
Executive V.P.....Clarence Wheeler
General-Station Manager.....Gunnar O. Wiig
Commercial Manager....Le Moine C. Wheeler
Pgm., Pub. Dir.....William J. Adams
Production Director.....L. H. MacMillan
Chief Announcer.....Roger Goodrich
Musical Director.....Gerald Vogt
Chief Engineer.....Bern C. O'Brien

WRNY

ROCHESTER—1947

Frequency: 680 Kc.....Power: 250 Watts d.
Owned-Operated By...Monroe Bcstg. Co., Inc.
Business-Studio Address.....191 East Ave.
Phone Number.....Hamilton 9775
Transmitter Location.....Mt. Read Blvd.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Forjoe
President .....George B. Kelly
Gen., Sta. Mgr. .....W. Eccles Huff
Commercial Manager .....Thomas O'Neill
Chief Announcer.....David Curtin
Musical Director.....Joan Rauscher
Chief Engineer .....Ken Anderson

WSAY

ROCHESTER—1936

Frequency: 1370 Kc.....Power: 1000 Watts
Owned-Oper. By...Federal Bcstg. System, Inc.
Business-Studio Address.....328 Main St. E.
Phone Number.....Baker 4870
Transmitter Location.....French Rd., Brighton
Air Time .....Unlimited
News Service .....INS
Representative .....Walker
Pres., Gen. Mgr.....Gordon P. Brown
Commercial Manager.....C. A. Culver

WVET

ROCHESTER—MBS

Frequency: 1280 Kc. .....Power: 5000 Watts
Owned-Oper. By .....Veterans Bdcstg. Inc.

Address ..... 17 Clinton Ave So.
Phone Number ..... HAmilton 4820
Transmitter Location ..... 1371 Westfall Rd.
Air Time ..... 6:30 a.m.-12 M.
News Service ..... UP
Transcription Service ..... Associated
Representative ..... The Bolling Co., Inc.
Membership ..... NAB, BAB
General Manager ..... Ervin F. Lyke
Sales Director ..... Elmer J. Walz
Sales Prom. Manager .. Arthur Murrellwright
Program Director ..... Paul C. Louther
Production Director ..... Chase Taylor
Chief Announcer ..... Bob Trebor
News Director ..... David Roberts
Chief Engineer ..... Ervin F. Lyke

WKAL

ROME—1946—MBS

Frequency: 1450 Kc..... Power: 250 Watts
Owned-Oper. By.... Copper City Bcstg. Corp.
Business-Studio Address.. Capitol Theatre Bldg, Rome
Phone Number 3616-7
Transmitter Location..... Muck Rd. & Jay St., Rome
Air Time ..... 6:30 a.m.-12 M.
News Service ..... UP
Transcription Service ..... Lang-Worth
Representative ..... Donald Cooke, Inc.
President..... Myron J. Kallet
General Manager ..... Charles King
Commercial Manager ..... Joseph Trela
Program Director ..... Louis Barile
Pub., Prod. Dir. ..... George Bolton
News Director ..... Harold Wunsch
Chief Engineer..... James Delaney
Farm Editor ..... Richard Morgan
Consulting Engineer ..... George Adain

WNBZ

SARANAC LAKE—1927—ABC-KBS

Frequency: 1450 Kc..... Power: 250 Watts
Owned-Operated By..... Upstate Bcstg. Corp.
Business-Studio Address..... 88 Main St.
Phone Number 1320
Transmitter Location..... Merrill St.
Air Time ..... 7:30 a.m.-11:15 p.m.
News Service ..... AP
Transcription Service ..... Thesaurus
Representative..... Thomas F. Clark
General Manager..... H. B. Williams
Commercial Manager..... Jacques DeMattos
Program Dir. Chief Ann..... John Birmingham
Chief Engineer..... H. Berwind Williams

WGY

SCHENECTADY—1922—NBC

Frequency: 810 Kc..... Power: 50,000 Watts
Owned-Oper. By..... General Electric Co.
Business-Studio Address..... 1 River Rd.
Phone Number 7-2261
Transmitter Location..... R. D. No. 5, So. Schenectady
Air Time ..... Unlimited
News Service..... AP, UP
Transcription Service .. Associated, Thesaurus, World
Representative..... NBC Spot Sales
Membership ..... NAB, BAB
V.P., Mgr. of Bcstg..... R. S. Peare
Asst. Mgr. of Bcstg..... B. J. Rowan
Station Manager ..... R. B. Hanna
Asst. to Station Mgr..... R. W. Welpott
Supervisor of Sales ..... Robert F. Reid
Sales Prom. & Pub..... Bill Givens
Supervisor of Prod. ..... Earl Pudney
Spvr. of News..... W. T. Meenam
Spvr. of Music..... A. O. Coggeshall
Spvr. of Programs..... Caleb Paine
Chief Engineer..... W. J. Purcell
Supervisor of Farm Bcstg. .... Merl L. Galusha

WSNY

SCHENECTADY—1942

Frequency: 1240 Kc..... Power: 250 Watts
Owned-Oper. By.... Western Gateway Bcstg. Corp.
Business-Studio Address..... 619 State St.
Phone Number 3-3622
Transmitter Location..... Campbell Rd.
Air Time ..... Unlimited
News Service ..... AP
Transcription Service .... Lang-Worth, SESAC
Representative ..... Young
President, Gen. Mgr..... Winslow Leighton
Chief Anncr., Pgm. Dir. ..... Stephen Fitz
News Production Dir. ..... Robert Wallace
Musical Director..... Frank Huber
Chief Engineer..... Irving P. Beck

WAGE

SYRACUSE—1940—ABC

Frequency: 620 Kc..... Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By..... WAGE, Inc.
Business-Studio Address..... Loew Bldg., 108 W. Jefferson St.
Phone Number 2-0277
Transmitter Location..... 626 Liverpool Rd., Liverpool
Air Time ..... Unlimited
News Service ..... AP
Transcription Service ..... Standard
Representative ..... Edward Petry
Membership ..... NAB
President..... Frank G. Revoir
General-Station Manager.... William T. Lane
Comm., Sales Prom. Mgr..... Aaron Beckwith
Program Director..... Gordon Alderman
Production Dir..... Robert Stockdale
Musical Director..... Carl Silfer
Chief Engineer..... Donald F. Langham

WFBL

SYRACUSE—1924—CBS

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Oper. By.....Onondaga Radio Bcstg. Corp.
Bus.-Studio Address.....433 S. Warren St.
Phone Number 2-1147
Transmitter Location .....Collamer
Air Time.....5 a.m.-M.
News Service .....UP
Transcription Service.....World, Cole
Representative.....Free & Peters
Membership .....NAB, BMB
President.....Oscar F. Soule
Exec. Vice-President.....Robert G. Soule
General Manager.....Samuel Woodworth
Treasurer.....F. Channing Soule
Commercial Mgr.....Charles Phillips
Sales Manager.....L. F. Wylie
Pgm., Prod. Mgr.....Raymond Gantter
Publicity Director.....Hendrick Soule
Musical Dir.....Claude Bortel
Chief Engineer.....James Kelly
Farm Editor.....Al Warner

WNDR

SYRACUSE—1946—MBS

Frequency: 1260 Kc. ...Power: 5000 Watts d., 5000 Watts n.
Owned-Oper. By .....Syracuse Bcstg. Corp.
Address .....306 So. Salina St.
Phone Number 2-6101
Transmitter Location .....Dewitt
Air Time .....24 Hours
News Service .....AP
Transcription Service.....World, SESAC
Representative ..... Rambeau
Membership ..... NAB
President .....T. Frank Dolan
General Manager .....Arthur C. Kyle, Jr.
Comptroller .....Neldon L. Kidd
Commercial Manager .....Joseph Stamler
V.P. in Chg. of Sales .....Franklin H. Small
Program Director.....Eric Fields
Prod., Pub. Dir. .....Bruce M. Sabine
Chief Announcer .....James Gordon
News Director .....Robert Lovell
Musical Director .....Eric Fields
Chief Engineer .....Robert Dye
Farm Editor.....Merill K. Lemmon

WOLF

SYRACUSE—1940

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Civic Bcstg. Corp.
Business-Studio Address.....Onondaga Hotel
Phone Number 2-7211
Transmitter Location.....Kirkpatrick & Van Rensellear Sts.
Air Time .....6 a.m.-2 a.m.
News Service .....AP
Transcription Service .....Standard
Representative .....Walker
President, General Mgr...T. Sherman Marshall
Sta. Mgr., Prog. Dir.....Hamilton M. Woodle
Commercial Manager .....James J. Coolican
Pub. Dir., Chief Announcer.....Charles Shaw
Musical Director.....Norman Meservey
Chief Engineer.....Don Muir

WSYR

SYRACUSE—1922—NBC

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....Central N. Y. Bcstg.
Business-Studio Address .....224 Harrison St.
Phone Number 3-7111
Transmitter Location.....Valley Dr.
Air Time.....5 a.m.-M.
Newspaper Affiliation .....Syracuse Herald-Journal & Post-Standard
News Service .....UP
Transcription Serv. ..Lang-Worth, Associated
Representative ..Headley-Reed, Kettell-Carter
Membership .....NAB, BAB
President.....Harry C. Wilder
Gen., Sta. Mgr.....E. R. Vadeboncoeur
Commercial Manager.....W. R. Alford, Jr.
Program Manager.....John F. Hurlbut
Program Director.....Bill Rothrum
Chief Announcer.....Elliott Gove
News Director .....Fred Hillegas
Chief Engineer .....A. G. Belle Isle
Farm Editor.....R. F. Doubleday
Consulting Engineer .....Albert J. Eicholzer

WHAZ

TROY—1922

Frequency: 1330 Kc.....Power: 1000 Watts
Owned-Oper. By..Rensselaer Polytechnic Inst.
Phone No. Day (AS. 2-3000) Night (AS. 2-6910)
Transmitter Location .....Russell Sage Lab.
President.....L. W. Houston
Prom., Pgm. Dir. .....Carl Kunz
Chief Engineer.....W. C. Stoker
Musical Director .....A. Olin Niles

WTRY

TROY—1940—CBS

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper. By.....Troy Bcstg. Co., Inc.
Business-Studio Address.....92 Fourth St.
Phone No. ....Albany 4-2500, Ashley 4-1100
Transmitter Location .....Niskayuna
Air Time.....6 a.m.-1 a.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representtaive .....Headley-Reed
Membership .....NAB, BAB
President.....H. C. Wilder
General Manager.....W. A. Riple
Station Manager .....W. W. Carter
Commercial Manager .....J. W. Sutphen
Sales Prom. Mgr., Pub. Dir...James F. Baker, Jr.

Program-Musical Dir. ..... H. H. Sharpe, III
Chief Annor., Prod. Dir. ... Randolph English
News Director ..... John J. Givney
Chief Engineer ..... A. H. Chismark
Consulting Engr. .. Craven, Lohnes & Culver

WGAT

UTICA—1947—YANKEE

Frequency: 1310 Kc. .... Power: 1000 Watts d.: 500 Watts n.
Owned-Operated By ..... Central Bcstg. Co.
Business-Studio Address .... 250 Genesee St.
Phone Number 2-9231
Transmitter Location ..... Kellogg Rd., New Hartford
Air Time ..... 7 a.m.-11:30 p.m.
News Service ..... AP
Representative ..... Meeker
Owner, Gen. Mgr. ..... J. Eric Williams
Comm., Prom. Mgr. ..... Roland L. Fowler
Chief Announcer ..... Ray Monday
Chief Engineer ..... Peter F. Ghiloni
Consulting Engineer ..... Selliman & Barclay

WIBX

UTICA—1925—CBS

Frequency: 950 Kc. .... Power: 5000 Watts d., 5000 Watts n.
Owned-Oper. By ..... WIBX, Inc.
Address ..... First Bank Bldg.
Phone Number 2-2101
Transmitter Location ..... Clark Mills
Air Time ..... Unlimited
News Service ..... INS, UP
Transcription Service ..... World
Reps. ..... Colton, Bannan, Biddick
Membership ..... NAB, BAB
Pres., Gen. Mgr. ... Mrs. Margaret B. Stevens
V.P., Sta. Mgr., Pgm. Dir. ..... Elliott Stewart
Comm., Prom. Mgr. ..... Nathan W. Cook
Production Director .... Betty Cushing Griffin
Publicity Director ..... Nathan W. Cook
V.P., Secretary ..... Gladys P. Moore
Chief Engineer ..... John T. Dowdell
Farm Editor ..... Ed Slusarczyk

WRUN

UTICA—1947—ABC—RRN

Frequency: 1150 Kc. .... Power: 5000 Watts d.: 1000 Watts n.
Owned-Oper. By ..... The Rome Sentinel Co.
Business-Studio Address ..... 258 Genesee St.
Phone Number 2-5111
Transmitter Location ..... Oriskany
Air Time ..... 6:30 a.m.-12:05 a.m.
News Service ..... AP
Transcription Service ..... Associated
Representative ..... Avery-Knodel
President ..... Bradley C. Barnard
General Manager ..... Fritz S. Updike
Station Manager ..... Richard A. Clark
Program Director ..... Nick Stemmler
Publicity, News Director ..... Kenn Thorpe
Transmitter Supervisor ..... George S. Woods
Musical Director ..... Ann Houser
Studio Supervisor ..... C. F. Henry
Farm Editor ..... Nick Stemmler

WATN

WATERTOWN—1941—MBS

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Watertown Bcstg. Corp.
Bus.-Studio-Transmitter Location .... 118 Washington St.
Phone Number 2424
Air Time ..... 7 a.m.-12:15 a.m.
News Service ..... AP
Transcription Service ..... Standard
Membership ..... NAB
Pres., Gen.-Sta.-Comm.-Sales Prom. Manager ..... G. Harry Righter
Program Director ..... Hugh L. Cosline, Jr.
Chief Engineer ..... Donald Schryver
Farm Editor ..... G. Harry Righter

WWNY

WATERTOWN—1941—CBS

Frequency: 790 Kc. ..... Power: 1000 Watts
Owned-Operated By ..... The Brockway Co.
Business-Studio Address ..... Hotel Woodruff
Phone Number 4120
Transmitter Location ..... Ives St. Rd.
Air Time ..... Unlimited

WHY IS AP THE BEST?

BECAUSE—AP is more experienced than any other news service . . . more than 100 years collecting and distributing news.

News Service ..... UP
Transcription Service ..... World, Associated
Representative ..... Weed
Membership ..... NAB, BMB
President ..... John B. Johnson
General-Comm. Mgr. ..... Louis Saiff, Jr.
Station Mgr. ..... Earl R. Kelly
Asst. Sta. Mgr., Pgm. Dir. ..... James W. Higgins
Production Director ..... David G. Graves
Sales Prom. Mgr., Pub. Dir. ..... Jack Cleveland
Chief Engineer ..... Maynard B. Davis
Farm Editor ..... Richard Provost

WFAS

WHITE PLAINS—1932

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Westchester Bcstg. Corp.
Bus.-Studio Address .. Reporter Dispatch Bldg., 8 Church St.
Phone Number ..... White Plains 9-6400
Transmitter Location .... Secor Rd., Greenburgh
Air Time ..... Unlimited
News Service ..... AP
Transcription Service ..... World, Associated
Representative ..... Headley-Reed
Membership ..... NAB
President ..... Valentine E. Macy, Jr.
Gen.-Sta. Mgr., Chief Engineer .. Frank A. Seitz
Commercial Mgr. ..... John E. Arens
Prog.-Musical Dir. ..... Randall Kaler
Chief Announcer ..... Robert F. Peters
Consulting Engrs. ..... McNary & Wrathall

WWRL

WOODSIDE—1926

Frequency: 1600 Kc. ..... Power: 5000 Watts
Owned-Oper. By ..... Long Island Bcstg. Corp.
Bus.-Studio-Transmitter Address .. 41-30 58th St.
Phone Number ..... Newtown 9-3300
Transmitter Location ..... Secaucus, N. J.
Air Time ..... 7 a.m.-M.
News Service ..... AP
Transcription Service ..... Associated
President ..... W. H. Reuman
Gen., Sta. Mgr. ..... Edith Dick
Sales Prom. Mgr. ..... Selvin Donneson
Pgm., News, Prod. Dir. ..... Fred Barr
Publicity Director ..... Walter Kaner
Chief Announcer ..... John Harper
Musical Director ..... Andy Benedict
Chief Engineer ..... Benton R. Bartlett
Consulting Engineer ..... Paul Godley Co.

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New York, N. Y.

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• • •
1600 Kc NEwtown 9-3300

NORTH CAROLINA

Population 4,061,929—Increase +13.7% ('40-'50)—Radio Homes 786,210
Families 902,650—Stations in State 93

WRCS

AHOSKIE—1948

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Roanoke-Chowan Bcstg. Co., Inc.
Business Address.....P. O. Box 89
Phone Number 333
Studio-Transmitter Location..Ahoskie-Aulander Hway. (N. C. 350)
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....Associated
Membership .....NAB
President.....Charles H. Jenkins
Gen., Sta., Comm. Mgr.....P. G. Sewell
Pgm. Dir., Farm Editor.....Johnny Palmer
Production Dir.....Lois Lane
Publicity Director.....Mayvis Ellis
Chief Announcer.....Burt Derman
Musical Director.....Larry Knight
Chief Engineer.....John M. Sherwood

WABZ

ALBEMARLE—KBS—LBS

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Radio Station WABZ, Inc.
Business-Studio Address.....Hotel Albemarle
Phone Number 1100
Transmitter Address..3 Mi. N. City, Hiway 52
Air Time .....Daytime
News Service .....UP
Representative .....Devney, Dodson
President.....M. M. Palmer
General Manager .....W. J. Page
Commercial Mgr.....C. H. Shankle
Program Dir.....J. T. Newman
Chief Engineer .....J. D. Brooks

WGWR

ASHEBORO—1947

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Asheboro Bcstg. Co., Inc.
Business-Studio Address..303 E. Salisbury St.
Phone Number.....798, 800
Transmitter Location.....Okie Mt.
Air Time.....5 a.m.-sunset
News Service .....UP
Transcription Service .....Associated
Membership .....BMB
President .....Roy Cox
Gen., Sta., Comm. Mgr.....J. R. Marlowe
Pgm., Pub. Dir., Farm Editor.....A. B. Brown
Production Director.....C. V. Smith
Musical Dir.....Nelson J. Harrill
Chief Engineer.....Clyde C. Penny

WISE

ASHEVILLE—1939—NBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Radio Station WISE, Inc.
Address.....100 College St.
Phone Number 3-5381-3
Air Time .....Unlimited
News Service .....AP
Representative .....Keller
Membership .....NAB, BAB
Pres., Gen. Sta. Mgr.....Harold H. Thoms
Commercial Mgr.....Loyd B. Leonard
Sales Prom. Manager.....Floye Bowers
Program Director.....Harold Moon
Publicity Dir.....Skeeter Moore
Chief Engineer .....John Randolph

WLOS

ASHEVILLE—1946—ABC

Frequency: 1380 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....Skyway Bcstg. Corp.
Business-Studio Address....Battery Park Hotel
Phone Number 2-2431
Transmitter Location .....Emma
Air Time .....5:25 a.m.-12 M.
News Service .....UP
Transcription Service .....World
Representative .....Taylor Co.
Membership .....NAB
President.....Charles M. Britt
V.P., General Manager.....Charles B. Britt
Station Manager.....Kenneth Beachboard
Comm., Prom. Mgr. .....Edward D. Brandt
Program Director.....William L. Robertson
News Director .....R. F. Brown, Jr.
Chief Engineer.....William M. Chambers

WSKY

ASHEVILLE—1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Asheville, Inc.
Business-Studio Address.....12 Church St.
Phone Number 3-4451
Transmitter Location.....Campbell Woods
Air Time.....6:30 a.m.-M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Friedenberg
President.....Carl R. Bamford
Gen.-Sta. Mgr., Prog. Dir.....Zeb Lee
Comm., Sales Prom. Mgr.....Hal Edwards
Prod. Dir., Chief Anncr.....Frank Messer
Publicity Dir.....Burt Peake
Chief Engineer.....Bill Clements

WWNC

ASHEVILLE—1927—CBS-MBS

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Oper. By..Asheville Citizen-Times Co.
Business-Studio Address.....14 O'Henry Ave.
Phone Number 5611
Transmitter Location .....Emma
Air Time.....5:30 a.m.-12:04 a.m.
News Service.....AP, UP
Transcription Service .....Associated
Representative .....Headley-Reed
Membership ..... NAB
President.....Don S. Elias
Vice President .....D. Hilden Ramsey
Station Manager.....Cecil B. Hoskins
Commercial Manager.....James A. Hagan
Program Director.....William F. Melia
Chief Announcer.....Read Wilson
Chief Engineer.....William H. Hamrick
Farm Editor .....Herb Terry
Consulting Engineer .....A. D. Ring Co.

WATA

BOONE—1950—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Wilkes Bcstg. Co.
Phone Number 467
News Service .....AP
Pres., Gen. Mgr.....Doris B. Brown
Commercial Manager.....Roland B. Potter
Prom. Mgr., Pgm., News, Farm Dir.
Charles Wilfong
Chief Engineer.....Bill K. Phillips

WPNF

BREVARD—1950—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Pisgah Bcstg. Co., Inc.
Phone Number 745
News Service .....AP
President.....Ed M. Anderson
Exec. Director.....John Anderson
Mgr., Comm. Mgr.....M. L. Hammette
Chief Engineer.....Cliff Livingston
Program Director.....Jonas Bridges
Farm Editor.....Bob Liverance
News Director.....Bill Pascal

WBBB

BURLINGTON—1946—MBS-KBS

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Operated By Alamance Bcstg. Co., Inc.
Business-Studio Address ....310½ S. Main St.
Phone Number 6-6376
Transmitter Location .....Eton College
Air Time .....Daytime
News Service .....AP
Transcription Service.....Associated, Capitol
Representative.....Joseph Hershey McGillvra
Membership .....NAB, BAB
President .....V. W. Lane
Gen., Sta. Mgr. .....E. Z. Jones
Commercial Manager .....Phil Eakin
News, Pgm. Dir., Farm Editor .....Ed Brooks
Production Director .....Ted Hanker
Musical Director.....James Perkins
Chief Engineer.....Berry Tysor
Consulting Engineer.....John Creutz

WFNS

BURLINGTON—1946
TOBACCO NET

Frequency: 1150 .....Power: 1000 Watts d.,
Owned-Oper. By Burlington-Graham Bdcstg Co.
Address .....103 W. Andrews St.
Phone Number 4261
Transmitter Location .....Burch Bridge Rd.,
Air Time .....6 a.m.-Sunset
News Service .....UP
Transcription Service .....World, Lang-Worth
Representatives .....Sears & Ayer
Membership ..... NAB
General Manager .....John C. Hanner
Commercial Manager .....Roy Springer
Program Director .....Russ Marion
Chief Announcer .....James Looney
News Director .....Leon Smith
Chief Engineer .....Charles D. Chandler
Farm Editor .....James Hall
Counsulting Engineer .....George Davis

WAYS

CHARLOTTE—1942—ABC-MBS

Frequency: 610 Kc.....Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By....Inter-City Advertising Co.
Business-Studio Address.....120 E. Third St.
Phone Number 3-7173
Transmitter Location.....Oakdale Section
Air Time .....Unlimited
News Service .....INS
Transcription Service....Lang-Worth, SESAC
Representative .....Avery-Knodel
Membership .....NAB, BMB
President.....George W. Dowdy
Gen., Comm. Mgr.....Walter H. Goan
Program Director.....Harry Barfield
Musical Director.....Alonzo G. Squires
Chief Engineer .....B. C. Stewart

WBT

CHARLOTTE—1921—CBS

Frequency: 1110 Kc.....Power 50,000 Watts d.
Owned-Oper. By...Jefferson Standard Bdcstg.
Company
Address .....Wilder Building
Phone Number 3-8833
Transmitter Location .....Nation's Ford Rd.

Air Time ..... Unlimited
News Service ..... AP, UP
Transcription Service ..... Associated, World
Representative ..... Radio Sales
Membership ..... NAB, FMA
President ..... J. M. Bryan
Gen., Sta. Mgr. ..... Charles H. Crutchfield
Commercial Manager ..... Keith S. Byerly
Sales Promotion Manager ..... J. R. Covington
Program Director ..... Kenneth I. Tredwell
Asst. Pgm. Manager ..... Robert L. Rierson
Publicity Director ..... Carson Brown Merry
Chief Announcer ..... Clyde McLean
News Director ..... Jack Knell
Musical Director ..... Clarence Etters
Chief Engineer ..... M. J. Minor
Farm Editor ..... Grady Cole

WGIV

CHARLOTTE—1947

Frequency: 1600 Kc..... Power: 1000 Watts d.
Owned-Oper. By.. Charlotte Radio & TV Corp.
Business Address ..... 702 Builders Bldg.
Phone Number 2-6669, 5-4829
Studio-Transmitter Location.. 2520 Toomey Ave.
Air Time ..... Daytime
News Service ..... AP
Transcription Service ..... Capitol
Representative ..... Forjoe
Membership ..... NAB, BAB
Pres., Gen. Mr. ..... Francis M. Fitzgerald
Sta., Comm. Mgr. ..... J. Law Epps
Promotion Manager ..... Robert Y. Tabler
Program Director ..... Fred W. Vinroot
Pub., Musical Dir. ..... Henry G. Grad
Chief Engineer ..... Thomas C. Brandon

WSOC

CHARLOTTE—1933—NBC

Frequency: 1240 Kc..... Power: 250 Watts
Owned-Oper. By.... Radio Station WSOC, Inc.
Trans. Address ..... 1925 N. Tryon St.
Phone Number 7138
News Service ..... AP
Transcription Service..... Thesaurus, Standard
Representative ..... Headley-Reed
Membership ..... NAB, BAB
Pres., Gen. Sta. Mgr. ..... E. J. Gluck
Commercial Mgr. ..... Bomar A. Lowrance
Sales Prom. Mgr., Pub. Dir. ... Nelson Benton
Prog.-Prod. Dir. ..... Paul Marion
News Director ..... Ron Jenkins
Chief Announcer ..... Fred Dixon
Chief Engineer ..... L. L. Caudle, Jr.

WRRZ

CLINTON—1947—ABC

Frequency: 880 Kc..... Power: 1000 Watts d.
Owned-Oper. By.... Radio Station WRRZ, Inc.
Bus.-Studio Address..... Butler Bldg., Main St.
Phone Number 2354
Transmitter Location.... 1.6 Mi. S. of Clinton, on Hway. 701
Air Time ..... Local sunrise-sunset
News Service ..... AP
Transcription Service ..... World
Representative ..... Walker
Membership ..... NAB, BMB
President ..... W. R. Roberson, Sr.
Exec. V.P. ..... W. R. Roberson, Jr.
Gen., Comm. Mgr. ..... George S. Walston
Program Director ..... Richard Welsh
Promotion Manager ..... Joseph Tew
Chief Engineer ..... Herman P. Jolits

WEGO

CONCORD—1943—KBS

Frequency: 1410 Kc..... Power: 1000 Watts d.
Owne-Oper. By ..... Cabarrus Bdcstg. Co.
Business-Studio Address ..... P. O. 527
Phone Number 2271-3
Transmitter Location ..... Hiway 29
Newspaper Affiliation ..... Concord Tribune
News Service ..... AP, UP
Transcription Service ..... Standard, SESAC
Membership ..... NAB
President ..... A. W. Huckle
Gen., Sta. Mgr. ..... W. Ennis Bray
Chief Announcer ..... George Webb
News Director ..... Ray Hull
Pgm., Prod., Pub. Dir. ..... Gene Bollinger
Musical Director ..... Francis Mooney
Chief Engineer ..... G. W. B. Burrell
Farm Editor ..... R. D. Goodman

WCKB

DUNN—1946—LBS-KBS

Frequency: 780 Kc..... Power: 1000 Watts d.
Owned-Oper. By..... North Carolina Central Bcstrs., Inc.
Business Address ..... Box 431
Phone Number 3133-4
Studio-Transmitter Address..... Hway. 421
Air Time ..... Daytime
News Service ..... UP
Transcription Service ..... Lang-Worth
President ..... Lefton A. Tart, Sr.
Sta., Gen. Mgr., Pub. Dir..... A. Lincoln Faulk
Comm., Sales Prom. Mgr..... John Ciccone
Pgm., Prod., Music. Dir. ..... Ted Burwell
News Director ..... William Murphy
Chief Engineer ..... Joseph Kotlas
Farm Editor ..... Robert Caudle

WDNC

DURHAM—1934—CBS

Frequency: 620 Kc..... Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.... The Durham Radio Corp.

Bus.-Studio Address..138½ E. Chapel Hill St.
Phone Number R-155
Transmitter Location.....Hillsboro Rd.
Air Time.....5:30 a.m.-12:05 a.m.
Newspaper Affiliation .....Herald-Sun Papers
News Service .....UP
Transcription Service .....Associated
Representative.....Paul H. Raymer
Membership ..... NAB
President.....C. C. Council
General Manager .....J. Frank Jarman
Station Office Manager .....Sue Taylor
Commercial Manager....C. James Woodhouse
Program Director.....E. R. Higgins, Jr.
Chief Engineer .....G. W. Bartlett
Consulting Engineer .....George Davis

WSSB

DURHAM—1948—TSN—MBS

Frequency: 1490 Kc. ....Power: 250 Watts d., 250 Watts n.
Owned-Oper. By ....Public Information Corp.
Address .....211 Rigsbee Ave.
Phone Number 6919-6910
Transmitter Location .....Cole Rd.
Air Time .....6 a.m.-12 M.
News Service .....INS
Transcription Service .....Capitol
Representative .....Don Cooke
President .....Tom Sawyer
Gen., Sta. Mgr. .....Thomas O. McCaffrey
Comm. Mgr. .....William R. Kirby, Jr.
Sales Prom. Mgr. .....Edward Browning II
Program Director .....Robert E. Evans
Production Director .....James C. Clark
Publicity Director .....Ann Mendenhall
Chief Announcer .....Eugene Whitaker
News Director .....Wm. Hall Smith
Musical Director .....Macon P. Miller
Chief Engineer .....Edward Norman
Farm Editor .....Charles Cook
Consulting Engineer .....Charles Stout

WTIK

DURHAM—1946—ABC-TOBACCO

Frequency: 1310 Kc.....Power: 1000 Watts d., 500 Watts n.
Owned-Oper. By.....Durham Bcstg Enter., Inc.
Address.....205½ W. Main St.
Phone Number.....R-101, R-102
Transmitter Location.....Leon St. off Glendale
News Service .....AP
Transcription Service .....World
Representative .....Pearson
Membership .....NAB, NCAB
Pres., Gen. Mgr.....Floyd Fletcher
Comm., Prom. Mgr.....Harmon L. Duncan
Pgm., Prod., Pub. Dir.....Ken Corbitt
Chief Engineers.....Roy E Fullen, Arlis White
Farm Editor.....Jack Watts

WCNC

ELIZABETH CITY—1939—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Albemarle Bcstg. Co., Inc.
Address .....WCNC Building
Phone Number 1400
Representative .....Burn-Smith
Transcription Service .....SESAC
News Service .....UP
President.....Joseph A. Gill
Secretary .....Sam Twiford
Gen., Comm., Prom. Mgr., News, Farm Dir.....George W. Haskett
Program Director.....Maud McClelland
Chief Engineer.....Fred Wagner

WGAI

ELIZABETH CITY—1947—LBS—TSN

Frequency: 560 Kc.....Power: 1000 Watts d., 500 Watts n.
Owned-Operated By...WGAI Radio Co., Inc.
Business-Studio Address.....Kramer Bldg.
Phone Number 757-1933
Transmitter Location.....Newland Road
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....World
Representative.....Sears & Ayer
Membership ..... NCAB
President .....Herbert Peele
Gen., Comm. Mgr. .....William P. Heffernan
Sales Prom. Mgr.....Bob Thomas
Program Director .....Bill Gardner
News Director .....Herbert Peele
Farm Editor.....Fred Chapman
Consulting Engineer .....E. C. Page

WFLB

FAYETTEVILLE—1948—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Fayetteville Bcstrs., Inc.
Business Address.....P. O. Box 1258
Phone Number 7136
Studio-Transmitter Location.....Bragg Blvd.
Air Time.....6 a.m.-M.
News Service .....AP
Representative .....Burn-Smith
Membership .....NAB
President.....Harry B. Stein
Gen., Prom. Mgr.....L. W. Allen
Commercial Manager.....C. M. Gaylord
News, Pgm. Dir.....Bill Farrior
Chief Engineer.....W. D. Bailey

WFNC

FAYETTEVILLE—1940
MBS—TOBACCO NET

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Cape Fear Bcstg. Co.

Business-Studio Address..114½ Anderson St.
Phone Number 4848, 2747
Transmitter Location.....Murchison Rd.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Associated
Representative .....Walker
President.....T. K. Weyher
General Manager .....Victor W. Dawson
Commercial Manager .....Luther A. Gambill
Program Director .....Nat R. Martin
News Dir., Farm Editor .....Vestal Taylor
Chief Engineer .....John Ikner
Consulting Engr. ....Craven, Lohnes & Culver

WWNF

FAYETTEVILLE—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Wayne M. Nelson, Inc.
Operated By.....Carl Jack Aley
Trans.-Bus.-Studio Add...WWNF, Fayetteville
Phone Number 8131
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service.....Lang-Worth, SESAC.
Pres., Gen. Mgr. .....Wayne M. Nelson
Resident & Comm. Mgr. .....Carl Jack Aley
Program Director.....Ray Woodard
News Director.....James J. McMillan
Chief Engineer.....E. M. Stanton, Jr.

WBBO

FOREST CITY—1947—KBS

Frequency: 780 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Rutherford County Radio Co., Inc.
Bus.-Studio-Transmitter Address....Forest City
Phone Number 3205
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service .....Lang-Worth
Membership .....NAB, BAB
Pres., Gen. Mgr.....Ed M. Anderson
Sta., Comm. Mgr.....Fred Blanton
Sales Prom. Mgr., Prog. Dir.....Jane Smith
News Dir., Chief Anncr., Farm Editor Charles Melton
Chief Engineer.....Merton Iwerks
Consulting Engineer.....McNary & Wrathal

WFVG

FUQUAY SPRINGS—1948—KBS

Frequency: 1460 Kc. ....Power: 1000 Watts d.
Owned-Oper. By .....WFVG Bdcstg. Co.
Phone Number .....Fuquay Spring 333
Trans. Loca. ..1.5 miles No. of Fuquay Varina
Air Time .....Sunrise-Sunset
News Service .....UP
Representative .....Continental Radio Sales
Membership .....NAB
President .....J. M. Stephenson
Gen., Sta., Comm. Mgr. .....William J. Davis
Sales Promotion Manager .....Harold Nall
Pgm., Mus. Dir. .....William P. Weathers
Production Director .....Doris C. Weathers
Pub. Dir., Chief Anncr. .....Walter Pearson
News Director .....Robert E. Stephenson
Chief Engineer .....Fred Hepner
Farm Editor .....Robert E. Stephenson
Consulting Engineer .....Phil Hendrick

WGNC

GASTONIA—1939—ABC-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....F. C. Todd
Bus.-Studio Address..Natl. Bank of Commerce Bldg.
Phone Number 5-0821
Transmitter Location.....Dallas Rd.
Air Time.....6 a.m.-11:15 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Continental Radio Sales
President.. .....F. C. Todd
General Manager.....Pat McSwain
Commercial Manager.....F. C. Abernathy
Program Director.....Fred Gray
Chief Engineer.....W. C. Groves, Jr.

WLTC

GASTONIA—1948

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Gastonia Bcstg. Serv., Inc.
Address .....P. O. Box 1142
Phone Number 5-1079, 5-1280
Trans. Loca. .....Chapel Rd., nr. Ash. Ave.
Air Time .....Daytime
News Service .....UP
Transcription Service .....World
Representative.....Thomas F. Clark
Pres., Gen., Sta. Mgr. .....James B. Petty
Commercial Manager.....Boyce C. Morrow
Chief Anncr., News Pgm. Dir. .R. St. Lawrence
Prod., Mus. Dir. .....Boyce Hanna
Chief Engr., Farm Editor.....Don C. Voigt
Consulting Engineer .....Dixie B. McKay

WGBR

GOLDSBORO—1939—ABC

Frequency: 1400 Kc. ....Power: 250 Watts d., 250 Watts n.
Owned-Oper. By .E. Carolina Bdcstg. Co., Inc.
Address .....P. O. Box 1024
Phone Number ..Main Studio-1550, Trans.-2816
Trans. Loca. 1 Mi. W. of Goldsboro Hwy No. 70
Air Time .....6:30 a.m.-12 M.
News Service .....AP
Transcription Service .....Associated
Membership .....NAB
President .....A. T. Hawkins
General Manager .....V. Gerald Balkcum
Station Manager .....Daniel B. Trueblood
Comm., Sales Prom. Mgr. .....Nat Royster

Pgn., Prod. Dir.....Vassie Balkcum
Pub. Dir., Farm Editor .....Nat Royster
Chief Announcer .....Jack Lee
News Director .....Vassie Balkcum
Musical Director .....Merietta McFarland
Chief Engineer .....Daniel B. Trueblood
Consulting Engineer .....Gautney & Ray

WBIG

GREENSBORO—1926—CBS

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Oper. By....North Carolina Bcstg. Co.
Phone Number 6125
Studio Address.....O. Henry Hotel Bldg.
Transmitter Location.....Battleground Blvd.
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Thesaurus, World
Representative.....George P. Hollingbery
Membership .....NAB
Pres., Gen. Mgr.....Gilbert M. Hutchison
Commercial Mgr.....William P. Mitchell
Sales Prom. Mgr.....Aileen Gilmore
Program Director.....Alfred J. Rice
Chief Announcer.....Mike Brooks
Musical Director.....Margaret Banks
News Director.....Charles Mitchell
Chief Engineer.....Earl F. Allison
Farm Editor.....Bob Jones

WCOG

GREENSBORO—1948—ABC

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By.....Inter-City Adv. Co., Inc.
Business-Studio Address.....314 S. Greene St.
Phone Number 3-6925-6
Transmitter Location.....Muirs Chapel Rd.
Air Time .....Unlimited
News Service .....INS
Transcription Service .....Lang-Worth
Representative .....Avery-Knodel
Membership .....NAB
President.....George W. Dowdy
General Manager.....Henry E. Sullivan
Commercial Mgr.....Virgil E. Evans, Jr.
Sales Prom. Mgr., Pub. Dir.....Jeta Pace
News, Pgm. Dir., Chief Anncr....Hugh Holder
Chief Engineer.....Ernest Pate, Jr.
Farm Editor.....Dick McAdoo

WGBG

GREENSBORO—1942—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Greensboro Bcstg. Co., Inc.
Business-Studio Address.....P. O. Box 2280
Phone Number 3-3631
Transmitter Location .....off Retreat St.
Air Time .....6 a.m.-12:30 a.m.

ONE OF AMERICA'S FIRST STATIONS!

WCBS IG IN GREENSBORO, N.C.

serving the richest area in the southeast for a quarter of a century. Greensboro's Metropolitan area, according to the latest figures from Sales Management's Survey is FIRST in the United States in general merchandise sales gains—(1949 over 1939)—an increase of 619%.

"The Prestige Station of the Carolinas"

represented by hollingbery

News Service ..... UP
Transcription Service ..... Lang-Worth
Representative ..... Burn-Smith
Pres., Gen.-Sta. Mgr. ..... Ralph M. Lambeth
Commercial Mgr. ..... L. O. Hutchins
Program Director ..... Curtis L. Welborne
Publicity Director ..... H. Marie Craven
Chief Engineer ..... Fred S. Smith

WGTC

GREENVILLE—1940
TOBACCO—MBS

Frequency: 1590 Kc. ...Power. 5000 Watts d., 1000 Watts n.
Owned-Oper. By ..Carolina Bdcstg. Sys., Inc.
Address ..... P. O. Box 898
Phone Number 3182
Transmitter Location ..... Faulkland Hwy.
Air Time ..... 6 a.m.-12 M.
News Service ..... AP
Transcription Service ..... World, Lang-Worth
Representative ..... John E. Pearson Co.
Membership ..... NAB, BAB
President ..... Earl McD. Westbrook
Gen., Sta., Prom. Mgr. ..A. Hartwell Campbell
Commercial Manager ..... Carl McKinney
Program Director....Margaret Laughinghouse
Production Director ..... Marion Tribley
Publicity Director ..... Edith Spinks
Chief Announcer ..... Charles Whedbee
News Director ..... Earl Lewis
Musical Engineer ..... William L. Alford
Consulting Engineer ..Dixie B. McKey & Asso.

WHNC

HENDERSON—1945—MBS-KBS

Frequency: 890 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... Henderson Radio Corp.
Bus.-Studio Address ..... 219 S. Williams St.
Phone Number 736, 1446
Transmitter Location....2 Mi. N. of Henderson on U. S. Hway. No. 1
Air Time ..... Daytime
News Service ..... AP
Transcription Service ..... Thesaurus, Cole, Lang-Worth, Keystone
Representative ..... Everett-McKinney, Inc.
Membership ..... NAB, FMA
President ..... S. S. Stevenson
Gen., Sta., Comm. Mgr. ..... Nathan Frank
Program Director ..... Virginia Parham
Production Director ..... Harry Trotman
Chief Announcer ..... Dick Malloy
Chief Engineer ..... Lewis Hiland
Farm Editor ..... Robert B. Harrison

WHKP

HENDERSONVILLE—1947—MBS-KBS

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Oper. By....Radio Hendersonville, Inc.
Business Address .Radio Center-P. O. Box 575
Phone Number .....9062, 9063 (Emer. 9064)
Transmitter Location..... Chimney Rock Rd.
Air Time ..... 6 a.m.-M.
News Service ..... AP
Transcription Service ..... McGregor
Representative ..... Donald Cooke
President, General Manager ..... Bob Amos
Bus., Comm. Mgr. ..... Beverly Middleson
Prod., Pub., Pgm. Dir. ..... Kermit Edney
Chief Engineer ..... Clifford Inman
Consultin gEngineer ..... Palmer Green

WHKY

HICKORY—1939—ABC

Frequency: 1290 Kc....Power: 5000 Watts d., 1000 Watts n.
Owned-Oper. By...Catawba Valley Bcstg. Co.
Address ..... Radio Bldg.
Phone Number 2294
Representative ..... Walker
Transcription Service..... World, SESAC
News Service ..... UP
President ..... Carl V. Cline
Gen. Mgr., Chief Engr. ..... Edward S. Long
Commercial Manager ..... James K. Willis
Pgm. Dir., Prom. Mgr. ..... Jack Starnes

WIRC

HICKORY—1948

Frequency: 630 Kc. ...Power: 1000 Watts d.
Owned-Oper. By ..... Foothills Bdcstg., Inc.
Address ..... 1423 11th Ave.
Phone Number 2124
Trans. Loca. ..... 2 Mi. SE of Hickory
Air Time ..... 6 a.m.-Local Sunset
News Service ..... AP
Transcription Service....Lang-Worth, Standard
Representative ..... McGillvra
Membership ..... NAB, BAB
Pres., Pub., News Dir. ....Margaret A. Smith
Secty.-Treas., Gen. Mgr., Prod. Dir. E. H. Smith, Jr.
Commercial Manager ..... Lee Douglas
Prom. Mgr., Farm Dir. ..... Mattie I. Padgett
Chief Announcer ..... Richard H. Benson
Chief Engineer ..... Elmer H. Troutman
Farm Editor ..... Mary Frances Miller
Consulting Engineer ..... John Creutz

WHPE

HIGH POINT—KBS—LBS

Frequency: 1070 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By..High Point Enterprise, Inc.
Business-Studio Address.....307 N. Main St.
Phone Number 3466
Transmitter Location..... Old Thomasville Rd.
Air Time ..... Local sunrise-sunset
Newspaper Affiliation ..High Point Enterprise
News Service ..... AP
Transcription Service....Associated, Standard
Membership ..... NAB, BAB

President.....R. B. Terry
Sta., Comm. Mgr. .....Walter Hester
Program Director.....Nick Lawrence
News Dir., Chief Anncr. .....Mark Combs
Musical Dir.....Harold Craven
Chief Engineer.....Yancy Cecil

WMFR

HIGH POINT—1935—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By....Radio Station WMFR, Inc.
Bus.-Studio-Transmitter Address..184 S. Main St.
Phone Number 4593
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service.....Lang-Worth, Capitol
Representative .....Burn-Smith
Membership .....NAB, BAB
Pres., Gen.-Station Mgr.....Frank S. Lambeth
Commercial Manager.....Frank Smith
Sales Prom. Mgr. .....Gerald D. Sullivan
Program, News Dir. .....Gary Davis
Chief Announcer .....Lois Cosworth
Mus. Dir., Farm Editor .....Wayne Morgan
Chief Engineer.....Robert Moore
Consulting Engineer .....George Davis

WJNC

JACKSONVILLE—1945
MBS-TOBACCO

Frequency: 1240 Kc. ....Power: 250 Watts d., 250 Watts n.
Owned-Oper. By .....Lester L. Gould
Address .....Box "E"
Phone Number 707-708
Trans. Location .....Highway 24
Air Time ..... 6 a.m.-11:30 p.m.
News Service ..... UP
Transcription Service .....Lang-Worth
Representative ..... Pearson
Membership ..... NCAB
Pres., Gen. Mgr., Prod. Dir....Lester L. Gould
Comm., Mgr., Chief Anncr. ...Rodric L. Jones
Sales Prom. Mgr., Pub. Dir...Howard P. Cohen
Program Director .....Dorothy R. Gould
News Director .....John J. Burrets
Musical Director .....Shelton Kellum
Chief Engineer .....Howard P. Cohen
Farm Editor .....Charlie C. Clark

WGTL

KANNAPOLIS—1946

Frequency: 870 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Fred H. Whitley, Inc.
Address ...Box 997, Cannon Blvd., Hway 29
Phone Number..Kannapolis 870, Concord 2154
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....Lang-Worth
Membership ..... NAB
General Manager .....Fred H. Whitley
Program Director.....Frank H. Bowers
Chief Engineer.....Foy Hinson

WELS

KINSTON—1950—MBS

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Farmers Bstg. Service, Inc.
Address.....1400 W. Vernon St.
Phone Number 5151
President.....E. L. Scott
Gen., Comm. Mgr.....C. Durham Moore
Pgm., News Dir.....Ed Shepphard
Chief Engineer.....Al Mian
Farm Editor.....Bob Mongold

WFTC

KINSTON—1937—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Kinston Bcstg. Co.
Address.....204 East King St.
Phone Number 4111
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....Burn-Smith
Membership .....NAB
President.....Alban K. Barrus
Pres., Gen. Mgr.....William S. Page
Commercial Mgr.....B. George Barber, Jr.
Program Dir.....S. Bruce Petteway
News Director.....John J. Wilson
Prom. Mgr., Farm Editor..Carl B. Caudill, Jr.
Chief Engineer.....David E. Hardison

WEWO

LAURINBURG—1947

Frequency: 1080 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Scotland Bcstg. Co
Bus.-Studio Address .....State Bank Bldg.
Phone Number 770
Transmitter Location .....Laurinburg-Maxton Hway.
Air Time .....Daytime
News Service .....UP
Transcription Service .....World
Representative.....Devney & Co.
Membership .....NAB, BAB
President .....Edwin Pate
General Mgr., Farm Edit...J. R. Dalrymple, Jr.
Commercial Manager.....C. J. Cordes
Program Director.....Paul Wynn
Pub., News Dir.....Dick Brown
Chief Engineer.....Truman N. Brock
Consulting Engr.....George C. Davis

WLOE

LEAKSVILLE—1946—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Douglas L. Craddock

Address .....Box L, Blvd. Branch
Phone Number 701-2
Transmitter Location.....Blvd. & Pine Sts.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....World
Membership .....NAB
Pres., Gen., Sta., Prom., Comm. Mgr., Pub. Dir.....Douglas L. Craddock
Pgm., News, Prod. Dir., Chf. Ann...J. Kenneth Thomas
Chief Engineer.....Eldred Winn
Consulting Engr. .....McNary & Wrathall

WJRI

LENOIR—1946—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By .....John P. Rabb
Address .....107 West Ave.
Phone Number .....761 & 899
Transmitter Location .....Morganton Rd.
Air Time .....6 a.m.-12 M.
News Service .....UP
Transcription Service ...Lang-Worth, Keystone
Pres., Gen. Mgr. .....John P. Rabb
Commercial Manager .....F. Kent Atwater
Program Director .....K. Rabb
Chief Announcer.....Clyde W. Laughter
News Director .....Barnett Sigmon
Musical Director .....George Kirstin
Chief Engineer.....Criss A. Stromberg, Jr.
Farm Editor .....Max C. Culp
Consulting Engineer.....Janskey & Bailey

WBUY

LEXINGTON—1946—LBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By..Davidson County Bcstg. Co.
Business Address.....P. O. Box 359
Phone Number 2716
Studio-Transmitter Location.....Route 29 No.
Air Time .....6 a.m.-10 p.m.
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Continental Radio Sales
Membership .....NAB, BAB
Partners.....Greely N. & Omar N. Hilton
Station Manager.....C. Robert Ray
Commercial Mgr. .....Robert Raker
Program Director .....H. Robert Gray
Chief Engineer.....Fred Honeycutt
Consulting Engr. .....William Benns

WTSB

LUMBERTON—1946—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Robeson Bcstg. Corp.

AP SELLS
For Stations and Sponsors —

For instance . . . . WBIG

"Joseph P. Mitchell, Manager of Gray Seal Paint Co., tells us that, thanks to AP news over WBIG, Gray Seal is one of the best known paint brands in this area. Their entire budget is now being spent on this high-power advertising.

"AP news is accurate, fast and completely unbiased, giving our listeners vivid word pictures of happenings all over the world."

GILBERT M. HUTCHISON,
President,
WBIG, Greensboro, N. C.

Business-Studio Address.....112 W. Fifth St.
Phone Number 1080-1
Transmitter Location.....Charlotte Rd.
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Standard
Representative.....Continental Radio Sales
Membership .....NAB
General Manager.....James MacNeil
Commercial Manager.....W. J. MacNeil
Program Director.....C. W. Hogan
Chief Announcer.....LeGrande Tatum
Chief Engineer.....W. F. Rogers

WBRM

MARION—1949—TOBACCO

Frequency: 1250 Kc.....Power: 1000 Watts d.
Owned-Operated By..Lake City Bcstg. Corp.
Address.....13½ W. Court St.
Phone Number 102
Air Time .....Daytime
News Service .....UP
Transcription Service .....Capitol
Pres., Gen. Mgr.....W. P. Erwin
Commercial Mgr.....J. C. Pleasant
Asst. Gen. Mgr., Pgm. Dir..J. L. Reynolds, Jr.
Chief Engineer.....J. Ray Horton

WMAP

MONROE—1947—KBS-LBS

Frequency: 1060 Kc.....Power: 250 Watts d.
Owned-Operated By.....Union Bcstg. Corp.
Business Address.....P. O. Box 382
Phone Number 1060
Studio-Transmitter Location.....Camp Sutton
News Service .....UP
Transcription Service .....Lang-Worth
Air Time.....6:30 a.m.-5:15 p.m.
Pres., Gen. Mgr.....Dick Marable
Commercial Mgr.....Z. Bright Tucker
Sales Prom. Mgr., Pgm. Dir.....R. W. Furman
Prom. Mgr., News Dir.....J. Archie Laney
Business Manager.....W. Dexter Benton
Publicity Dir.....Frank Zeus Funderburk
Chief Engineer.....Hillard Fletcher
Farm Editor.....Robert I. Smith

WHIP

MOORESVILLE—1950

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Operated By.....Wayne M. Nelson
Trans.-Address .....Mooresville, N. C.
Phone Number 500
Air Time .....Daytime
News Service .....UP
Transcription Service .....SESAC
Pres., Gen. Manager.....Wayne M. Nelson
Sales Prom. Mgr.....Leoma Showmar
News Director .....Jim McMillen
Chief Engineer.....E. M. Stanton, Jr.

WMBL

MOREHEAD CITY—1947

Frequency: 740 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Carteret Bcstg. Co., Inc.
Phone Number 6-3188
Transmitter Location .....Radio Island
Air Time .....Sunrise-sunset
Transcription Service.....World and Standard
Rrepresentative .....McGillvra
Membership .....NAB
Pres., Gen.-Sta. Mgr.....Grover C. Munden
Com. Mgr. .....Charles Markey (New Bern Studios) & Jimmy Wallace
Prog. Dir., Chf. Engr.....Ray Cummins
Production Director .....Ansil Chapin
Chf. Ann., News Dir.....Walter Niemi
Farm Editor .....Jimmy Wallace
Consulting Engineer.....George C. Davis

WMNC

MORGANTON—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Nathan J. Cooper
Transmitter Address .....Hway 181
Phone Number 1100
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....World
Membership .....NAB
Pres., Gen.-Sta. Mgr.....Nathan J. Cooper
Comm., Prom. Mgr. .....Emory T. Alwran
Music Program Dir. .....Gernell Hudson
Publicity Dir.....Madelyn Patton
Chf. Ann., Farm Edit.....Eugene G. Smith
News Director .....Douglas C. Smith
Chief Engineer.....Frank Ballew
Consulting Engr. .....George Davis

WPAQ

MT. AIRY—1948—CAROLINA SPTS.

Frequency: 740 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Ralph D. Epperson
Bus.-Studio-Transmitter Address.....Mt. Airy
Phone Number 682
Air Time .....Daytime
News Service .....AP
Transcription Service .....Standard
Representative .....Thomas Clark
Pres., Gen.-Sta. Mgr.....Ralph D. Epperson
Commercial Mgr. .....Joe Johnson
News, Prog. Dir. .....W. F. Crutchley
Chief Announcer.....Arnold Bruce Flemming
Farm Editor.....Neil Smith
Consulting Engr. .....John J. Keel

WHIT

NEW BERN—1942—MBS-TOBACCO

Frequency: 1450 Kc.....Power: 250 Watts
250 Watts n.
Owned-Oper. By.....Harmon L. Duncan

Address ..... US Hway 17 So.
Phone Number 4450-4024
Air Time ..... 6 a.m.-11:30 p.m.
News Service ..... UP
Transcription Service ..... Lang-Worth
Representative ..... John E. Pearson
President ..... Harmon L. Duncan
Gen.-Sta.-Comm. Mgr. ..... Ray D. Williams
Sales Prom. Manager ..... Bruce Lee
Production Director ..... Stuart Hall
Publicity Director ..... Jerrell Henry
Chf. Ann., Chf. Engr. ..... Bob Coddington
News Director ..... J. Gaskill McDaniel
Musical Director ..... Jerrell Henry
Farm Editor ..... Paul Cox

WNNC

NEWTON—1948—MBS

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Oper. By ... Newton Conover Bcstg. Co.
Business Address ..... West A St.
Phone Number 930
Studio-Transmitter Location .. West A. St., Ext.
Air Time ..... 6 a.m.-11:05 p.m.
News Service ..... UP
Transcription Service ..... Thesaurus
Representative ..... Continental Radio Sales
Membership ..... NAB
President ..... Charles Turner
Gen. Mgr., Pgm. Dir. ..... Earl Holder
Commercial Manager ..... George Yarbrough
Chief Annors. ..... Harvey Laughter, Bill Taylor
Chief Engineer ..... Dennis Long

WKBC

NORTH WILKESBORO—1947

Frequency: 810 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... Wilkes Bcstg. Co.
Business-Studio Address ..... Radio Bldg.
Phone Number 633
Transmitter Location ..... Wilkes County
Air Time ..... Sunrise-sunset
News Service ..... AP
Transcription Service ..... World
Membership ..... NAB
Gen. Mgr., Pres. ..... Doris B. Brown
Comm.-Sales Prom. Mgr. ..... Roland B. Potter
Farm Editor, Pgm. Dir. ..... John T. Cashion
Publicity Director ..... Charles Wilfong
Chief Engineer ..... Robert Harvey

WOXF

OXFORD—1949

Frequency: 1340 Kc. ..... Power: 250 Watts
Address ..... Oxford Bcstg. Corp.
Phone Number 4167
Transcription Service ..... Lang-Worth
News Service ..... AP
President ..... Frank W. Hancock
General Manager ..... James F. Flanagan
Commercial Manager ..... F. K. Ward
Program Director ..... Rachel Hedgepeth
Promotion Manager ..... Lizzie Hancock
Chief Engineer ..... Archie Hawkins
News Director ..... Jackson L. Anderson
Farm Editor ..... Travis Rogers

WNAO

RALEIGH—1948—ABC

Frequency: 850 Kc. ..... Power: 5000 Watts
Owned-Oper. By ... News & Observer Pub. Co.
Address ..... 219 So. McDowell St.
Phone Number 2-0321
Transmitter Location ..... Asbury
Air Time ..... 5:55 a.m.-12 M.
News Service ..... UP
Transcription Service ... Standard & Associated
Representative ..... Weed & Co.
President ..... Josephus Daniels, Jr.
General Manager ..... Frank Daniels
Station Manager ..... Neil Hester
Comm.-Sales Prom. Mgr., Prog.-Prod. Dir. ..... David A. Brown
News Director ..... Elmer Oettinger
Chief Engineer ..... Bascom E. Porter
Consulting Engr. ..... A. D. Ring & Co.

WPTF

RALEIGH—1924—NBC

Frequency: 680 Kc. ..... Power: 50,000 Watts
Owned-Oper. By ..... WPTF Radio Co.
Business-Studio Address ..... Insurance Bldg.
Phone Number 8311
Transmitter Location ..... Cary
Air Time ..... Unlimited
News Service ..... AP, UP
Transcription Service ..... Lang-Worth
Representative ..... Free & Peters
Membership ..... NAB, BAB
President ..... J. R. Weatherspoon
Gen., Sta. Mgr. ..... Richard H. Mason
Sales Manager ..... O. L. Carpenter
Dir. Advtg. & Prom. ..... R. W. Youngsteadt
Program Manager ..... Graham B. Poyner
Dir. of Adv. & Prom. ..... R. W. Youngsteadt
News Director ..... J. Edgar Kirk
Production Dir. ..... Warren Barfield
Chief Engineer ..... Henry Hulick, Jr.
Farm Editor ..... Joe Reaves
Consulting Engr. ..... McNary & Wrathall

WRAL

RALEIGH—1939—MBS-TOBACCO

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Operated By ... Capitol Bcstg. Co., Inc.
Bus.-Studio Address ..... 130 S. Salisbury St.
Phone Number 6411
Transmitter Location ..... Bart St.
Air Time ..... 6:30 a.m.-11:15 p.m.
News Service ..... AP
Transcription Service ..... World
Representative ..... Pearson
Membership ..... NAB, FMA

President.....A. J. Fletcher
News, Gen. Mgr.....Fred Fletcher
Commercial Manager.....Tom Mitchell
Program Director.....Jesse Helms
Chief Engineer.....Virgil D. Duncan

WFRC

REIDSVILLE—1947—KBS

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Oper. By....Piedmont Carolina Bcstg. Co., Inc.
Business-Studio Address.....116½ Gilmer St.
Phone Number 4361-2
Transmitter Location.....Wentworth Rd.
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service.....World, Associated, Keystone
Representative .....Continental
Membership .....NAB
President.....H. T. Williams
General Manager .....Steve Woodson
Commercial Mgr. .....Bill Sandefeur
Prog. Dir., Farm Editor.....Forrest Bedell
Chief Announcer .....Taak Nelson
Musical Director.....Fred Covington
Chief Engineer.....Jack Sexton

WREV

REIDSVILLE—1950

Owned-Oper. By.....Reidsville Bcstg. Co.
Address.....114½ N. Scales St.
Phone Number 1817
Transcription Library .....Standard
News Service .....UP
President.....William M. Oliver
General Manager.....C. R. Oliver
Commercial Manager.....Alan C. Friedrich
Program Director.....James Crawford
Chief Engineer.....J. H. Buck
Operations Manager.....R. D. Thompson

WCBT

ROANOKE RAPIDS—1948—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....WCBT, Inc.
Address.....251 Roanoke Ave.
Phone Number R21551
Transmitter Location.....E. 10th St.
Air Time.....6:30 a.m.-12 M.
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NAB
Pres., Gen. Mgr.....S. E. Crew
Sta., Comm., Prom. Mgr.....A. L. Drew
Pgm. Dir.....Doyle Satterthwaite
Pub., News Dir.....Jerry Elliott
Chief Engineer.....C. M. Meares
Consulting Engineer.....George Davis

WAYN

ROCKINGHAM—1946

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WAYN, Inc.
Bus.-Studio-Trans. Address.....Rockingham
Phone Number 4041
Air Time .....Daytime
News Service .....UP
Transcription Service .....MacGregor
President.....Wayne M. Nelson
Res., Sta. Mgr. .....Matt F. Gettings
Chief Engineer.....William Henley

WCEC

ROCKY MOUNT—1947—KBS-LBS TOBACCO

Frequency: 810 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Josh L. Horne
Bus.-Studio Address.....115 N. Church St.
Phone Number.....23109
Transmitter Location.....Hway. 95
Air Time .....Daytime
News Service .....AP
Transcription Service.....Associated, Capitol
Representative .....Ra-Tel
Membership .....FMA
President.....Josh L. Horne
Gen., Prom. Mgr.....Mel Warner
Commercial Manager.....Ray Thompson
News, Pgm. Dir.....Ray Wilkinson
Publicity Dir.....Dick Johnson
Musical Director.....Bobby Pritchard
Chief Engineer.....Harold Aycock
Farm Editor.....Tal Pollard

WEED

ROCKY MOUNT—1933—ABC

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Operated By.....W. A. Wynne
Business Address.....Box 752
Phone Number 8149
Studio-Transmitter Location..Nashville Hiway
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....World
Gen.-Sta. Manager.....W. A. Wayne
Commercial Mgr.....Gordon Floe
Program Dir.....Eunice Snipes

WRXO

ROXBORO—1949

Frequency: 1430.....Power: 1000 Watts d.
Owned-Operated By.....Roxboro Bcstg. Co.
Address .....Box 166
Phone Number 6013
Air Time .....Daytime
News Service .....UP
Transcription Service .....World
General Manager.....H. S. Taylor

WSAT

SALISBURY—1947

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Mid-Carolina Bcstg. Co.
Business Address .....Drawer 99
Phone Number 276-7
Studio-Transmitter Location...Milford Hills Rd.
News Service .....UP
Transcription Service .....World
Membership .....NAB, BAB
President.....Charles H. Wentz
Gen.-Comm. Manager.....John Smith
Program Director.....W. F. Fleming
Chief Engineer.....Elbert Sherman
Consulting Engr. .....Gautney & Ray

WSTP

SALISBURY—1939—MBS
DIXIE NET

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Piedmont Bcstg. Corp.
Bus.-Studio Address.....State Theatre Bldg.
Phone Number 2121
Transmitter Location.....Statesville Rd.
Air Time .....6 a.m.-M.
News Service .....AP
Transcription Service .....Associated
Representative .....Burn-Smith
Membership .....NAB, BAB
President.....Bryce P. Beard, Sr.
Gen.-Sta. Mgr., Prod. Dir.....Alex P. Beard
Promotion Manager .....Bill Cooper
Prog., Publicity Dir.....Esther Goodwin
Comm. Mgr.....Katherine F. Murphy
Chief Announcer.....Bill Brown
News Director .....Polly Eldon
Musical Director .....Hall Frazier
Chief Engineer.....Carl B. Watson
Farm Editor.....Polly Eldon
Consulting Engr. .....Phil Hedrick

WWGP

SANFORD—1946—KBS

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Sandhills Bcstg. Corp.
Phone Number 860
Transmitter Location.....Tramway
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service...Capitol, World, SESAC
Representative .....Donald Cooke, Inc.
Membership .....NAB
President .....Frank L. Baber
Gen.-Sta.-Comm. Mgr.....James C. Cole
Prog.-Prod.-News Dir., Chf. Ann....William H. Fell
Publicity Director .....J. C. Cole
Chief Engr. .....Edward O. Kopriver
Consulting Engr. .....John Cruetz

WOHS

SHELBY—1946—MBS

Frequency: 730 Kc.....Power: 250 Watts
Owned-Oper. By.....Western Carolina Radio Corp.
Business Address.....Box 1401, Shelby
Phone Number 6313
Studio-Transmitter Location..Hway. No. 74, W. at city line
Air Time .....Daytime
News Service .....UP
Transcription Service .....Associated
Membership .....NAB, BAB
President.....Lee B. Weathers
Gen.-Sta. Mgr., Chf. Engr....Robert M. Wallace
Commercial Mgr.....Max P. Butler
Program Dir. .....R. O. Dorsey
Chief Announcer.....Don McLain
Farm Editor .....Hugh Dover
Consulting Engr. .....George Davis

WEEB

SOUTHERN PINES—1947—MBS

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Oper. By...The Sand Hill Community Bcstrs., Inc.
Business Address.....115 E. Broad St.
Phone Number 6191
Studio-Transmitter Location.....U. S. Hway. No. 1, S.
Air Time .....Daytime
News Service .....AP
Transcription Service .....Associated
Representative .....Forjoe
Membership .....NAB
Vice-Pres., Gen. Mgr.....Jack S. Younts
Vice-President .....John Mare
Comm. Mgr., Publicity Dir.....Joe A. Warren
Secy.-Treas., Prom. Mgr...Elizabeth M. Younts
Program Dir., Chief Anncr....Edward Cox, Jr.
Chief Engineer.....Melvin Kushner

WSTS

SOUTHERN PINES—1947—KBS

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Sandhills Bcstg. Corp.
Bus.-Studio Address.....115 E. Broad St.
Phone Number 5451
Transmitter Location .....So. Pines
Air Time .....Daytime
News Service .....UP
Transcription Service .....SESAC
Representative .....Cooke
Membership .....NAB
President.....Frank L. Baber
Commercial Manager.....H. L. Lowder
Gen.-Sta.-Prom. Mgr., Pub. Dir.....J. C. Cole
News Dir., Chief Ann.....William L. Fell
Chief Engineer.....Edward O. Kopriver
Farm Editor.....E. H. Garrison, Jr.
Consulting Engr. .....John Cruetz

WSIC

STATESVILLE—1947—CSN

Frequency: 1400 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Statesville Bcstg. Co.
Address .....Box 1189
Phone Number 9079
Transmitter Location .....Radio Rd.
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service .....World
Representative .....Continental Radio Sales
Membership .....NAB
President.....Dr. James W. Davis
General Manager .....L. G. Churchill
Station Manager .....Earl L. Boyles
Commercial Manager .....Charles D. Melton
Program Director .....Margaret K. Nesbit
Publicity Director .....Mildred C. Benfield
Chief Announcer .....Del Carty
News Director.....Hadley Williamson
Musical Director .....Margaret K. Nesbit
Chief Engineer .....T. K. Abernethy
Farm Editor .....Bill Brown
Consulting Engr. .....Kear and Kennedy

WCPS

TARBORO—1946—TOB. SPORTS

Frequency: 760 Kc..... Power: 1000 Watts d.
Owned-Oper....Coastal Plains Bcstg. Co., Inc.
Bus.-Studio Address....Edgecombe Bank Bldg.
Phone Number 2191-2
Transmitter—Hway. 64 Bet. Rocky Mt. & Tarboro
Air Time .....Daytime
News Service .....AP
Transcription Service .....Lang-Worth
Membership .....NAB, BAB
President.....V. E. Fountain
Gen., Sta. Mgr.....J. T. Snowden, Jr.
Comm., Sales Prom. Mgr....J. Porter MacNair
Pgm. Dir., Chief Anncr.....Eccles Wall
News Director .....Harry Alleva
Production Dir. .....Margaret Johnston
Publicity Director .....Ethel Pitt
Chief Engineer .....Charles Neer
Farm Editor .....John H. Price
Consulting Engr...George Davis, Wm. Malone

WTNC

THOMASVILLE—1947

Frequency: 790 Kc.....Power: 1000 Watts d.
Owned By.....The Thomasville Bcstg. Co.
Phone Number 902
Studio-Transmitter Location....Salem St., Ext.
Air Time .....Daytime
News Service .....AP
Transcription Service .....World
President .....George W. Lyles, Sr.
Gen., Comm. Mgr.....Harold Harrison
Chief Announcer .....John Manti
News Director .....Fletcher Smith
Chief Engineer.....L. M. Sugg
Musical Director .....Frank Thomas
Farm Editor .....Nell Fonts
Consulting Engr. .....Phil Hedrick

WADE

WADESBORO—1947

Frequency: 1210 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Anson Radio & Bcstg. Co.
Bus.-Studio Address.....Lyon Bldg.
Phone Number 620
Transmitter Location.....Morren Rd.
Air Time .....Daytime
News Service .....UP
President.....R. P. Lyon
Station Manager.....Jack P. Hankins
Program Director .....Walter Mitchell
Chief Engineer.....Cecil Sills

WHED

WASHINGTON—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Beaufort Bcstg. Co.
Bus.-Studio Address....Guaranty Bank Trust Bldg.
Phone Number 278
Transmitter Location.....Rt. 17, S.
Air Time .....6 a.m.-12 M.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Continental
President .....Lee B. Wynne
Gen.-Sta. Manager.....R. B. Armstrong
Commercial Mgr.....C. B. Armstrong
Sales Prom. Mgr., News Dir.....H. A. Eckhoff
Program Director .....John Morgan
Chief Announcer.....Bill Kirby
Publicity Director.....Link Harner
Chief Engineer.....John Wilroy
Farm Editor .....John I. Morgan

WRRF

WASHINGTON—1942—ABC

Frequency: 930 Kc.....Power: 5000 Watts d.
Owned-Oper. By..Tar Heel Bcstg. System, Inc.
Bus.-Studio Address.....Bank of Washington Bldg.
Phone Number 403
Transmitter Location....1½ Mi. S. of city on Hway. 17
Air Time.....5:30 a.m.-sunset
News Service .....AP
Transcription Service .....World
Representative .....Walker
Membership .....NAB, BAB
President .....W. R. Roberson, Jr.
Gen. Sta. Manager.....T. H. Patterson
Sales Prom. Mgr.....Merrill Daniels
Program Director .....Don Pierce
News Director.....Bill Abeyounis
Musical Director.....Charlie Yates
Chief Engineer.....I. G. Murphrey
Farm Editor.....Bill Abeyounis

WHCC

WAYNESVILLE—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By .....WHCC, Inc.
Business-Studio Address.....Main St.
Phone Number 680
Transmitter Location.....Howell Mill Rd.
Air Time .....6 a.m.-11 p.m.
Membership .....NAB
Gen.-Sta. Manager .....James B. Childress
Comm. Mgr., Prog. Dir., Chf. Ann.....Claude F. White
Chief Engineer.....Frank Wilbur
Farm Editor.....Wayne Corpening

WENC

WHITEVILLE—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Whiteville Bcstg. Co., Inc.
Business-Studio Address.....Whiteville
Phone Number 120
Transmitter Location...1 Mi. from Bus. District
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service .....Standard
Representative .....Clark
Membership .....NAB
President .....Josiah Maulshy
General Manager.....Ward A. Coleman
Prog. Dir., Prod. Mgr.....Jerry Honeycutt
Chief Engineer.....Ovie Boutwell

WIAM

WILLIAMSTON—1950

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....S. S. Adcock
Address.....110 S. Smithwick St.
Phone Number 2478
News Service .....UP
President.....S. S. Adcock
Gen. Mgr., News Dir.....Marshall Pack
Publ. Relns., Prom. Mgr.....Robert Best
Program Director.....Ruby Pack
Chief Engineer.....Allen Breazeale

WGNI

WILMINGTON—1946—MBS
TOBACCO

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By...New Hanover Bcstg. Corp.
Business Address.....P. O. Box 869
Phone Number 2-2493
Studio-Transmitter Location.....Eagle Island
Air Time .....6:30 a.m.-12 M.
News Service .....UP
President.....J. S. Brody
Station Manager.....Allen B. Jones
Commercial Mgr.....Tommy Thompson
Program Director.....Paul Parker
Chief Engineer .....Charles L. Arneson

WMFD

WILMINGTON—1935—ABC

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Operated By.....R. A. Dunlea
Business Address.....P. O. Box 696
Phone Number 4840
Transmitter Location.....Brunswick County
Air Time .....6:30 a.m.-12 M.
News Service .....UP
Representative .....Burn-Smith
Membership .....NAB
Pres., Gen.-Sta. Mgr. .....R. A. Dunlea
Comm.-Sales Prom. Mgr.....C. O'Shields
Program Director.....Bruce Buchanan
Prod.-Pub. Director.....R. A. Dunlea, Jr.
Chf. Ann., News Dir. .....Bill Guerin
Chief Engineer.....E. I. Herring

WGTM

WILSON—1937—CBS

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Oper. By.....Watson Industries, Inc.
Bus.-Studio Address.....Herring Ave. Ext.
Phone Number 2188-9
Transmitter Location.....Rock Ridge
Air Time .....6 a.m.-12 M.
News Service .....UP
Transcription Service .....Standard
President.....Penn Thomas Watson
Gen.-Sta.-Prom. Mgr. .....Allen Wannamaker
Commercial Mgr. .....Howard J. Forbes
Prog., News Dir. .....W. E. Jackson, Jr.
Production Director .....Clint Farris
Chief Announcer .....Bill Neal
Chief Engineer.....W. H. Malone
Farm Editor .....Charlie Slate

WVOT

WILSON—1948—MBS

Frequency: 1420 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Wilson Radio Co.
Address.....Hway. 301 N.
Phone Number 5157-8
News Service .....AP
Representative .....Pearson
President.....H. W. Anderson
Gen.-Sta. Manager .....Harry Severance
Commercial Mgr.....P. O. Barnes
Sales Prom. Mgr.....Lynda Thomas
Program Director .....Joel Lawhon
Production Director .....Wistar Moore
Chief Announcer .....Callbie Wood
News Director .....Clint Long
Chief Engineer .....Dan Williams
Farm Editor .....Ted Leeper

WAAA

WINSTON-SALEM—1950

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Community Bcstg. Service, Inc.

Address .....Atlantic Bldg.
Phone Number 2-4121
President.....Roger Page, Jr.
Vice-President., Gen. Mgr...Clarence E. Leeper
Commercial Manager.....Eugene Sink, Jr.
Program Director.....W. T. Williams
Chief Engineer.....N. V. Pieler

WAIR

WINSTON-SALEM—1937—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WAIR Bcstg. Co.
Business-Studio Address.....Pepper Bldg.
Phone Number 2-1133
Transmitter Location.....S. Stratford Rd.
Air Time.....6 a.m.-12:15 p.m.
News Service .....AP
Transcription Service.....World, Capitol
Representative .....Walker
Membership .....NAB, BAB
Partner, Gen., Sta. Mgr.....George D. Walker
Commercial Mgr. .....C. G. Hill
Sales Prom. Mgr., Pub. Dir...Lawrence Patrick
Program Director .....Johnny Miller
Chief Announcer .....Gilbert Stamper
Musical Director .....Frances Denny
Chief Engineer.....Lee King
Consulting Engr. .....George Davis

WSJS

WINSTON-SALEM—1930—NBC

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....Piedmont Publishing Co.
Bus.-Studio Address.....419-21 N. Spruce St.
Phone Number 2-4141
Transmitter Location...R.F.D. No. 1, Old Town
Air Time .....Unlimited
News Service .....UP
Transcription Service....Associated, Standard
Representative .....Headley-Reed
Membership .....NAB
President .....Gordon Gray
V.P., Managing Dir.....Harold Essex
Sales Manager.....Harry B. Shaw
Program Manager.....Robert Estes
Production Director.....John Comas
Publicity Director .....Jack Burney
Dir. of Engineering.....Phil Hedrick

WTOB

WINSTON-SALEM—1947-MBS-CBS

Frequency: 1380 Kc.....Power: 1000 Watts
1000 Watts n.
Owned-Op. By..Winston-Salem Bcstg. Co., Inc.
Address .....P.O. Box 739
Phone Number 34353
Transmitter Location .....Polo View Rd.
Air Time .....5:30 a.m.-1 a.m.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....The Taylor Co.
President .....James W. Coan
Gen.-Comm. Manager .....John G. Johnson
Sales Prom. Manager .....Charles Brunt
Program Director .....Bill Billingsley
Production, News Dir.....Robert St. Lawrence
Chief Announcer .....Owen Spann
Musical Director .....Mary Elizabeth White
Chief Engineer .....Russell Spikula

NORTH DAKOTA

Population 619,636—Decrease —3.5% ('40-'50)—Radio Homes 786,210
Families 902,650—Stations in State 13

KFYR

BISMARCK—1925
NBC-NORTHWEST

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Operated By.....Meyer Bcstg. Co.
Bus.-Studio Address.....202½ Fourth St.
Phone Number 468
Transmitter Location .....Menoken
News Service .....AP
Transcription Service .....Thesaurus
Representative .....John Blair
Membership .....NAB, BMB
President, General Manager.....P. J. Meyer
Station Manager.....F. E. Fitzsimonds
Comm.-Sales Prom. Mgr.....R. W. MacLeod
Pgm., Prod. Dir.....Cal Culver
Publicity Dir.....Larry Kindle
Production Director.....Charles Schoregge
Chief Engineer.....Ivar Nelson

KDLR

DEVILS LAKE—1925
MBS-GREAT NORTHERN—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....KDLR, Inc.
Business-Studio Address.....1025 3rd St.
Phone Number 1090
Transmitter Location.....E. end Fourth St.
Air Time.....6:30 a.m.-11 p.m.
News Service .....UP
Transcription Service.....World, SESAC
Representative .....Lawson
President, General Manager.....Bert Wick
Program Director.....Wilbur Clemenson
Chief Engineer.....Richard Moritz

KDIX

DICKINSON—1947—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Dickinson Radio Assn.
Bus.-Studio Address.....119 2d Ave. W.
Phone Number 348
Transmitter Location....1 Mi. N. of Dickinson
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service.....Standard, SESAC
Representative.....Orville F. Lawson
Membership .....NARTB
President.....Dr. P. J. Weir
Gen.-Sta. Mgr., Pub. Dir.....Orville F. Burda
Commercial Manager.....E. A. Spear
Sales Prom. Manager.....Douglas Anderson
Prog.-Prod.-News Dir. .....George L. Brooks
Chief Announcer .....Wm. Mason
Chief Engineer .....Clark Franklin
Farm Editor .....Dale Olson

KFGO

FARGO—1948—ABC

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By...Northern States Bcstg. Co.
Business-Studio Address.....KFGO Bldg.
Phone Number.....Fargo 2-3291
Transmitter Location.....Wild Rice
News Service .....AP
Transcription Service .....Standard
Representative .....Bolling
President.....W. R. Haggart
Gen., Sta., Comm. Mgr.....Charles G. Burke
Pgm., Prod. Dir.....David B. Henley
Chief Engineer.....Olaf Gabrielson
Farm Editor .....Bob Moses

WDAY

FARGO—1922—NBC-NORTHWEST

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....WDAY, Inc.
Business-Studio Address.....Black Bldg.
Phone Number 5357
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....RCA, Thesaurus
Representative.....Free & Peters
Membership .....NARTB
President, Gen. Mgr.....E. C. Reineke
Station Manager.....Jack Dunn
Sales Manager.....Tom Barnes
Sales Promotion Manager.....Roy Pedersen
Program Director .....Ken Kennedy
News Director .....Glenn Flint
Chief Engineer.....Juline Savold
Technical Director .....Julius Hetland

KILO

GRAND FORKS—1941—CBS

Frequency 1440 Kc.....Power: 1000 d.; 500n.
Owned-Oper. By....Grand Forks Herald, Inc.
Bus.-Studio Address....First Natl. Bank Bldg.
Phone Number 4-5321
Transmitter Location..Univ. of N. Dak. Campus
Air Time .....6 a.m.-12 M.
News Service .....AP, UP
Representative .....Avery-Knodel, Lawson
Membership .....NARTB, BAB
President.....M. M. Oppegard
General Manager .....Wallace E. Stone
Sales Promotion Mgr.....David L. Norton
Program Director .....M. C. Gorham
Publicity Director .....D. L. Norton
News Director .....Don Kelly
Chief Engineer.....Arnold Patrick
Program Dir.....Jeff Gorham

KNOX

GRAND FORKS—1947
KBS—GREAT NORTHERN

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Community Radio Corp.
Address .....Grand Forks
Phone Number 4-4611
Transmitter Location .....State Mill Rd.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....Natl. Time Sales
President.....Carroll E. Day
Gen.-Sta.-Comm. Mgr. .....Elmer Hanson
Sales Prom. Mgr.....Robert C. Lukkason
Prog. Dir., Chf. Ann. .....James Cowan
Prod.-News Director .....Jack French
Publicity Director .....Donald Dekrey
Chief Engineer.....Clifford Thomeford
Consulting Engr.....Chambers & Garrison

KSJB

JAMESTOWN—1937—CBS

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By....Jamestown Bcstg. Co. Inc.
Address....429 S.W. 2d St., Jamestown, N. D.,
215½ Bway, Fargo, N. D.
Phone Number 1600
Transmitter Location....Hway 281, 6 Mil. So. of City
News Service .....UP
Representative .....George P. Hollingbery
Pres., Gen. Manager.....John W. Boler
Station Manager .....Donn A. Clayton
Sales Prom. Manager.....Jud Milton
Program Director .....Don Kingsley
Publicity Director .....Bette Kyle
News Director .....Hal Kennedy
Chief Engineer .....Robert E. Ridgway
Farm Editor .....Chester Graham

KGCU

MANDAN—1925
MBS-GREAT NORTHERN

Frequency: 1270 Kc.....Power: 1000 d.; 250n.
Owned-Oper. By....Mandan Radio Assn., Inc.

THE DOMINATING STATION

IN NORTHWESTERN NORTH DAKOTA

KCJB

Minot, N. D.

910 KC —— Unlimited —— 1000 W.

Coverage determined by actual field measurement.

	0.5 MV/M	0.1 MV/M
Radio Families —— Daytime - - - - - - -	60,903	154,528
Radio Families —— Nitetime - - - - - - -	40,200	114,420

Affiliated with CBS — and with KSJB Jamestown, N. Dak.

Studios also in Fargo and Bismarck

Hooper Survey — October 1950

TIME—	SETS IN USE	K C J B	STATION B	STATION C
6:00 to 8:00 P. M.	35.4	45.8	26.9	23.5
8:00 to 10:00 P. M.	38.5	39.7	30.1	23.6
6:00 to 10:00 P. M.	36.9	42.6	28.6	23.6

Special Survey — February 1951

TIME—	K C J B	STATION B	STATION C
10:00 to 10:15 P. M.	38.0	24.6	32.6
10:15 to 10:30 P. M.	50.2	13.1	33.9
10:00 to 10:30 P. M.	43.1	19.9	33.1

COVERAGE + RATINGS = SALES IMPACT

If used in combination with KSJB, Jamestown-Fargo, a discount of 20% is allowed on both stations —

For complete details on special features available call —

WEED & COMPANY

Bus.-Studio Address.....200 3rd Ave. N.W.
Phone Number..(Office) 561, (Transmitter) 3680
Transmitter Location....2½ Mi. SE of Mandan on Hway. 10
Air Time.....5 a.m.11:30 p.m.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Walker
Membership .....NARTB, BMB
President.....W. S. Russell
Gen., Sta. Mgr.....M. J. Reichert
Commercial Mgr.....Harry McKee
Traffic-Production Director.....Mert Bushee
Chief Engineer.....Ray Barnett

KCJB

MINOT—1950—CBS

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....No. Dakota Bcstg. Co.
Address.....104 A. So. Main
Phone Number 51-161
Representative .....Weed
News Service .....UP
Pres., Gen. Mgr.....John W. Boler
Commercial Manager.....G. H. McKinnon
Program Director.....Jerry Uppman
Prod., News Dir.....Armid Johnson
Chief Engineer.....Reidar Gabrielson

(See Page 573)

KLPM

MINOT—1929
MBS-GREAT NORTHERN

Frequency: 1390 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By.....Minot Bcstg. Co. (Partnership)
Business-Studio Address.....Fair Block
Phone Number 41-146
Transmitter.....2 Mi. E. of Minot on Hway. 52
Air Time .....6 a.m.-12 M.
News Service .....AP, UP
Transcription Service .....World
Representative .....Walker
President, Gen. Mgr.....John B. Cooley
Sta. Mgr., Chief Engineer.....C. W. Baker
Comm.-Prom. Mgr., Farm Edit.....E. H. Cooley
Publicity Director .....Lyle Swigert
Prog.-Prod. Dir.....James J. Hautman
Chief Announcer .....Bill Lewis
News Director .....Ken Knutson
Musical Director .....Dean Thurow
Consulting Engr. .....Commercial

KOVC

VALLEY CITY—1936—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....KOVC, Inc.
Business-Studio Address.....135 Central Ave.
Phone Number 408-W
Transmitter Location.....S.W. of town
Air Time.....6:30 a.m.11 p.m.
News Service .....UP
Pres., Gen.-Sta.-Comm. Mgr...Robert E. Ingstad
Program Director.....Russ Kaber
News Director .....Bob Junkert
Chief Engineer.....Charles Sjostrom

KWBM

WILLISTON—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Williston Bcstg. Co.
Address .....Williston
Phone Number 1450
News Service .....UP
Transcription Service .....World
Representative .....Hal Holman
Pres., Pgm. Dir.....Raymond Kapp
General Manager.....A. L. Hellebust
Commercial Mgr.....B. G. Bailey
Chief Engineer.....Irwin Christianson

OHIO

Population 7,946,627—Increase +15.0% ('40-'50)—Radio Homes 2,150,010
Families 2,207,400—Stations in State 67

WADC

AKRON—1925—CBS

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Operated By.....Allen T. Simmons
Bus.-Studio Address.....WADC Bldg., corner Main & Mill Sts.
Phone Number.....JEfferson 6165
Transmitter Location.....Route 8, Akron-Cleveland Rd.
Air Time .....5:30 a.m.-1:05 a.m.
News Service.....Transradio, UP
Transcription Service...Lang-Worth, Standard, World
Representative.....George P. Hollingbery
Owner-Operator.....Allen T. Simmons
Asst. Mgr., Comm. Dir.....Robert B. Wilson
Sales Prom. Mgr., Pub. Dir...Secrest Williams
News, Program Dir.....Harold H. Hageman
Production Director.....Doc Williams
Musical Director.....William E. Beers
Chief Engineer.....John L. Wildermuth
Consulting Engr. .....Glen Gillett

WAKR

AKRON—1940—ABC

Frequency: 1590 Kc.....Power: 5000 Watts
Owned By.....Summit Radio Corp.
Operated By .....WAKR
Bus.-Studio Address.....First Natl. Tower

Phone Number.....HEmlock 6151
Transmitter Location.....739 Swartz Rd.
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....Associated
Representative .....Weed
Membership .....NARTB
President, Gen. Mgr.....S. Bernard Berk
Asst. Prom. Mgr.....Viola G. Berk
General Manager.....Roger G. Berk
Comm.-Sales Prom. Mgr...Kenneth M. Keegan
Pgm., Prod., Pub. Dir.....A. R. Cooper
News Director.....S. H. Absolom
Musical Director .....Mildred Fazzin
Chief Engineer.....Irwin L. Knopp

WCUE

AKRON—1949

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Akron Bcstg. Corp.
Address.....Palace Theatre Arcade
Phone Number.....Fr. 7114
Representative .....Forjoe
News Service .....UP
Pres., Bus. Mgr.....George K. Stroupe
V.P., Oper. Mgr.....Tim Elliot
Merchandise Manager.....Thomas P. Egan

WHKK

AKRON—1944—MBS

Frequency: 640 Kc.....Power: 1000 Watts
Owned-Operated By.....United Bcstg. Co.
Business-Studio Address.....51 W. State St.
Phone Number.....Bl. 7101
Transmitter Location....Akron Peninsula Rd.
Air Time .....6 a.m.-sunset
News Service .....AP
Transcription Service .....Standard
Representative .....Meeker Assoc.
President.....S. E. Graham
General-Station Mgr.....R. W. Richmond
Comm.-Sales Manager.....Cecil Green
Program-Production Dir.....B. R. Blake
Publicity Director.....Don O'Neil
News Director .....Max Plaugher
Musical Director .....Marilyn Harper
Chief Engineer .....B. V. Berg
Consulting Engr. .....Carl E. Smith

WATG

ASHLAND—1950

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Beer & Koehl
Phone Number 1575-1
Representative .....Standard
Transcription Service..Lang-Worth, Thesaurus
News Service .....AP
Co-Owners.....Robert Beer, Edgar Koehl
General Manager.....Robert Beer
Commercial Manager.....Richard Topper
Asst. Mgr., Prod. Dir.....Richard Leidy
Production Director.....Wayne Byers
Chief Engineer.....Richard Matthes
News Director.....Walter Hauck

WICA

ASHTABULA—1937—STANDARD
BUCKEYE—BFN

Frequency: 970 Kc.....Power: 5000 Watts d., 1000 n.
Owned-Operated By.....WICA, Inc.
Business-Studio Address.....221 Center St.
Phone Number.....26-221, 27-181
Transmitter Location...Ashtabula-Jefferson Rd.
Air Time .....7 a.m.-11:15 p.m.
News Service .....UP
Transcription Service..LangWorth, Thesaurus
Representative .....McGillvra
President.....R. B. Rowley
Station Manager.....W. W. Walrath
Commercial Manager.....D. W. Fassett
Program Director.....R. W. Miner
News Director .....J. C. Strasen
Musical Director .....Jean Stoltz
Chief Engineer.....F. N. Bernato
Farm Editor.....John Strasen
Consulting Engr. .....Gautney & Ray

WATH

ATHENS—1950

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Andrew Korlan & James Sinyard
Address.....P. O. Box 227

AP SELLS

For Stations and Sponsors —

For instance . . . . WFMJ

"WFMJ is now carrying 71 sponsored AP news programs weekly, totaling 690 minutes."

WILLIAM F. MAAG, JR., President,
WFMJ, Youngstown, Ohio

News Service ..... UP
Partners ..... Andrew H. Kovlan, James D. Sinyard
Gen. Mgr., Chief Engr. ..... Andrew Kovlan
Comm. Mgr., Pgm. Dir. ..... Joe Klarke
Asst. Manager ..... Bob Clark

WTRF

BELLAIRE—1947—MBS
STANDARD, BUCKEYE—OHIO

Frequency: 1290 Kc. ..... Power: 1000 Watts d.
Owned-Operated By ..... The Tri-City Bcstg. Co.
Bus.-Studio-Transmitter Address ..... The Skyline
Phone Number 1515
Air Time ..... 5:45 a.m.-local sunset
News Service ..... AP
Transcription Service ..... World
Representative ..... Walker
Membership ..... NARTB, BAB
President ..... Jesse A. Bloch
V.P., Gen. Manager ..... Robert W. Ferguson
Sales Prom. Mgr. ..... Albert T. Fisher
Program Director ..... Frank Curtis
Publicity, News Dir. ..... George Diab
Musical Dir. ..... Eddie Johnston
Chief Engineer ..... George Cowen
Farm Editor ..... Paul Howard

WILE

CAMBRIDGE—1948

Frequency: 1270 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... Land O'Lakes Bcstg. Corp.
Business-Studio Address ..... 917 Beatty Ave.
Phone Number 3545
Transmitter Location ..... R. D. No. 1, College Hill
Air Time ..... 6:30 a.m.-local sunset
News Service ..... AP
Transcription Service ..... World
President ..... H. D. McClelland
V.P., Gen. Mgr. ..... Howard A. Donahoe
Comm. Mgr., Pub. Dir. ..... Richard F. Rose
Program Director ..... Robert C. Horn
Chief Engineer ..... Wesley C. Randles
Farm Editor ..... A. G. Engel

WAND

CANTON—1947

Frequency: 900 Kc. ..... Power: 500 Watts d.
Owned-Operated By ..... P. C. Wilson
Address ..... 106 High Ave. N.W.
Phone Number 68396
Transmitter Location ..... 20th St. & Whipple Rd., N.W.
Air Time ..... Sunrise-sunset
News Service ..... AP
Transcription Service ..... Thesaurus, Lang-Worth
Representative ..... McGillvra
Pres., Gen. Mgr. ..... P. C. Wilson
Station Manager ..... James Wilson
Commercial Manager ..... Dave Brown
Program Director ..... Russell Barnett
Chief Announcer ..... Chas. Worthington
News Director ..... Milo Townes
Technical Director ..... Gene Peterman
Chief Engineer ..... John Hickey

WCMW

CANTON—1946—STANDARD

Frequency: 1060 Kc. ..... Power: 1000 Watts d.
Owned-Operated By ..... Stark Bcstg. Corp.
Bus.-Studio Address ..... 317 W. Tuscarawas St.
Phone Number 5-9475
Transmitter Location ..... Hills & Dales Rd.
Air Time ..... Daytime
News Service ..... AP
Transcription Service ..... Standard, World
Representative ..... Sears & Ayer
Membership ..... NARTB, FMA
President ..... S. L. Huffman
Sta., Comm. Mgr. ..... Clark L. Dozer
Program Director ..... Nick Barry
Promotion Director ..... S. L. Huffman
Chief Engineer ..... Robert Leedham
News Dir., Farm Editor ..... Robert Valliguette

WHBC

CANTON—1925—ABC

Frequency: 1480 Kc. ..... Power: 5000 Watts
Owned-Ouerated By ..... Ohio Bcstg. Co.
Business-Studio Address ..... 550 S. Market Ave.
Phone Number 6-7166
Transmitter Location ..... Richville
Air Time ..... 6:30 a.m.-1 a.m.
News Service ..... AP
Transcription Service ..... Capitol
Representative ..... Taylor Co.
Membership ..... NARTB, BAB
President ..... Roy D. Moore
General Manager ..... Joseph K. Vodrey
Director of Radio ..... Eugene Carr
Station Manager ..... Robert C. Fehlman
Commercial Manager ..... Paul E. Gilmor
Sales Prom. Mgr., Pub. Dir. ..... Millard Souers
Program Director ..... James Roberts
News Director ..... Al Frances
Musical Director ..... Charles Pickens
Chief Engineer ..... Kenneth L. Sliker
Farm Editor ..... John Baker
Consulting Engr. ..... Ring & Clark

WBEX

CHILLICOTHE—1947—ABC
BUCKEYE

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Shawnee Bcstg. Co.
Business-Studio Address ..... 27 E. Second St.
Phone Number 2244
Transmitter Location ..... Carlisle Hill
Air Time ..... 6 a.m.-11 p.m.
News Service ..... AP
Transcription Service ..... World
Representative ..... W. S. Grant

Membership .....NARTB, BAB
President .....W. A. Graham
Gen.-Comm. Mgr. .....James E. Graham
Program Director .....Richard McEnerney
Chief Announcer .....Carl Wendel
Chief Engineer .....Harold Counts
News Editor .....Dave Achor

WCKY

CINCINNATI—1929

Frequency: 1530 Kc.....Power: 50,000 Watts
Owned-Operated By.....L. B. Wilson, Inc.
Bus.-Studio Address.....Hotel Gibson, 5th & Walnut Sts.
Phone Number.....Cherry 6565
Transmitter Location....near Crescent Springs, Ky.
Air Time.....24 Hrs.
News Service .....INS
Transcription Service.....Standard, World
Representative .....Thomas Welstead
Membership .....NARTB, BAB
President, General Manager.....L. B. Wilson
Sta.-Comm. Manager, Chief Engineer.....C. H. Topmiller
News, Publicity Dir.....John Murphy
Record Librarian .....Essie Rupp
Farm Editor .....Frank Sommerkamp
Consulting Engr. .....Andrew Ring

WCPO

CINCINNATI—1937—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Scripps-Howard Radio, Inc.
Phone Number.....Capitol 0777
Studio Address.....2345 Symmes St.
Transmitter Location.....Daylight Bldg.
Air Time .....Unlimited
News Service .....UP
Transcription Service...Standard, Lang-Worth
Representative .....Bramham
President.....Jack R. Howard
V.P., Gen. Mgr.....M. C. Watters
Station Dir.....Glenn Clark Miller
Asst. Manager.....John P. Smith
Pgm., Prod. Dir.....Earl Corbett
Publicity Director.....Fred Geisel
News Director.....Robert Otto
Chief Engineer.....Grant Makinson

WKRC

CINCINNATI—1923—CBS

Frequency: 550 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....Radio Cincinnati, Inc.
Address-Trans. .....Hotel Alms
Phone Number.....Woodburn 0550
News Service .....AP
Transcription Service .....World
Representative .....Katz
Membership .....NARTB

President.....Hulbert Taft, Jr.
Gen., Sta. Mgr.....H. E. Fast
Promotion Manager.....W. B. Hines
Commercial Manager.....Joel W. Stovell
Program Director.....Paul Shumate
Publicity Director.....Frederic Gregg
Chief Engineer.....George Wilson
News Director.....Tom McCarthy
Consulting Engr.....George Davis

WLW

CINCINNATI—1922—NBC

Frequency: 700 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Crosley Bcstg. Corp.
Address.....Crosley Sq., 140 W. Ninth St.
Phone Number.....Cherry 1822
Transmitter Location .....Mason
Air Time.....24 Hrs.
News Service.....INS, UP
Transcription Service .....Thesaurus
Membership .....NARTB, FMA
Chairman of Board.....James D. Shouse
Pres., General Mgr.....R. E. Dunville
V.P., Asst. Gen. Mgr.....Dwight Martin
V.P. in Charge of Sales..Harry Mason Smith
Dir. of Sales Prom.....Edward G. Feinthel
V.P. in Chg. of Prog.....William P. Robinson
Asst. Pgm. Dir.....Chester A. Herman
Dir. of Pub. Rel. & Publicity..James J. Cassidy
Chief Announcer.....Bill Brown
Gen. Mgr. of Music.....Milton Weiner
V.P. in Chrg. of Engineering....R. J. Rockwell
Dir. of Farm Prog. Dept.....Roy Battles

(See Page 258)

WSAI

CINCINNATI—1924—ABC

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Oper. By.....Buckeye Bcstg. Co.
Bus.-Studio Address.....115 E. Fourth St.
Phone Number.....Main 1068
Transmitter Location.....Mt. Healthy
Air Time.....6 a.m.-1 a.m.
News Service .....UP, AP
Transcription Service .....Lang-Worth
Representative .....Avery-Knodel
President .....Marshall Field
General Manager.....Robert M. Sampson
Commercial Mgr.....Robert H. Boulware
Program Director.....Richard Fisher
Chief Engineer.....William Symons

WDOK

CLEVELAND—1947—LBS

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By.....Civic Bcstrs., Inc.
Address.....1515 Euclid Ave.
Phone Number.....Main 1-3370
Trans. Location..Rockside Rd., 7 Hills Village
Air Time.....24 hrs.
News Service .....INS
Transcription Service .....SESAC

Pres., Gen. Mgr.....R. Morris Pierce
Asst. to Pres.....Frederick C. Wolf
Program Director.....Wayne Mock
Chief Engineer.....William Pettepiece

WERE

CLEVELAND—1948

Frequency: 1300 Kc.....Power: 5000 Watts d. 5000 Watts n.
Owned-Operated By....Cleveland Bcstg. Inc.
Address.....1501 Euclid Ave.
Phone Number.....SUperior 1-9600
Transmitter Location..Ridge Rd., N. Royalton
Air Time.....5:30 a.m.-1:00 a.m.
News Service .....AP, INS
Transcription Service.....Lang-Worth, World
Membership .....NARTB, BAB
President.....Ray T. Miller
General Manager.....Bob Neal
Commercial Manager.....Keith Baldwin
Sales Prom. Mgr., Pub. Dir.....Ed Stevens
Program Director.....John Kurtz
Chief Announcer.....Gil Gibbons
News Director.....Bob Wass
Musical Director.....Doris Spoth
Chief Engineer.....M. L. Snedeker
Consulting Engineer.....George Adair

WGAR

CLEVELAND—1930—CBS

Frequency: 1220 Kc.....Power: 50,000 Watts
Owned-Operated By.....WGAR Bcstg. Co.
Address .....Hotel Statler
Phone Number.....Prospect 1-0200
Transmitter Location..Broadview & Akins Rd., Broadview Hts.
Air Time.....Unlimited
News Service.....INS, UP
Transcription Service .....Standard
Station Representative .....Petry
Membership .....NARTB
President.....John F. Patt
General Manager.....Carl E. George
Commercial Manager.....John Garfield
Sales Promotion Manager.....Julius Glass
Program Director.....Reg Merridew
Production Director.....Stanley Gee
Publicity Director.....Mannie Eisner
Chief Announcer.....Charles Roberts
News Director.....Charles Day
Musical Director.....Henry Pildner
Chief Engineer.....Bob Fox
Consulting Engineer.....Ring and Clark

WHK

CLEVELAND—1921—MBS

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By.....United Bcstg. Co.
Business-Studio Address..1311 Terminal Tower
Phone Number .....Prospect 1-5800
Transmitter Location.....Pleasant Valley Rd.
Air Time .....Unlimited
News Service .....AP
Transcription Service....ASCAP, BMI, SESAC
Representative.....Paul H. Raymer
Membership .....NARTB, BAB
President .....Sterling Graham
General Manager .....K. K. Hackathorn
Commercial Manager.....J. B. Maurer
Sales Prom. Manager .....Louis Oswald
Program Director.....C. M. Hunter
Production Director.....James Aubele
Publicity Director.....Myron Craver
News Director.....Robert Godley
Musical Director.....Willard Pott
Chief Engineer.....R. H. DeLany
Consulting Engr.....Carl E. Smith

WJMO

CLEVELAND—1947

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WJMO Bcstg. Co.
Address.....2157 Euclid Ave.
Phone Number .....SUperior 1-4424
Air Time.....Local sunrise-local sunset
News Service.....AP, UP
Transcription Service .....Lang-Worth
Representative.....Adam J. Young, Jr.
President.....W. J. Marshall
Sta.-Gen. Mgr. .....Dave Baylor
Commercial Manager.....Robert Detchon
Program Director.....Brooke Taylor
Chief Announcer.....Paul Nakel
News Director .....Bill Canady
Chief Engineer.....Lawrence Shipley
Consulting Engr. .....George Davis

WJW

CLEVELAND—1932—ABC

Frequency: 850 Kc.....Power: 5000 Watts
Owned-Operated By.....WJW, Inc.
Business-Studio Address.....1375 Euclid Ave.
Phone Number .....SUperior 1-0101
Transmitter Location.....9861 Ridge Rd. N. Royalton
Air Time .....Unlimited
News Service.....Transradio, UP
Transcription Service ....Standard, Associated
Representative .....H-R Representatives, Inc.
President, Gen. Mgr.....William M. O'Neil
Asst. Gen. Mgr.....Lawrence Webb
National Sales Mgr.....Harold W. Waddell
Publicity & Sales Promotion Manager.....Roger L. Albright
Program Director.....Charles V. Hunter
Asst. Prog. Dir.....Bruce MacDonald
Chief Announcer.....Stanley Peyton
News Director .....Marvin Cade
Chief Engineer.....Gerold G. Roberts
Consulting Engr.....George C. Davis

WSRS

CLEVELAND—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WSRS, Inc.
Bus.-Studio-Transmitter Address..2156 Lee Rd.
Phone Number.....ERieview 1-2005
Air Time .....6 a.m.-1 a.m.
News Service .....AP
Transcription Service.....World, Lang-Worth
Representative .....Forjoe & Co.
Membership .....NARTB, BAB
Pres., Gen. Sta. Mgr., Prod. Dir.....S. R. Sague
Office Manager.....Herbert G. Pabst
Commercial Mgr.....Jack D. Kelly
Asst. Sales Mgr.....Will Dougherty
Chief Announcer .....Jim Doney
Musical Dir. .....Lenabelle Guerin
News Director .....Bob Engel
Chief Engineer.....Ben Whittaker

WTAM

CLEVELAND—1923—NBC

Frequency: 1100 Kc.....Power: 50,000 Watts
Owned-Oper. By.....National Bcstg. Co., Inc.
Bus.-Studio Address.....30 Rockefeller Plaza, N. Y.
Phone Number .....CHerry 1-0942
Transmitter Location .....Brecksville
Air Time .....5:30 a.m.-1 p.m.
News Service.....AP, UP
Transcription Service...Thesaurus, Associated
Representative.....NBC Spot Sales
Membership .....NARTB
President (NBC).....Joseph H. McConnell
General Manager .....John McCormick
Pgm., Prod. Dir.....Joseph Bova
Pub. & Prom. Director....Clement G. Soerback
Musical Director.....Walberg Brown
News Director .....Edward Wallace
Engineer-in-Charge.....S. E. Leonard
Farm Editor.....James Chapman
Consulting Engr. .....NBC Engineers

WBNS

COLUMBUS—1924—CBS

Frequency: 1460 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....Radiohio, Inc.
Business-Studio Address.....33 N. High St.
Phone Number.....Ad. 9265
Transmitter Location.....1037 Barnett Rd.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Capitol
Representative .....John Blair
Membership .....NARTB, BAB
President.....Richard S. Wolfe
General Manager.....Richard A. Borel
Commercial Manager.....W. I. Orr
Promotion Director.....Ann Evans
Program Director.....Geer Parkinson
Chief Announcer.....Russell Canter
Musical Director.....Paul Neal
News Director .....Chet Long
Chief Engineer.....Lester H. Nafzger
Farm Editor.....Bill Zipf

WCOL

COLUMBUS—1922—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Pixley's, Inc.
Business-Studio Address..E. Broad & Young St.
Phone Number.....MAin 4581
Transmitter Location.....555 W. Goodale St.
News Service..... .....AP, UP
Transcription Service .....Lang-Worth, Associated, World
Representative .....H-R Reps., Inc.
Membership .....NARTB, BAB
Pres., Gen. Mgr. .....L. A. Pixley
Commercial Manager .....R. O. Runnerstrom
Program Director .....Phil S. Bradford
Chf. Ann., News, Prod. Dir..William L. Belaney
Publicity Director.....Margie J. Ruddock
Chief Engineer.....Leo DeConnick
Consulting Engr. .....Robert M. Higgy

WHKC

COLUMBUS—1921—MBS

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Operated By.....United Bcstg. Co.



Business-Studio Address.....22 E. Gay St.
Phone Number.....Adams 1101
Transmitter Location.....901 Obetz Rd.
Air Time.....6 a.m.-1 a.m.
News Service.....INS, UP
Transcription Service.....Lang-Worth
Representative.....Paul H. Raymer
President.....Sterling Graham
V.P., Gen.-Sta. Mgr.....Carl M. Everson
Comm.-Sales Prom. Mgr.....H. H. Hoessly
Program-Production Dir.....John B. Moses
Publicity Director.....Rita Thomas
Chief Ann., News Dir.....Budd Sweeney
Musical Director.....John Kenward Agnew
Chief Engineer.....William C. Minor
Farm Editor.....George Zeis
Consulting Engr.....United Bcstg. Co.

WTNS

COSHOCTON—1947—BUCKEYE

Frequency: 1560 Kc.....Power: 1000 Watts
Owned-Oper. By.....Coshocton Bcstg. Co.
Business-Studio Address.....114 N. 6th St.
Phone Number.....1560, 2140
Transmitter Location....1½ Mi. W. of Roscoe
Air Time.....Sunrise-sunset
News Service.....UP
Transcription Service....Standard, Lang-Worth
Membership.....NARTB, BAB
Pres., Gen. Mgr.....Bruce Wallace
Commercial Manager.....James Sigman
Program Dir.....John R. Terry
Production Director.....Earl Van Allstein
Publicity Director.....Bob Zimmerman
Promotion Dir.....William Kirk
News Dir., Farm Editor.....Tom Clark
Musical Director.....John Hoops
Chief Engineer.....Eugene Wiggins
Consulting Engr.....Jansky & Bailey

WHIO

DAYTON—1935—CBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Oper. By....Miami Valley Bcstg. Corp.
Business-Studio Address.....45 S. Ludlow St.
Phone Number.....Adams 2261
Transmitter Location..Hempstead Rd., R.R. 2
Air Time.....5:45 a.m.-1 a.m.
News Service.....AP, INS, UP
Transcription Service.....Standard, World
Representative.....Hollingbery
Membership.....NARTB
President.....James M. Cox, Jr.
Managing Director.....J. Leonard Reinsch
General Manager.....Robert H. Moody
Commercial Manager....Harvey R. Young, Jr.
Sales Prom. Mgr.....Mrs. Helen Drennen
Pgm., Prod. Dir.....Lester G. Spencer
Publicity Director.....Dorothy A. Minneman
Chief Announcer.....Louis G. Emm
Musical Director.....Henry Lange
Chief Engineer.....Ernest L. Adams
Farm Editor.....Samuel C. Steiger

WING

DAYTON—1921—ABC

Frequency: 1410 Kc.....Power: 5000 Watts
Owned-Oper. By.....Great Trails Bcstg. Co.
Business-Studio Address.....121 N. Main St.
Phone Number.....ADams 3288
Transmitter Location.....E. David Rd.
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Weed
President.....Charles Sawyer
Exec. V.P.....John Pattison Williams
General Manager.....Adna Karns
Program Director.....Arthur L. Martin
Prod.-Musical Dir.....Charles G. Reeder
Promotion Director...Jean Broome
News Director.....Jack Zeigin
Chief Announcer.....Jack Wymer
Chief Engineer.....H. Lloyd House
Consulting Engr.....George C. Davis

WONE

DAYTON—1949—MBS

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Operated By.....Skyland Bcstg. Corp.
Address.....5 S. Jefferson St.
Phone Number.....Michigan 6501-2-3
Transmitter Location.....Lebanon Pike
Air Time.....5:45 a.m.-1 a.m.
News Service.....AP
Transcription Service.....Thesaurus
Representative.....Headley-Reed
Pres., Gen. Mgr.....Ronald B. Woodyard
Comm., Prom. Mgr.....Jack Thornquest
Program Director.....George Case
Publicity Director.....Viola Bowersox

WONW

DEFIANCE—1949—STANDARD

Frequency: 1280 Kc.....Power: 500 Watts d.
Owned-Oper. By....Defiance Bryan Paulding Bcstg. Co.
Address.....U. S. Route 24
Phone Number.....3226
Air Time.....Daytime
News Service.....UP
Transcription Service.....Associated
Partners.....R. W. Crowell, Lloyd Basil, Ed W. Kuns, R. S. Burke, Carl Fox
General Mgr.....Richard E. Kaiser
Sta., Commercial Mgr.....Glenn R. Thayer
Program Director.....Charles Phillips
Chief Engineer.....E. J. Powell

WJER

DOVER—1950

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Agnes Jane Reeves Greer
Address.....210 Blvd.

Phone Number 42-126
Transcription Service .....World
News Service .....UP
Representative .....Standard
Owner.....Agnes J. Reeves Greer
General Manager.....Frank E. Shaffer
Commercial Manager.....John C. Needs
Pgm., News Dir.....Thomas McClowry, Jr.
Chief Engineer.....William McClellan
Farm Editor.....Carl Norman

WLIO

EAST LIVERPOOL—1948

Frequency: 1570 Kc.....Power: 1000 Watts d.
Business-Studio Address....Pottery Bcstg. Co., Turk Motor Bldg.
Phone Number.....Main 5190
Transmitter Location.....Irish Ridge Rd.
Air Time.....7 a.m.-sunset
News Service .....UP
Representative .....Rambeau
Membership .....NARTB, BAB
President.....Earl D. Eisenhower
Gen.-Sta. Manager .....J. Leonard Taylor
Chf. Ann., Pgm. Director.....Robert Banfield
Commercial Manager .....John Norman
News Director .....Peter Sword
Chief Engineer .....William Siebenthal
Farm Editor.....Bob Banfield
Consulting Engr. .....Weldon & Carr

WOHI

EAST LIVERPOOL—1949—STANDARD—LBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....East Liverpool Bcstg. Co.
Address.....516 Market St.
Phone Number.....Main 1490
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service.....World, Thesaurus
Representative.....W. S. Grant Co., Inc.
Membership.....BAB, OAB, NARTB
Pres., Gen. Mgr.....Richard V. Beatty
Farm Edit., Comm. Mgr.....George T. Farrell
Program Dir.....John W. Ridder
News Director .....John R. Longenecker
Chief Engineer.....David T. Taylor
Consulting Engr. .....A. D. Ring

WEOL

ELYRIA-LORAIN—1948

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Oper. By.....Elyria-Lorain Bcstg. Co.
Address.....Elyria Savings and Trust Bldg.
Phone Number 2255
Transmitter Location .....Grafton
Air Time .....6 a.m.-12 M.
News Service .....UP
Transcription Service ....Lang-Worth, Capitol
Membership .....NARTB, BAB
President .....Roy W. Ammel
Gen.-Sta.-Comm. Mgr.....Maurice J. Condon
Sales Prom. Manager.....John W. O'Brien
Program Director .....William Fite
Production Director .....Rollie Smith
Publicity Director .....Douglas Lillico
Chief Announcer.....Rollie Smith
News Director .....Ron Penfound
Musical Director .....Virginia Lyman
Chief Engineer .....Gerald McCasland
Farm Editor .....Don Kirk
Consulting Engr. .....Weldon & Carr

WFIN

FINDLAY—1941

Frequency: 1330 Kc.....Power: 1000 Watts d.
Owned-Operated By....The Findlay Publ. Co.
Bus.-Studio Address....101½ W. Sandusky St.
Phone Number.....Main 1330
Transmitter Location.....2½ Mi. SE Findlay
Air Time .....6:30 a.m.-sunset
News Service.....INS, UP
Transcription Service...Standard, Lang-Worth
Membership .....NARTB, BAB
President.....R. L. Heminger
Gen., Sta., Comm. Mgr....Harold H. Heminger
Program Director.....Allen P. Dudley
Chief Engineer.....Edgar C. Smith
Farm Editor.....John C. Hutson

WFRO

FREMONT—1949

Frequency: 900 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Robert F. Wolfe Co.
Address.....905 W. State St.
Phone Number.....Main 3401
Transcription Service.....Thesaurus, World
News Service .....INS
Pres., Gen. Mgr.....Robert F. Wolfe
Comm., Prom. Mgr.....J. Waddell Kerr
Pgm., Farm Director.....Frank Swartz
Chief Engineer.....Allen Kauble
News Director.....Dorsey Pardo

WMOH

HAMILTON—1944—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Fort Hamilton Bcstg. Co.
Bus.-Studio Address..Second Natl. Bank Bldg.
Phone Number.....Hamilton 4-6543
Transmitter Location.....Middletown Pike
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Standard
President.....Robert J. Briede
General Manager.....Joseph E. True
Program Director.....Robert L. Odson
Chief Announcer.....Red Richardson
News Director.....James D. Schwab
Chief Engineer.....Don J. Volkman
Consulting Engr.....Robert C. Higgy

WHOK

LANCASTER—1948

Frequency: 1320 Kc.....Power: 500 Watts d.
Owned-Oper. By..Hocking Valley Bcstg. Corp.
Address-Trans. Loc.....Memorial Dr.
Phone Number 4500
News Service .....AP
Transcription Service .....World
Representative ..... McGillvra
Membership .....NARTB
President.....Dr. Nelson Embrey
General Manager.....G. E. Brown
Prog. Dir., Chief Anncr.....Forrest H. Respess
News Director.....Donald W. White
Chief Engineer.....Charles R. Houston
Farm Editor.....David J. Collins

WIMA

LIMA—1948—MBS-ABC

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Oper. By....Northwestern Ohio Bcstg. Corp.
Business-Studio Address.....223 N. Main St.
Phone Number 6-3841
Transmitter Location.....2500 Greenlawn Rd.
News Service .....INS
Representative .....Weed
Membership .....NARTB
President.....G. E. Hamilton
General Sta. Mgr.....R. W. Mack
Commercial Mgr.....C. B. Heller
News Director.....Don Sherwood
Program Dir.....Ester Straker
Musical Director.....Red Kirk
Chief Engineer.....A. J. F. Smith
Consulting Engr.....George Davis

WLOK

LIMA—1936—NBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....The Fort Industry Co.
Business Address.....Nat'l Bank Bldg.
Phone Number 6-3411
Transmitter Location.....1424 Rice Ave.
News Service .....UP
Representative .....Avery-Knodel
President.....George B. Storer
General Manager.....Lee B. Wailes
Prom., Sta. Mgr., Pub. Dir.....J. Robert Kerns
Commercial Mgr.....Harry Jay
Program Dir.....Richard T. Roll
News Director.....Lyle Lee
Chief Engineer.....Darrel Hunter
Farm Editor.....Perry Beaumont

WMAN

MANSFIELD—1939—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Richland, Inc.
Business-Studio Address...Ohio Theatre Bldg.
Phone Number 4235-6
Transmitter Location.....Longview Ave.
Air Time .....6:30 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative.....The Taylor Co.
Membership .....NARTB
Pres., Gen.-Sta.-Comm. Mgr.....J. M. O'Hara
Sales Prom. Manager.....Carl Kindt
Mus.-Prog.-Pub. Dir.....Robert James
Chief Announcer.....John P. Roper
News Director.....Frank J. Hudson
Chief Engineer.....William Morrison

WMOA

MARIETTA—1946—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Marietta Bcstg. Co.
Buisness Address.....P. O. Box 201
Phone Number 6363-4
Studio-Transmitter Location.....409 Oakwood Ave., Williamstown, W. Va.
Air Time.....6:30 a.m.-M.
News Service .....UP
Transcription Service...Lang-Worth, Keystone
Representative.....W. S. Grant
Membership .....NARTB
President.....William G. Wells
General Manager.....James L. Ulmer
Chief Announcer.....Paul E. Kenney
Chief Engineer.....Charles E. Clark

WMRN

MARION—1940—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....The Marion Bcstg. Co.
Business Address.....P. O. 518
Phone Number 2-6666-7
Transmitter Location...¼ Mi. N. of city limits
Air Time.....7 a.m.-M.
News Service .....UP
Transcription Service .....Thesaurus
Representative.....Horace Stovin, Canada
Membership .....NARTB, BAB
Pres., Gen.-Sta. Mgr.....Robert T. Mason
Commercial Manager.....Robert M. Sprouse
Prom. Mgr., Pub. Dir.....R. T. Mason, Jr.
News Director.....Gene Grove
Musical Director.....Richard Stadler
Chief Engineer.....Francis Joseph Peters
Farm Editor.....Ray Marsh

WPFB

MIDDLETOWN—1947

Frequency: 910 Kc.....Power 1000 Watts d. 100 Watts n.
Owned-Operated By.....Paul F. Braden
Address-Trans. Loc.....Lebanon-Coles Rd.
Phone Number 2-4625

Air Time.....6 a.m.-1 a.m.
News Service .....AP
Transcription Service.....Lang-Worth, Sesac
Pres., Gen., Sta. Mgr.....Paul F. Braden
Commercial Manager.....Ranny Daly
Prog., Prod. Dir.....Jack Kistler
Publicity, News Dir.....Harold Calvin
Chief Announcer.....Jim Harpring
Musical Director.....George Garlinger
Chief Engineer.....Larry Beckwith
Farm Editor.....Louella Engle
Continuity Director.....Jean Anne Young
Consulting Engineer .....George Davis

WCLT

NEWARK—1949

Frequency: 1430 Kc.....Power: 500 Watts d.
Owned-Operated By...Advocate Printing Co.
Address.....25 W. Main St.
Phone Number 4007
Transmitter Location....Jackson Rd., Route 13
Air Time .....Daytime
News Service .....AP
Transcription Service.....Capitol, Thesaurus
Representative .....Meeker Associates
Membership .....NARTB
President.....Frank W. Spencer
General Manager.....Thomas A. Rogers
Commercial Mgr.....Robert Pricer
Program Director.....Gene Ragle
Chief Engineer.....Benjamin Windle
Consulting Engr.....Lynn C. Smeby

WPTW

PIQUA—1947—OSN

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper...Miami County Bcstg. Co., Inc.
Address-Trans.....1625 W. Covington Ave.
Phone Number 1420-1
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service .....World
Representative.....W. S. Grant
Pres., Gen., Sta. Mgr.....Richard E. Hunt
Prom., Comm. Mgr.....James R. Flinn
Program-Production Dir.....Robert Bubp
Publicity Director.....Allen Craig
Chief Announcer.....Robert Bubp
News Director.....Bill Fox
Chief Engineer.....William Musson
Farm Editor.....Bill Fox
Consulting Engr.....Odes E. Robinson

WPAY

PORTSMOUTH—1935—CBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....The Scioto Bcstg. Co.
Bus.-Studio-Trans. Address....1009 Gallia St.
Phone Number 3-2111
Air Time.....6 a.m.-12 M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....The Taylor Co.
Membership .....NARTB, BAB
President.....Roy D. Moore
Director of Radio.....Eugene Carr
Station Comm. Mgr.....Gerald F. Boyd
Program Director.....Floyd M. Jackson
News Editor.....E. G. Sheridan, Jr.
Publicity Director.....Elaine D. Cobourn
Musical Director.....Dorothy E. Page
Chief Engineer.....Maurice L. Myers
Farm Editor.....Roy E. Vastine
Consulting Engr.....Andrew Ring

WLEC

SANDUSKY—1947—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Lake Erie Bcstg. Co.
Address.....Cleveland & Huntington Aves.
Phone Number 5170
Air Time..... 6a.m.-M.
News Service .....AP
Transcription Service.....World, Lang-Woorth
Membership .....NARTB, BAB
Pres., General-Station Mgr....Albert E. Heiser
Commercial Manager.....Ralph S. Silver, Jr.
Chf. Ann., Program Director.....Jay Wagner
News Director.....Irwin Hunt
Chief Engineer.....Jay Leibach
Consulting Engr.....Robert Higgy

WIZE

SPRINGFIELD—1940—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By...Radio Voice of Springfield
Trans.-Address .....117 W. High St.
Phone Number 3-4955
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Weed
President .....Charles Sawyer
Exec. V.P.....J. P. Williams
General Manager .....Adna Karns
Station Manager .....C. N. Evans
Program Director .....Robert Christol
Publicity Director.....John McEnaney
Chief Engineer.....Victor L. Bushong
Consulting Engr. .....George C. Davis

WJEL

SPRINGFIELD—1947—KBS

Frequency: 1600 Kc.....Power: 500 Watts d.
Owned-Oper. By....Champion City Bcstg. Co.
Business Address.....120 So. Limestone St.
Phone Number 3-4676
Transmitter Location.....801 Bechtle Ave.
Air Time .....Daytime
News Service .....UP
Representative .....Schepp Reiner Co.
Membership .....BAB

President.....Dr. Delbert Joseph Parsons
Gen., Sta., Comm. Mgr.....Frank C. Bolin
Program Director .....Paul Miller
News Director .....Dick Davis
Musical Director .....Lucille Martin
Chief Engineer .....Frank Knull
Farm Editor .....Bill Coffee

WWSO

SPRINGFIELD—1947—LBS

Frequency: 1210 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Radio Springfield, Inc.
Address .....Chamber of Commerce Bldg.
Phone Number 3-6488-9
Transmitter Location .....Arthur Rd.
Air Time .....Sunrise-Sunset
Transcription Service .....M. M. Cole
Representative .....Independent Met. Sales
President, Gen.-Sta. Mgr.....Bradley Kincaid
Comm., Prom. Mgr. .....E. Pournelle
Prog. Dir., Chi. Ann. .....Ford Rush, Jr.
News Director .....Bill Ditzell
Chief Engineer .....Ed Stuepak

WSTV

STEUBENVILLE—1940—MBS—OHIO NET

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....The Valley Bcstg. Co.
Bus.-Studio Address....Exchange Realty Bldg.
Phone Number 2-6265
Transmitter Location.....Altamont Hghts.
Air Time .....7:45 a.m.-1 a.m.
News Service .....UP
Transcription Service .....World
Representative .....Pearson
President.....Jack N. Berkman
Gen.-Comm.-Prom. Mgr.....John J. Laux
Asst. Gen. Mgr. .....Joseph M. Troesch
Pgm., Prod. Dir. .....Charles Donley
Publicity Director .....Mary Buger Worstall
News Director .....Ruston Marshall
Musical Director.....Thomas Arim
Chief Engineer.....Charles S. Shepherd
Farm Editor.....F. P. Taylor
Consulting Engr. .....George C. Davis

WSPD

TOLEDO—1921—NBC

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Oper. By.....The Fort Industry Co.
Bus.-Studio Address..Bcst. Bldg., 136 Huron St.
Phone Number.....Adams 3175
Transmitter Location.....R.F.D. Oregon Rd.
Air Time .....Unlimited
News Service.....INS, UP
Transcription Service..Thesaurus, Lang-Worth,
Representative .....Katz
Membership .....NARTB, BAB
President.....George B. Storer
General Manager.....E. Y. Flanigan
Local Comm. Mgr.....Westford F. Shannon
Program Director .....Glen Jackson
Production Director .....Lester A. Dana
Publicity Director .....Richard Gourley
News Director .....James Vebelhart
Musical Librarian.....Gene Williams
Chief Engineer.....William M. Stringfellow
Consulting Engineer.....Jansky & Bailey

WTOD

TOLEDO—1946

Frequency: 1560 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Unity Corp.
Business-Studio Address....515 Madison Ave.
Phone Number.....Garfield 5551
Transmitter Location..Byrne & Arlington Rds.
Air Time .....6 a.m.-sunset
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Headley-Reed
President .....Edward Lamb
Gen., Sta., Comm. Mgr.....Sunne Miller
News, Program Director.....Doug Tabner
Production Director .....Bob Elliott
Musical Director.....Frieda Miller
Chief Engineer.....Robert Sowers
Consulting Engr. .....George Adair

WTOL

TOLEDO—1938—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Community Bcstg. Co.
Trans.-Address .....Bell Bldg.
Phone Number.....Adams 3291
Air Time .....6 a.m.-1 a.m.
News Service.....AP, UP
Transcription Service .....Standard
Representative.....Paul H. Raymer
Membership .....NARTB
President .....Frazier Reams
Gen.-Station Mgr.....Thomas S. Bretherton
Commercial Manager.....Morton Neipp
Sales Prom. Mgr., Pgm.-Pub.-Prod. Dir. .....Bob Krieghoff
Musical Director.....Dorothy Dority
Chief Engineer.....Harold Holmes
Farm Editor.....Ken Lawrence
Consulting Engr. .....Andy Ring

WHHH

WARREN—1941—MBS

Frequency: 1400 Kc.....Power: 5000 Watts
Owned-Oper. By.....Warren Tribune Radio Station, Inc.
Business-Studio Address.....108 Main St., SW
Phone Number 2212-9
Transmitter Location.....Lordstown Center
Air Time.....6:45 a.m.-M.
News Service .....UP
Transcription Service .....Associated, SESAC
Representative .....Ra-Tel

President.....Helen Hart Hurlbert
Gen., Sta. Mgr.....H. R. Farrall
Pgm.-Prod.-Pub. Dir. .....Carl J. Raymond
News Director .....Kenneth Halterman
Chief Engineer.....Hugo A. Bondy

WWST

WOOSTER—1947—STANDARD, OHIO STATE

Frequency: 960 Kc.....Power: 500 Watts d.
Owned-Oper. By..Wooster Republican Ptg. Co.
Phone Number 760
Transmitter Location..1.8 Mi. E. of City, Rte. 30
News Service .....AP
Transcription Service.....Lang-Worth, World
Gen.-Sta. Mgr. .....E. B. Evans
Comm.-Prom. Mgr. .....K. S. Gordon
Program Director.....E. D. Gooding
Production Director .....E. B. Evans
Chief Announcer .....William P. Reidonaur
News Director .....Robert E. Heeter
Chief Engineer .....Willis Sherman
Farm Editor .....Harold Edwards

WRFD

WORTHINGTON—1947—LBS

Frequency: 880 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Peoples Bcstg. Corp.
Address .....649 High St.
Phone Number .....FR 2-5342
Transmitter Location.....Powell Rd. & Rte. 23
News Service .....AP, INS
Transcription Service .....Standard
Representative .....O. L. Taylor Co.
President .....James H. West
General Manager.....James R. Moore
Station Manager .....Fred A. Palmer
Commercial Manager .....J. D. Bradshaw
Program Director .....Robert C. Miller
News Director .....Winfred C. Arthurs
Chief Engineer .....Harold Schaaf
Farm Editor..Robert C. Miller, Robert Schmidt

WBBW

YOUNGSTOWN—1949

Frequency: 1240.....Power 250 Watts d.
Owner.....Mahoning Valley Bcstg. Corp.
Address.....Warner Theatre Bldg.
Phone Number 44421
Transmitter Location.....418 Knox St.
Air Time.....5:30 a.m.-1:05 a.m.
News Service.....AP, INS
Trans. Serv...Associated, Capitol, Lang-Worth
Station Representative..... Forjoe & Co.
Membership .....NARTB
President.....John Cherpack, Jr.
Vice-Pres., Gen.-Comm. Mgr.....Gene Trace
Program Director.....Tony Ross
Publicity Director.....Dorothy Park
News Director.....Dick O'Hara
Chief Engineer.....John Cherpack, Jr.

WFMJ

YOUNGSTOWN—1939—ABC

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Operated By.....WFMJ Bcstg. Co.
Business-Studio Address....101 W. Boardman
Phone Number 3-4121
Transmitter Location.....Boardman-Poland Rd.
Air Time .....Unlimited
News Service.....AP, UP, INS
Transcription Service .....Thesaurus
Representative .....Headley-Reed
Membership .....NARTB, BAB
Pres., Gen., Sta. Mgr....William F. Maag, Jr.
Comm. Mgr.....Leonard E. Nasman
Program Director Ronald W. Richards
Production Director.....Paul Bedford
News Dir., Chief Announcer.....Bill Crooks
Chief Engineer.....Frank A. Dieringer
Farm Editor.....Elden Groves

WKBN

YOUNGSTOWN—1926—CBS

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....WKBN Bcstg. Corp.
Bus.-Studio Address.....17 N. Champion St.
Phone Number 4-2122
Transmitter Location.....3930 Sunset Blvd.
News Service .....UP
Transcription Service.....World, Lang-Worth, McGregor
Representative.....Paul H. Raymer
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Warren P. Williamson, Jr.
Station Dir.....J. Lothair Bowden
Promotion Mgr.....Howard Rempes
Prog., Prod. Dir.....Don Brice
News Editor.....Jack Jurey
Chief Engineer.....B. T. Wilkins
Farm Editor.....Stu Wilson

WHIZ

ZANESVILLE—1924—NBC

Frequency: 1240 Kc.....Power: 250 Watts
Owner...Southeastern Ohio Bcstg. System, Inc.
Business-Studio Address....Lind Arcade Bldg.
Phone Number 2-5431
Transmitter Location.....Newark Rd.
News Service .....AP
Transcription Service .....World
Representative.....John E. Pearson
Membership .....NARTB, BAB
President .....Clay Littick
Station Manager.....Vernon A. Nolte
Commercial Manager.....Nate Milder
Program-Prod. Dir.....Robert D. Maley
Chf. Ann., News Dir.....Allan Land
Chief Engineer.....William A. Hunt

OKLAHOMA

Population 2,233,351—Decrease —4.4% ('40-'50)—Radio Homes 526,010
Families 587,720—Stations in State 42

KADA

ADA—1934—ABC-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KADA Bcstg., Inc.
Business Address.....Box 642
Phone Number 12-3
Studio-Transmitter Address....No. Broadway
Air Time.....6 a.m.-12 M.
News Service .....AP
Transcription Service .....Standard
Representative.....The Taylor Co.
Membership.....NARTB, BAB
President.....Dr. C. C. Morris
General Manager.....Billy T. Hoover
Station Manager.....Brown Morris
Program Director.....Bruce Ligdon
Prod., Music Dir.....Zelma Dean Woods
Publicity Director.....Patricia Dutton
Chief Announcer.....Monte C. Bell
News Director.....Morie Teague
Chief Engineer.....George Miller

KWHW

ALTUS—1947—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Altus Bcstg. Co., Inc.
Business Address .....Altus
Phone Number 1405
Studio-Add. Trans. Loca.....215 E. Bradford
Air Time.....7 a.m.-10 p.m.
News Service .....AP
Representative.....Hil F. Best
Membership .....NARTB
Pres., Ben. Mgr.....Frank E. Wimberly
Chief Announcer.....Jack Dale Schmanke
Chief Engineer.....Ernest Baucum

KVSO

ARDMORE—1935—ABC
OKLA. NET-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....John F. Easley
Bus.-Studio Address.....112 N. Washington
Phone Number 3030
Transmitter Location..Chickasaw & N.W. Blvd.
News Service .....AP
Transcription Service.....Associated, SESAC
Representative.....The Taylor Co.
Membership ..... BAB
Sta. Gen. Mgr.....Albert Riesen
Prom., Comm. Mgr.....J. E. Riesen
Program Director.....Dolly Dutton
Chief Announcer.....Heywood Vaughn
Chief Engineer.....William E. Kolb
News Dir., Farm Editor.....Welton Peden
Farm Editor.....Elmer Forbes

KWON

BARTLESVILLE—1941—MBS-OGB

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Bartlesville Bcstg. Co.
Bus.-Studio Address...Union Natl. Bank Bldg.
Phone Number 1400
Transmitter Location.....9 Mi. NE on U. S. 75
Air Time.....6 a.m.-11:30 p.m.
News Service .....AP
President, Manager.....J. Fred Case
Sales Prom. Manager.....John Collins
Chief Announcer.....Bob Walker
Chief Engineer.....Jim Wireman

KWCO

CHICKASHA—1946—MBS-KBS

Frequency: 1560 Kc.....Power: 250 Watts
Owned-Oper. By..Washita Valley Bcstg. Corp.
Phone Number 2899
Transmitter Location.....So. of Chickasha
Air Time.....6 a.m.local sunset
News Service .....AP
President.....P. D. Jackson
Gen., Sta. Mgr.....Clarence E. Wilson
Commercial Manager.....Philip Jackson
Program Director.....Lorene Null
Chief Engineer.....Neal M. Allen

KWOE

CLINTON—1949—LBS

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Operated By.Western Okla. Bcstg. Co.
Address .....Box 706
Phone Number 617
Transmitter Location.....Neptune Park
News Service .....UP
Transcription Service .....SESAC
Station Representative.....Hil F. Best
General Manager.....V. M. Preston
Commercial Manager.....Grant Ladd
Program Director.....Lew Preston
Chief Announcer.....Marion Wagnon
News Director.....Bill Lauderdale
Musical Director.....Lew Preston
Chief Engineer.....D. W. Savage

KRHD

DUNCAN—1947—MBS-OGB

Frequency: 1350 Kc.....Power: 250 Watts d., 100 n.
Owned-Operated By.....Duncan Bcstg. Co.
Address..Hwy. 81 at Pine St., P. O. Box 1192
Phone Number 1350
Gen., Sta. Mgr.....J. P. Burnett

KSEO

DURANT—1947—OGB-KBS

Frequency: 750 Kc.....Power: 250 Watts d.
Owned-Operated By...Democrat Printing Co.
Address .....Box 511
Phone Number 2200
Air Time .....Daytime
News Service .....AP
Transcription Service .....Thesaurus
Membership .....NARTB
Partners.....R. F. Story, Bennett Story
General Manager.....Leroy Moses
Commercial Mgr.....Fred R. Blackburn
Chief Engineer.....L. O. Wilcox

KCHE

EL RENO—1948

Frequency: 1590 Kc.....Power: 500 Watts d.
Owned-Operated By.....KCHE, Inc.
Bus.-Studio Address....First Natl. Bank Bldg.
Phone Number 2438
Air Time .....Daytime
General Manager.....Robert E. Davis
Program Director.....Tom Gilmore

KASA

ELK CITY—1932—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Southwest Bcstg. Co.
Business-Studio Address..1500 North Randall
Phone Number 730
Transmitter Location.....No. Randall
Air Time .....Unlimited
Representative .....Friedenberg
Supervisor.....Lonnie J. Preston
Manager.....V. M. Preston

KCRC

ENID—1930—ABC-OKLA. NET

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Oper. By.....Enid Radiophone Co.
Bus.-Studio Address.....Broadway Tower
Phone Number 447
Transmitter Location .....318 E. Willowy
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....O. L. Taylor Co.
Membership.....NARTB, BAB
President.....Milton B. Garber
General Manager .....George L. Tarter
Commercial Mgr.....H. P. Hale
Prod., Program Dir. .....Roger H. Stoner
Publicity Dir. .....Edith Barthel
Chief Annor.....Frank Powell
News Director .....Richard A. Brown
Chief Engineer.....Murray D. Coleman
Consulting Engr. ....Commercial Radio Equip.

KTAT

FREDERICK—1948—KBS

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Operated By.....Frederick Bcstg. Co.
Address .....Hotel Frederick
Phone Number 1010
Transmitter Location.....1 Mi. W. of City, Hway 5
Air Time.....Sunrise-sunset
News Service .....UP
Transcription Service .....World
Representative .....Hil F. Best
General Manager .....J. D. Jones, Jr.
Program Director .....Mary Wheeler
Prod. Dir., Chf. Ann.....Don Hughes
Publicity Director .....Evelyn Jones
News Dir., Chf. Engr.....Dan Jones
Musical Director .....Frances Burkhardt
Farm Editor .....Bill Gause
Consulting Engr. .....Guy C. Hutcheson

KGYN

GUYMON—1948

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Plains Bcstg. Co.
Trans.-Bus.-Studio Address....21st & Lelia Sts.
Phone Number 888

AP SELLS

For Stations and Sponsors —

For instance . . . . KOCY

"Our sponsors say news is the best buy on KOCY. 1950 is the tenth year for Mid-Continent Petroleum's sponsorship. Another news sponsor has been with us seven years. AP news provides steady income for KOCY. The Associated Press means the best possible service."

MATT BONEBRAKE,
General Manager,
KOCY, Oklahoma City

News Service ..... UP
Transcription Service ..... Thesaurus
Representative ..... Hil F. Best
Membership ..... NARTB, BAB
President, Sta. Mgr. ..... T. M. Raburn, Jr.
Pgm. Dir., Chf. Ann. ..... James H. Roach
Chief Engineer ..... J. A. Burke

KTJS

HOBART—1947—KBS

Frequency: 1420 Kc. ..... Power: 250 Watts
Owned-Operated By ..... T. J. Shriner
Transmitter Location ..... 315 E. 11th St.
Phone Number 1070
Air Time ..... Sunrise-sunset
News Service ..... AP
President, Gen.-Sta. Mgr. ..... T. J. Shriner
Commercial Manager ..... M. J. Shriner
Prom. Manager ..... A. C. Ferguson, Jr.
Pgm.-Prod.-Pub. Dir. ..... Jack Wickizer
Chief Announcer ..... Danny Foss
News Director ..... Ted Shriner
Musical Director ..... Barbara Evans
Chief Engineer ..... Darrel D. Foss
Farm Editor ..... Tom Morris

KIHN

HUGO—1948

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Little Dixie Bcstg. Co.
Address ..... Box 248
Phone Number 1140
News Service ..... AP
Transcription Service ..... Lang-Worth
President ..... George Malone
Gen.-Comm. Manager ..... Kruger E. Muse
Program Director ..... Betty Muse
Promotion Manager ..... Nancye Moore
Chief Engineer ..... Milo Holtberg

KSWO

LAWTON—1941
ABC-OKLA. NET

Frequency: 1380 Kc. ..... Power: 1000 Watts
Owned-Oper. By ..... Okla. Quality Bcstg. Co.
Bus.-Studio Address ..... 406½ D Ave.
Phone Number 1380
Transmitter Location ..... 1½ Mi. E. of Lawton
Air Time ..... Unlimited
News Service ..... UP
Transcription Service ..... Lang-Worth
Representative ..... The Taylor Co.
Membership ..... NARTB, BAB
President ..... R. H. Drewry
General Manager ..... Allan Page
Commercial Mgr. ..... Neil Ashlock
Sales Prom. Mgr. ..... Paul Goode
Chf. Ann., Prog. Dir. ..... Morgan Roberts
Production Director ..... Bill Wheatley
News, Pub. Dir. ..... Jack Drake
Chief Engineer ..... Bill Buford

KTMC

McALESTER—1946—ABC-KBS

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Operated By ..... McAlester Bcstg. Co.
Business-Studio Address ..... Municipal Bldg.
Phone Number 2411
Transmitter Location ..... A & Grisler Sts.
Air Time ..... 6 a.m.-11 p.m.
News Service ..... AP
Transcription Service ..... Standard
Representative ..... The Taylor Co.
Membership ..... NARTB, BAB
President ..... William Young
Commercial Manager ..... Robert Baggett
Gen. Mgr., Prog. Dir. ..... Ray Judge
Chief Announcer ..... Howard Martin
Musical Director ..... Bill Myers
Chief Engineer ..... Robert Schilbe
Farm Editor ..... Bill Dillon

KGLC

MIAMI—1948

Frequency: 910 Kc. ..... Power: 1000 Watts
Owned-Operated By ..... Miami Bcstg. Co.
Address ..... Miami Hotel
Phone Number 3303
Transmitter Location ..... 5 Mi. E. Miami
Air Time ..... 6 a.m.-M.
News Service ..... AP
Transcription Service ..... Standard
Representatives ..... Paul Girard, Adam J. Young
Membership ..... NARTB
President ..... M. K. Hutts
General Manager ..... Charles L. Unger, Jr.
Commercial Manager ..... John Kennedy
Program Director ..... Bill York
Chief Engineer ..... Louis Stone
Farm Editor ..... Joe Griffiths
Consulting Engr. ..... A. Earl Cullum

KBIX

MUSKOGEE—1936—ABC-OKLA. NET-OGB

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Okla. Press Pub. Co.
Address ..... 214-216 Wall St.
Phone Number 303
Air Time ..... 6 a.m.-12 M.
Transmitter Location ..... 9th floor, Barnes Bldg.
News Service ..... UP
Transcription Service ..... Thesaurus
Representative ..... The Taylor Co.
President, Gen. Mgr. ..... Tams Bixby, Jr.
Comm., Sta. Mgr. ..... Ernest Watson
Publicity Director ..... Walter W. Weber
Pgm., Prod. Dir. ..... Pat Sutter
Chf. Ann., News Dir. ..... Bill Mercer
Chief Engineer ..... Eugene Edwards
Consulting Engr. ..... Commercial Radio

KMUS

MUSKOGEE—1948—MBS

OKLAHOMA

Frequency: 1380 Kc....Power: 1000 d., 500 n.
Owned-Oper. By...Eastern Okla. Bcstg. Corp.
Business-Studio Address.....412½ Court St.
Phone Number 656-7
News Service .....UP
Membership .....NARTB, FMA
President.....R. M. Mountcastle
Gen., Station Mgr.....Jimmie Barry
Program Dir.....Harvey Marsh
Chief Engineer.....James Keitel

KNOR

NORMAN—1949

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Cleveland County Bcstg. Co.
Address.....P. O. Box 542
Phone Number 474-475
Transmitter.....½ mile E. of city Hgy. 9
Air Time.....6:30 a.m.-12 M.
News Service .....UP
Transcription Service .....Standard
Membership .....NARTB, BAB
General Manager.....William S. Morgan
Commercial Manager.....Tol Dickenson
Program Director.....Gene Stansberry
News Director.....Ken Lowe
Chief Engineer.....Don Daniel

KBYE

OKLAHOMA CITY—1946

Frequency: 890 Kc.....Power: 1000 Watts d.
Owned-Opearted By.....State Bcstg. Co.
Bus.-Studio Address.....9th & Broadway
Phone Number 3-2323-4-5
Transmitter Location.....55th & N. Eastern
Air Time .....Sunrise-sunset
Reprensentative .....Radio Reps
Membership .....NARTB
General Mgr.....Frank J. Lynch

KLPR

OKLAHOMA CITY—1947

Frequency: 1140 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Byrne Ross
Business Address.....128½ W. Commerce St.
Phone Number 3-6358
Studio-Transmitter Address.....300 Block, SE 73rd St. & Shields Blvd.
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service .....Associated
Membership .....NARTB, BAB
Owner, Pres., Gen. Mgr.....Byrne Ross
Prom. Comm. Mgr.....Fred Farha
Music Program Dir.....Mrs. Kathleen Burkett
Production Dir.....Mrs. Barbara Riddle
Publicity Director.....Byrne Ross
Chief Anncr.....Michael King
News Director.....Jack Reynolds
Chief Engineer.....Jay Davis
Farm Editor.....Joanne Ragsdale
Consulting Engineer.....Commercial Radio

KOCY

OKLAHOMA CITY—1938

MBS-OKLA. GP.

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Plaza Court Bcstg. Co.
Business-Studio Address....Plaza Court Bldg.
Phone Number 3-4333
News Service .....AP
Transcription Service .....Standard
Representative .....Walker
Membership .....NARTB, FMA
President.....John D. Thomas
Gen.-Station Mgr.....M. H. Bonebrake
Commercial Manager.....George Collison
Program Director.....Wishard Lemons
Publicity Director.....John Steele
Chief Engineer.....Royden Freeland

KOMA

OKLAHOMA CITY—1927—CBS

Frequency: 1520 Kc.....Power: 50,000 Watts
Owned-Operated By.....KOMA, Inc.
Business-Studio Address.....Biltmore Hotel
Phone Number 2-3291
Transmitter Location .....Moore
Air Time.....5 a.m.-12 M.
News Service .....UP
Transcription Service.....Standard, SESAC, Lang-Worth
Representative .....Avery-Knodel
Membership .....NARTB
President.....John Toole Griffin
General-Station Mgr.....J. J. Bernard
Sales Mgr.....Raymond Ruff
Sales Promotion Mgr., News Dir. Ben H. Holmes
Program Director.....Robert M. Eastman
Production Director.....Martin Fuller
Chief Announcer.....Ray McKee
Musical Director.....Clarence Reynolds
Chief Engineer.....M. W. Thomas
Farm Editor.....Carl Newman
Consulting Engineer.....Paul Godley

KTOK

OKLAHOMA CITY—1927—ABC

Frequency: 1000 Kc.....Power: 5000 Watts d., 1000 n.
Owned-Operated By.....KTOK, Inc.
Business-Studio Address.....1800 W. Main
Phone Number 3-8352
Transmitter Location.....S.E. of City
Air Time.....6 a.m.-M.
News Service.....AP, UP
Transcription Service .....Capitol

Representative.....O. L. Taylor Co.
President.....O. L. Taylor
Station Manager.....Edgar T. Bell
Commercial Manager.....E. L. Colbourn
Chief Engineer.....Clifford Easum

KTOW

OKLAHOMA CITY—1948—LIBERTY

Frequency: 800 Kc.....Power: 250 Watts d.
Owned-Operated By.....Sooner Bcstg. Co.
Business-Studio Address....3300 Apco Tower
Phone Number 2-6367
Transmitter Location.....Reno & Eastern
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....World
Representative .....Forjoe
Membership .....NARTB
President .....Ralph Ball
Gen., Sta. Mgr.....Cal Perley
Commercial Mgr.....B. M. Grotkop
Pgm., Prod., News, Pub. Dir.....Bill Bryan
Chief Engineer.....Elmo Black

WKY

OKLAHOMA CITY—1920—NBC

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Oper. By.....WKY Radiophone Co.
Bus.-Studio Address.....P. O. Britton Brausch
Phone Number 3-4306
Transmitter Location.....1 Mi. E. of Britton
Air Time .....Unlimited
News Service .....AP, UP
Transcription Service....Associated, Standard
Representative .....Katz
Pres., Gen. Mgr.....E. K. Gaylord
Station Manager.....P. A. Sugg
Administrative Asst.....Hoyt Andres
Commercial Manager.....Robert E. Chapman
Promotion Manager.....Eugene B. Dodson
Program Director.....Paul Brawner
News Supvr.....Ewing Canaday
Chief Announcer.....Wakefield Holley
Musical Director.....Allan Clark
Chief Engineer.....H. J. Lovell
Farm Editor.....Orval Saunders

KHBG

OKMULGEE—1937
MBS-OKLA. GP.-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Okmulgee Bcstg. Corp.
Business Address.....Oddfellows Bldg.
Phone Number 3646
Transcription Location.....20th St.
Air Time.....6 a.m.-10:30 p.m.
News Service .....AP
Representative .....L. O. Taylor
General Mgr.....Harold E. King
Comm. Mgr., Farm Editor.....Dan Kenan
Program Director.....Bill Davis
Publicity Dir.....Joyce Mann
Chief Announcer.....George Arnold
Chief Engineer.....William Thomson

KVLH

PAULS VALLEY—1947—KBS

Frequency: 1470 Kc.....Power: 250 Watts d.
Owned-Operated By.....KVLH Bcstg. Co.
Business Trans. Address.....P. O. Box 610
Phone Number 1470-1
Air Time.....Local sunrise-sunset
News Service .....UP
Transcription Service.....World, Keystone, Bruce Eells
Membership .....NARTB
President.....James T. Jackson
General Manager.....Phil Crenshaw
Commercial Manager.....H. Edward Walker
Chief Engineer.....George Rountree

WBBZ

PONCA CITY—1927—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By....The Ponca City Publ. Co.
Address.....615 W. Grand Ave.
Phone Number 6607-8
Air Time.....6 a.m.-11 p.m. (12 M. on Sat.)
Transmitter Location.....615 W. Grand St.
News Service .....AP
Transcription Service .....Standard
Representative .....Ra-Tel
Membership .....NARTB, BAB
President.....Clyde E. Muchmore
Sta., Gen. Mgr.....Cy Casper
Commercial Mgr.....M. E. Sheid
Pgm., Prod. Dir.....Shelton E. Bonnewell
News Director.....Gareth Muchmore
Musical Director.....Ilwa Edelen
Chief Engineer.....Kenneth Ruppe
Farm Editor.....Bob Nelson
Consulting Engineer.....Royden Freeland

KOLS

PRYOR—1950—OKLAHOMA

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Lakes Area Bcstg. Co.
Address.....Fifth & Mill Sts.
Phone Number 1263
Transcription Service .....Standard
News Service .....AP
General Manager.....L. L. Gaffney
Commercial Manager.....Fred Taylor
Program Director.....Dell Roy Guthrie
Chief Engineer.....Dave Hickman

KSMI

SEMINOLE—1948—MBS

Frequency: 1260 Kc.....Power: 500 Watts d.
Owned-Operated By.....KADA Bcstg. Inc.

Address .....Box 1351
Phone Number 1260-1261
Transmitter Location.....City Park, Seminole
Air Time.....Sunrise to Sunset only
News Service .....UP
Transcription Service .....Standard
Membership.....NARTB, BAB
President.....Dr. C. C. Morris
General Manager.....Bill Hoover
Sta., Comm. Mgr.....Pat Murphy
Sales Promotion Manager.....Bill Hoover
Program Director.....Don Owen
Prod., Pub. Dir.....Betty Hughes
Chief Anncr., News Dir.....Don Owen
Musical Director.....Betty Hughes
Chief Engineer.....Warren W. Abbott
Farm Editor.....Gene Tobaben

KGFF

SHAWNEE—1930—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....KGFF Bcstg. Co., Inc.
Address.....Federal Natl. Bldg.
Phone Number 4390-1
Transmitter Location....Shawnee County Club
Air Time.....6 a.m.-12 M.
News Service .....AP
Transcription Service .....World
Representative .....Taylor Co.
Membership .....NARTB
President.....Oscar S. Stauffer
Comm., Gen. Mgr.....E. D. Harvey
Promotion Manager.....William Beck
Prod., Prog. Director.....William C. Maugans
News Director.....Glen Pool
Musical Director.....C. Jack Childs
Chief Engineer .....Robert Martin
Farm Editor.....Richard Moore

KSPI

STILLWATER—1947
MBS-OKLA. GP.-LBS

Frequency: 780 Kc.....Power: 250 Watts d.
Owned-Oper. By....Stillwater Publishing Co.
Business Address.....P. O. Box 231
Phone Number.....311
Studio-Transmitter Location..1½ Mi. S. of Stillwater on Hway. 40
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....Standard
Representative .....Ra-Tel
Membership .....NARTB
President.....C. R. Bellatti
General Manager.....L. F. Bellatti
Program Director.....Braxton Combs
Chief Engineer.....Paul McCollum
Farm Editor.....Jim Wells

KAKC

TULSA—1946—OKLA. GP.

Frequency: 970 Kc.....Power: 1000 Watts d., 500 n.
Owned-Oper. By.....Public Radio Corp.
Bus.-Studio Address.....412 E. Fifth St.
Phone Number 4-2401
Transmitter Location.....21st & Yale Sts.
Air Time.....6 a.m.-11:30 p.m.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Walker
President-Treas.....S. E. Avey
V.P., General Manager.....James L. Neal
Commercial Manager.....Glen Harmon
Sales Promotion Mgr.....Lee Abbott
Program Director.....John B. Wheeler
Production Director.....Bill Webb
Publicity Director.....Ramon King
Mus. Dir., Chief Anncr.....Jack Moore
News Director.....Ken Reed
Chief Engineer.....M. M. Donley
Consulting Engr.....John Crentz

KFMJ

TULSA—1946—LIBERTY

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By....Fred Jones Bcstg. Co.
Business-Studio Address.....1242 S. Boston
Phone Number 5-5555
Transmitter Location.....23rd & Yale
Air Time .....Daytime
News Service .....UP
Transcription Service.....Standard
Representative.....Independent Net Sales
Membership.....NARTB, BAB
President .....Fred Jones
Sta., Gen. Manager.....Lawson Taylor
Commercial Manager.....Leon (Jack) Betz
Program Director.....M. M. McGuigan
Chief Announcer.....E. B. (Bob) Parker
Chief Engineer.....Nate Wilcox

KOME

TULSA—1938—MBS-OKLA. NET

Frequency: 1300 Kc....Power: 5000 d., 1000 n.
Owned-Oper. By.....Oil Capital Sales Corp.
Business-Studio Address.....8th & Main
Phone Number 3-4121
Transmitter Location.....86th & S. Harvard
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Standard
Representative .....Pearson
Membership .....NARTB
President .....Harry Schwartz
Sta., General Director.....Dick Campbell
News, Program Director.....Claude Evans
Production Director.....Larry Robertson
Publicity Director.....Ann Fountain
Chief Announcer.....John Holmes
Musical Director.....Jack Davidson
Chief Engineer.....Roy Brown
Farm Editor.....Jack Newman
Consulting Engr.....Earl Cullum

the TOUR TEST proves

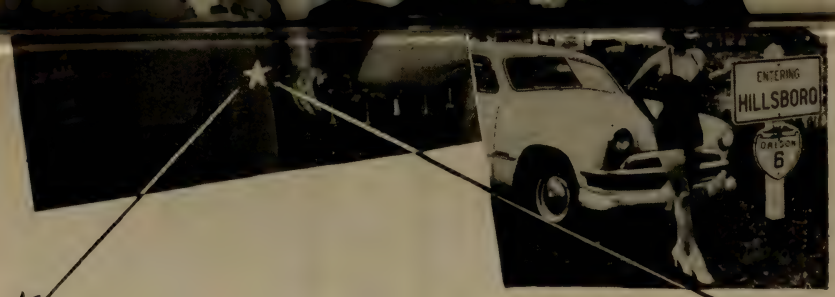
KGW THE ONLY STATION WHICH GIVES THE ADVERTISER COMPREHENSIVE COVERAGE

.....in the OREGON MARKET



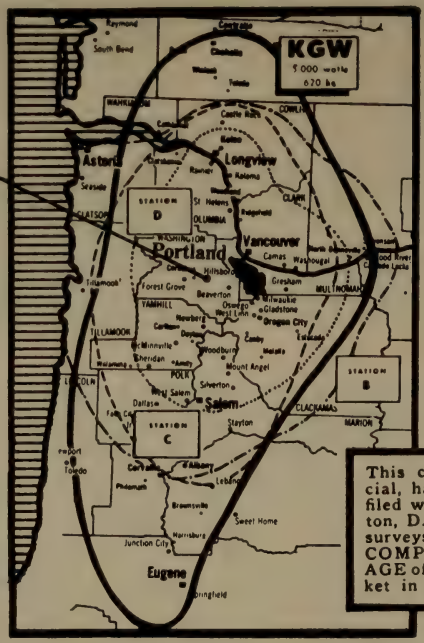
BROADCAST MEASUREMENT BUREAU SURVEYS PROVE KGW's LEADERSHIP

Actual engineering tests have proved that KGW's efficient 620 frequency provides a greater coverage area and
out this fact. KGW is beamed to cover the population



out this fact. KGW is beamed to cover the population concentration of Oregon's Willamette Valley and Southwestern Washington.

TOTAL BMB FAMILIES
(From 1949 BMB Survey)



DAYTIME	
KGW	350,030
Station B	337,330
Station C	295,470
Station D	192,630

NIGHTTIME	
KGW	367,370
Station B	350,820
Station C	307,970
Station D	205,440

This chart, compiled from official, half-milivolt contour maps filed with the FCC in Washington, D.C., or from field intensity surveys, tells the story of KGW's COMPREHENSIVE COVERAGE of the fastest-growing market in the nation.

For a full century Hillsboro, Oregon, has been a major producing, marketing and processing center. Today foods packed by Hillsboro plants are consumed throughout the world. A recent KGW Tour-Test, conducted with the cooperation of the Oregon State Motor Association, proved KGW's dominance of this market Haley Canning Company, one of the city's major packing plants, was visited by the Tour-Test. Above William Christensen (left) Hillsboro business figure, and Bill Watkins, Haley's president, examine with "Miss KGW" canned meat products destined for the U. S. armed services. Hillsboro's expanding economy is delivered through the COMPREHENSIVE COVERAGE of KGW

KGW

NBC AFFILIATE

PORTLAND, OREGON

ON THE EFFICIENT 620 FREQUENCY

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

the TOUR-TEST proves

KGW THE ONLY STATION WHICH GIVES THE ADVERTISER COMPREHENSIVE COVERAGE

.....in the OREGON MARKET

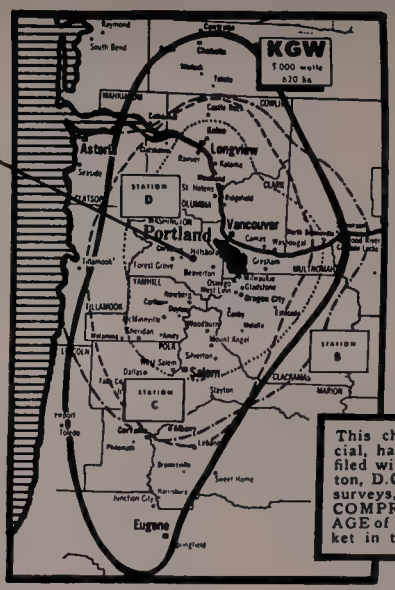


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BROADCAST MEASUREMENT BUREAU SURVEYS PROVE KGW's LEADERSHIP

Actual engineering tests have proved that KGW's efficient 620 frequency provides a greater coverage area and reaches more radio families than any other Pacific Coast station. Surveys by Broadcast Measurement Bureau point out this fact. KGW is beamed to cover the population concentration of Oregon's Willamette Valley and Southwestern Washington.

TOTAL BMB FAMILIES (From 1949 BMB Survey)



DAYTIME	
KGW	350,030
Station B	337,330
Station C	295,470
Station D	192,630

NIGHTTIME	
KGW	367,370
Station B	350,820
Station C	307,970
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KGW

NBC AFFILIATE

PORTLAND, OREGON

ON THE EFFICIENT 620 FREQUENCY

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

KRMG

TULSA—1949—ABC-WESTERN NET

Frequency: 740 Kc.....Power: 50,000 Watts d., 25,000 n.
Owned-Operated By..All Oklahoma Bcstg. Co.
Business-Studio Address..311 So. Denver Ave.
Phone Number 5-3291
Transmitter Location .....Keystone
Transcription Service .....Capitol
Air Time.....5:30 a.m.-M.
Representative .....John Blair
News Service .....AP
President.....Robert S. Kerr
Sta., Gen. Mgr.....Robert B. Jones, Jr.
Commercial Manager.....Frank S. Lane
Sales Prom. Mgr. Publicity Dir...Montez Tjaden
News Director.....Glenn Condon
Prod., Pgm. Dir.....Perry W. Ward
Chief Engineer.....Alden F. Wooster
Farm Editor.....John Martin
Consulting Engr.....McIntosh & Inglis

KTUL

TULSA—1934—CBS

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By.....Tulsa Bcstg. Co.
Business Address .....Boulder-on-the-Park
Phone Number 2-3191
Transmitter Location .....Turley
Air Time.....5:30 a.m.-M.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Avery-Knodel
Membership .....NARTB, BAB
President.....John T. Griffin
Commercial Mgr.....L. A. Blust, Jr.
Sales Prom. Mgr.....George Ketcham
Chief Announcer.....Ed Neibling
Program Director.....Karl Janssen
Production Director.....Harry Abbott
News Director.....Jack Morris
Musical Director.....Glenn Hardman
Chief Engineer.....Robert Snider
Farm Editor.....Jim Rosson
Consulting Engr.....Paul F. Godley

KVOO

TULSA—1925—NBC

Frequency: 1170 Kc.....Power: 50,000 Watts
Owned-Oper. By....Southwestern Sales Corp.
Bus.-Studio Address.....2104 Philtower Bldg.
Phone Number 3281
Transmitter Location.....11 Mi. E. of Tulsa Hwy. 66
Air Time .....Unlimited
News Service .....INS
Transcription Service.....Standard, World
Representative .....Edward Petry
President.....P. Q. Proctor
Sta., General Mgr.....William B. Way
Commercial Manager....Gustav K. Brandborg
Sales Prom. Mgr.....N. T. McClarin
Program Director.....Tom DeVore
Production Director.....John Henry
News Director.....Ken Miller
Musical Director.....Joe O'Neill
Chief Engineer.....Watt Stinson
Farm Editor.....Sam Schneider

KSIW

WOODWARD—1947—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Woodward Bcstg. Co.
Address Trans. Loc.....22 & Cedar Sts.
Phone Number 1450
Air Time.....6 a.m.-10:15 p.m.
News Service .....AP
Transcription Service.....Lang-Worth, Cole
Representative .....Continental
Pres., Gen. Mgr.....Edward A. Ryan
Program Director.....Mrs. Connie Shimeall
Chief Engineer.....George Archer
Chief Announcer.....Hubert Feese

OREGON

Population 1,521,341—Increase +39.6% ('40-'50)—Radio Homes 463,060 Families 475,420—Stations in State 42

KWIL

ALBANY—1941—MBS-DON LEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Central Willamette Bcstg. Co.
Bus.-Studio-Transmitter Address...Queen Ave. & Elm St.
Phone Number 1234
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service.....Standard, World
Representative .....John Keating
Membership .....NARTB
President.....R. R. Cronise
General Manager.....Chet Wheeler
Sta. Mgrs.....Derwood Smith, Robert Cornell, Fred Henshaw
Prom. Mgr., News, Pub. Dir.....Ken McCoy
Commercial Manager.....Warren Stoffer
Program-Production Dir.....LeRoy Jolley
Chief Announcer.....Lee Kidd
Chief Engineer, Farm Editor..Herbert Davidson

KWIN

ASHLAND—1946—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Rogue Valley Bcstg. Co.
Address.....1160 Helman Rd.
Phone Number 2-1351
Air Time .....Unlimited
News Service .....AP
Transcription Service.....World, Standard
Representative .....Gene Grant
Membership .....NARTB
President.....M. S. Hamaker
General Manager.....Edward P. Barnett
Comm., Prom. Mgr.....Burton Lane Bardeen
Program Director.....Doyle Seely
Chief Engineer.....Philip R. George

KAST

ASTORIA—1935—MBS-KBS

Frequency: 1370 Kc.....Power: 1000 Watts
Owned-Operated By.....Astoria Bcstg. Co.
Bus.-Studio Address.....P. O. Box 445
Phone Number 95-6
News Service .....AP
Transcription Service .....Standard
Representative .....McHugh
Membership .....NARTB
Station Mgr.....R. D. Holmes

KVAS

ASTORIA—1950

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Clatsop Video Bcstrs.
Address.....612 Commercial St.
Phone Number 41
Representative .....Keating
Transcription Service.....World, Associated
News Service .....UP
Partners.....L. E. Parsons,
E. W. Littlehales, J. W. Spencer
Gen. Mgr., Chief Engr.....L. E. Parsons
Promotional Manager.....J. W. Spencer
Pgm., News, Farm Dir.....E. W. Littlehales

KBKR

BAKER—1939—KBS—LBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Inland Radio, Inc.
Bus.-Studio Address....Second & Auburn Sts.
Transmitter Location.....H. Street
News Service .....UP
Transcription Service .....World
Membership .....NARTB, BAB
President.....Lee W. Jacobs
Gen., Station Mgr.....Kenneth B. Lockwood
Commercial Mgr.....Milton L. Levy
Program Dir.....Kenneth Holden
Production Director.....Mal Waltman
Chief Engineer.....Walt Bobisud

KBND

BEND—1938—MBS-KBS

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Oper. By....Central Oregon Bcstg. Co.
Bus.-Studio Address.....1101 Wall St.
Phone Number 848
Air Time.....6 a.m.-11 p.m.
Transmitter Address.....Butler Market Rd.
News Service .....UP
Transcription Service .....Standard
Representative.....W. S. Grant
Membership .....NARTB, BMB
Gen., Sta. Mgr... .....Frank H. Loggan
Comm. Mgr.....W. H. Barton
Pgm. Dir., Farm Editor.....Kessler Cannon
Chief Engineer.....Robert Dickinson

KOOS

COOS BAY—1928—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KOOS, Inc.
Bus.-Studio-Trans. Address.....505 Hall Bldg.
Phone Number 4321-4331
Air Time .....Unlimited
News Service.....AP, UP
President.....Sheldon F. Sackett
General Manager.....Fred F. Chitty
Station Manager.....Hal Shade
Commercial Manager.....Jack Irvine
Program Director.....Sara Spaugh
Chief Engineer.....Roger Spaugh

KWRO

COQUILLE—1948—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....KWRO Bcstrs.
Address .....P. O. Box 396
Phone Numbers..... ..3961-3971
News Service .....AP
Transcription Service.....Associated, Cole
Representative .....Gene Grant
Pres., Gen. Mgr.....Walter L. Read
Secretary-Treasurer.....William E. Walsh
Commercial Manager.....William Cook
Chief Engineer.....Phillip Linn
Chief Anncr., Farm Editor.....Curt Raynes
Program Director.....David L. Riggs

KRUL

CORVALLIS—1946
KBS-VIKING-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Pacific States Radio Co.
Address Trans. Lot.....1221 So. 15th St.
Phone Number 1504
Air Time.....6:30 a.m.-12 M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Keating

President.....J. C. Haley
Gen., Sta. Mgr.....C. W. Peck
Sales Prom. Mgr.....Doris Peck
Chief Announcer.....Wayne Loerke
News Director.....Ted Carlson
Musical Dir.....Steve Evans
Chief Engineer.....Wayne Loerke
Farm Editor.....Clayton Raker
Consulting Engr.....James C. Hatfield

KODL

THE DALLES—1940—KBS

Frequency: 1230 Kc.....Power: 250 d., 100 n.
Owned-Oper. By.....Western Radio Corp.
Trans. Address.....Scenic Dr. nr. Sorosis Pk.
Phone Number 2300
Air Time.....6:45 a.m.-10:15 p.m.
News Service .....UP
Transcription Service .....MacGregor
Representative .....Keating
Pres., General Manager.....V. B. Kenworthy
Station Manager.....Paul E. Walden
Chief Engineer.....Arthur Elliott

KASH

EUGENE—1947—KBS

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio Air Ways, Inc.
Business Address Trans.....Day Island Rd.
Phone Number 5-3357
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service.....Capitol, Sesac
Representative .....Donald Cooke
Pres., Gen.-Station Mgr.....E. L. Kincaid
Commercial Manager.....Paul N. Plank
Program Director.....Laura Nidever
Publicity Director..... Clare Mattingly
Chief Announcer.....Floyd Coons
Chief Engineer.....William Riley

KERG

EUGENE—1949—LBS

Frequency: 1280 Kc.....Power: 1000 Watts, d., 1000 Watts n.
Owned-Operated By.....Eugene Broadcasters, Inc.
Address.....Studio Bldg.-13th & Willamette
Phone Number 5-4304
Transmitter Location.....Route 2
Air Time: .....Unlimited
News Service .....AP
Transcription Service.....Standard Radio
Representative.....West Coast Radio Sales
Membership .....NARTB
President.....Alton F. Baker
Gen., Sta. Mgr.....L. W. Trommlitz
Commercial Manager.....Herb Michael
Pgm., Prod. Dir.....Reg Rose
News Director.....Jack Craig
Chief Engineer.....Calvert Applegate
Farm Editor.....Earl Britton

KORE

EUGENE—1927—MBS-DON LEE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Lane Bcstg. Co.
Business Address.....P. O. Box 1032
Phone Number 4-4214
Studio-Trans. Location.....S. Willamette St.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....Everett-McKinney
Membership .....NARTB
Director .....Glenn McCormick
General Mgr.....Lee Bishop
Commercial Mgr.....Bob Hillyer
Program-Production Dir.....Robert Eubanks
Publicity Dir.....Woddy Slater
Chief Engineer.....Floyd Vikea
Farm Editor.....Dolph Janes

KUGN

EUGENE—1946—ABC

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Operated By.....KUGN, Inc.
Business Address.....P. O. Box 590
Phone Number 4-6216
Studio-Transmitter Location.....Coburg Rd.
Air Time.....5:55 a.m.-M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Meeker, Frank J. McHugh, Jr.
Membership .....NARTB
President.....C. H. Fisher
Sta., Gen. Manager.....S. W. McCready
Commercial Manager.....L. N. Young
Program Director.....L. S. Ready, Jr.
Chief Announcer.....Don Porter
News Director.....Jack Billings
Chief Engineer.....Skip Hathaway
Consulting Engr.....Grant S. Feikert

KFGR

FOREST GROVE—1950

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Irving G. Schmidtke
Address.....Rt. 2, Box 59
Phone Number 5791
Transcription Service .....Standard
News Service .....AP
Gen. Mgr. & Chief Engr.....Irving Schmidtke
Comm. Mgr., News Dir.....Ralph Sanders
Program Director.....Robert Roberts

KUIN

GRANTS PASS—1939—MBS DON LEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..Southern Oregon Bcstg. Co.
Business Address.....P. O. Box 148

Phone Number 4477
Studio-Transmitter Location..Redwood Hway.
Air Time..... 6:30 a.m.-11 p.m.
News Service ..... AP
Transcription Service.....World, McGregor
Representative..... W. S. Grant
Membership ..... NARTB
President..... A. E. Voorhies
General Manager..... E. A. Malone
Commercial Mgr..... Jack T. Sivert
Program Director..... Dave Allen
News Director..... Harry Carmichael
Chief Engineer..... N. L. Williams

KIHR

HOOD RIVER—1950

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Ore.-Wash. Bcstrs.
Phone Number 1561
General Mgr., Ptnr.....C. H. Fisher
Partner.....C. O. Fisher
Station Manager.....Don McCutcheon
Chief Engineer.....Robert Houghlum

KFJI

KLAMATH FALLS—1922—MBS

Frequency: 1150 Kc....Power: 5000 d., 1000 n.
Owned Oper. By.....W. D. Miller Enterprises
Address.....P. O. Box 692
Phone Number 22551
Transmitter Loc.....Radio Hill
Air Time..... 6:30 a.m.-12 M.
News Service ..... UP
Transcription Service ..... World
Representative.....W. S. Grant, Keating
Membership ..... NARTB
President, General Mgr.....W. D. Miller
Prom., Sta., Comm. Mgr.....Jack Keating
Prod., Program Director.....Bill Wentworth
Chief Announcer.....Sandy Poteet
News Director.....Wm. Wentworth
Chief Engineer.....Edward M. Boyd
Consulting Engr.....Harold Singleton

KFLW

KLAMATH FALLS—1946—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Herald Publ. Co.
Address.....P. O. Box 941
Phone Number 8115
Air Time..... 6 a.m.-M.
News Service ..... AP
Transcription Service .....Standard
Representative .....Everett-McKinney
Membership ..... NARTB
President .....Frank Jenkins
General Manager.....Bud Chandler
Commercial Manager.....Aaron Boe
Program Director.....Marjorie Eagle
Chief Engineer.....Gilbert Walters
News Director.....Charles McFarlan
Farm Editor .. Paul Alexander

KLBM

LA GRANDE—1938—KBS-LBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Inland Radio, Inc.
Address.....Old Oregon Trail No. 30
Phone Number 220
News Service ..... UP
Transcription Service .....Lang-Worth
Membership ..... NARTB, BAB
President .....Lee Jacobs
General Station Manager.....John G. Jones
Commercial Manager.....Ken Lillard
Pgm., Prod. Dir.....James L. Sams
Chief Engineer.....Murray Durham

KGAL

LEBANON—1950—KBS-LBS

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Oper. By.....W. Gordon Allen
Phone Number 8631
Transcription Library .....World
News Service ..... AP
President.....W. Gordon Allen
Gen. & Comm. Mgr.....Glasco Branson
Program Director.....Madeline Allen
Chief Engineer.....Ed McElroy

KMCM

McMINNVILLE—1949—LBS-KBS

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Oper. By.....Yamhill Bcstrs.
Address .....Lafayette Ave.
Phone Number 3811
Representative .....Paschal
Transcription Service.....Capitol, Lang-Worth
News Service ..... AP
President.....Jack B. Bladine
General Manager.....Louis F. Gillett
Commercial Manager.....Glasco Branson
Chief Engineer.....Miet Muir
News Director.....Homer Rhose
Farm Editor.....Dudley Gaylord

KMED

MEDFORD—1922—NBC

Frequency: 1440 Kc.....Power: 5000 Watts d., 1000 Watts n.
Owned-Operated By.....Radio Medford, Inc.
Address.....P. O. Box 1306
Phone Number.....2-4000, 2-9655
Transmitter Location.....Ross Lane
News Service ..... UP
Transcription Service....Standard MacGregor
Station Representative.....Meeker Assoc.
Membership ..... NARTB
President .....Vern Robinson
General Manager.....Jennings Pierce
Commercial Manager.....Bill Hansen
Program Mus. Director.....A. O. Hohensee
Chief Engineer.....Ray Johnson

KYJC

MEDFORD—1947—ABC

Frequency: 1230 Kc. ....Power: 250 Watts d., 250 Watts n.
Owned-Operated By ...Medford Printing Co.
Trans. Address .....Barnett Rd.
Phone Number 2-5277
Air Time .....6 a.m.-12 M.
News Service ..... UP
Transcription Service .....Lang-Worth
Representative .....Grant McHugh
President .....Robert W. Ruhl
Gen., Sta. Mgr. .....Jimmy Dunlevy
Comm., Prom. Mgr. .....Douglas Gaines
Pgm., Prod., News Dir. .....John Ahern
Publicity Director .....Betty Brugman
Chief Announcer .....Tom MacLeod
Chief Engineer .....Rodney Richards
Consulting Engineer .....Grant S. Feikert

KNPT

NEWPORT—1948

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Oper. By.....Yaquina Radio, Inc.
Business Address.....Box 276
Phone Number 560
Studio-Transmitter Address .....Newport
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service .....World
Pres., Gen.-Station Mgr.....Tom R. Becker
Commercial Mgr.....Joe Kortman
Program Director.....Silvia Becker
Chief Engineer.....Hal Bigger
Consulting Engr.....Harold Singleton

KSRV

ONTARIO—1946—LBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Inland Radio, Inc.
Address.....Old Oregon Trail
Phone Number 212
Transmitter Location.....Hiway 30
Air Time.....6 a.m.-M.
News Service .....UP
Representative .....Oregon Trail
Transcription Service .....World
Membership .....NARTB, BAB
President.....Lee W. Jacobs
V.P., Gen. Mgr.....Gordon L. Capps
Commercial Manager.....John W. Powell
Program Director.....Hal Corwin
News Director.....Robert E. Davis
Chief Engineer.....Charles E. Harland
Consulting Engr.....Harold Singleton

KGON

OREGON CITY—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Clackamas Bcstrs.
Business Address.....Box 391
Phone Number 5249
Studio-Transmitter.....Super Hiway, N.
Air Time.....24 hrs.
News Service .....AP
Transcription Service .....World
Representative.....W. C. Radio Sales
President.....Dr. John H. Fitzgibbon
Comm. Sta., Gen. Mgr.....Irwin S. Adams
Assistant Manager.....H. I. Jackson
Prod., Pgm. Director.....Delmar Lundbom
Musical Director.....Monte Ballon
Chief Engineer.....Robert Brower

KWRC

PENDLETON—1941

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Western Radio Corp.
Business Address.....P. O. Box 178
Phone Number 1425
Studio-Transmitter Location..End of S.W. Sixth
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth
Pres., Gen. Mgr.....V. B. Kenworthy
Station Manager.....Ted A. Smith
Commercial Manager.....Jack Webb
Program Director.....Pete S. Hansen
Chief Engineer.....Robert E. Fay

KBKO

PORTLAND—1948

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Mercury Bcstg. Co.
Bus.-Studio Address...3908 N.E. Sandy Blvd.
Phone Number...MUrdock 1290, WEbster 1290
Transmitter Location.....Oaks Park
Representative .....Forjoe
News Service .....UP
Pres., Gen., Comm. Mgr., Pgm. Dir. Gordon Bambrick
V.P., Chief Engr.....Harold Kieger

KEX

PORTLAND—1926—ABC

Frequency: 1190 Kc.....Power: 50,000 Watts
Owned-Operated By.....Westinghouse Radio Stations, Inc.
Address.....1230 SW Main St.
Phone Number.....CApital 1881
Transmitter Location .....Clackamas
Air Time.....6:00 a.m.-1:00 a.m.
News Service.....AP, INS
Transcription Service .....Associated
Station Representative.....Free & Peters Inc.
President .....Walter Evans
Vice-Pres.....Walter E. Benoit
Station Manager.....J. B. Conley
Commercial Manager.....Robert H. Prigmore
Sales Promotion Manager..Charles L. Burrow
Program & Pub. Director.....Mel Bailey
Production Director.....Ken Finley
News Director.....Robert L. Thomas
Chief Engineer.....Thomas T. Ely
Consulting Engineer.....Westinghouse Radio Stations Inc.

KGW

PORTLAND—1922—NBC
N.W. TRIANGLE

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Oper....The Oregonian Publishing Co.
Bus.-Studio Address.....1320 S.W. Broadway
Phone Number.....BEacon 6364
Transmitter Location.....No. Portland
Air Time.....Unlimited
News Service.....AP, INS
Transcription Service.....Lang-Worth, World
Representative.....Edward Petry
Membership.....NARTB, BAB
President.....E. B. MacNaughton
General Manager.....M. J. Frey
Station Manager.....H. Quenton Cox
Commercial Manager.....J. N. Wasson
Asst. Manager.....Frank H. Coffin
Program Manager.....Homer Welch
Chief Announcer.....Bob Tomlinson
News Directors.....Don Kneass, Chuck Foster
Musical Director.....Abe Bercovitz
Chief Engineer.....Harold C. Singleton
Farm Editor.....Don Kneass

KOIN

PORTLAND—1926—CBS

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....KOIN, Inc.
Business Address.....P. O. Box 1031
Phone Number.....ATwater 3333
Transmitter Location.....Sylvan
Air Time.....6 a.m.-M.
News Service.....AP, INS, UP
Transcription Service.....Associated, World
Representative.....Avery-Knodel
Membership.....NARTB
President.....Marshall Field
Gen.-Sta.-Comm. Mgr.....Harry H. Buckendahl
Promotion Director.....George Wann
Program Manager.....Ted W. Cooke
Production Director.....Willard Mears
Chief Announcer.....Duncan Macleod
News Director.....Lester Halpin
Musical Director.....Owen Dunning
Dir. of Engineering.....Louis S. Bookwalter
Farm Editor.....Luke L. Roberts

KPDQ

PORTLAND—1947

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Operated By.....John W. Davis
Bus.-Studio-Trans. Address..214 Panama Bldg.
Phone Number.....ATwater 2035
Transmitter Location.....Oaks Park
News Service.....AP
Transcription Service.....Associated
Representative.....William G. Rambeau
Owner.....John W. Davis
Gen., Sta. Mgr.....William E. Richardson
Program Director.....Donovan Zundel
Chief Engineer.....R. F. Johnson

KPOJ

PORTLAND—1932—MBS

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By..KPOJ, Inc., Journal Pub. Co.
Phone Number.....Broadway 3484
Studio Address.....1019 S.W. 10th
Transmitter Location.....P. O. Address R. 1, Box 2433
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....Thesaurus
Representative.....John Blair
Membership.....NARTB, BAB
President.....P. L. Jackson
General-Station Manager.....R. M. Brown
Commercial Manager.....Thomas J. Swafford
Program Director.....Hugh Smith
Publicity Prom. Director.....Isabell Hoyt
Chief Announcer.....Jack Moys
News Director.....Vernon E. Mueller
Music Director.....Ted Hollock
Chief Engineer.....Henry Sturtevant
Farm Service Dir.....Alvin D. Bauer

KWJJ

PORTLAND—1927

Frequency: 1080 Kc.....Power: 10,000 Watts
Owned-Oper. By.....KWJJ Bcst. Co., Inc.
Bus.-Studio Address.....1011 S.W. 6th Ave.
Phone Number.....Atwater 4393
Transmitter Location.....No. Portland
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service...Lang-Worth, Standard
Representative.....Burn-Smith
Pres., Gen., Sta. Mgr.....Wilbur J. Jerman
Prog., Prod. Dir., Comm. Mgr...Jerry Speerstra
Prom. Mgr., Pub. Dir.....Ben Crosby
News Dir., Chief Anncr.....Frank Cooley
Musical Director.....John Emmel
Consulting Chief Engineer.....Dwight Loomis
Farm Editor.....Bill Hansen

KXL

PORTLAND

Frequency: 750 Kc.....Power: 10,000 Watts
Owned-Operated By.....KXL Bcstrs.
Business-Studio Address.....Orpheum Bldg.
Phone Number.....BR. 6451
Transmitter Location.....Harmony Twp.
News Service.....UP
Transcription Service.....Standard
Representative.....Walker
Pres., Gen.-Sta.-Comm. Mgr.....H. S. Jacobson
Sales Prom. Mgr.....James Mount
Program Manager.....Jackson Fleming
Chief Announcer.....Bill Mason
News Director.....Fred Eichorn
Musical Director.....Ted Yaw
Chief Engineer.....Ralph Mifflin
Farm Editor.....Ben Buisman

KRCO

PRINEVILLE—1950—LBS-VIKING

Frequency: 690 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Central Oregon
Phone Number 6-239
Representative .....Gene Grant
Transcription Service .....Capitol
News Service .....UP
Pres., Gen. Mgr.....Robert M. Bruce
Commercial Manager.....N. A. Miksche
Program Director.....William Clayton
Promotion Manager.....Guy Welch
Technical Director.....C. R. Matheny
News Director.....Richard Burger
Farm Editor.....Gus Simonson

KRNR

ROSEBURG—1935—DON LEE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....News Review Co.
Address.....211 N. Main St., 124 N. Jackson St.
Phone Number 4
Air Time .....6 a.m.-11:30 p.m.
News Service .....AP
Transcription Service .....Standard
Representatives ..John Keating, Irene Griffith
Membership .....NARTB, BAB
President .....Frank Jenkins
Station Manager .....Leroy Hiatt
Commercial Mgr.....Warren Ward
Program Director .....Lyle Fenner
Publicity Dir.....Carol Kerr
News Director.....Bob Grant
Chief Engineer .....Max Dick
Farm Editor .....Lyle Fenner

KRXL

ROSEBURG—1950

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Umpqua Bcstrs., Inc.
Address.....1640 Medford St.
Phone Number 1890
Transcription Service .....Lang-Worth
News Service .....UP
President.....Donn Radabaugh
General Manager.....Iris Rice Helliwell
Commercial Manager.....Lois D. Hunt
Program Director.....Del McKay
Chief Engineer.....Ralph E. Smith

KOCO

SALEM—1947—LBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Loring Schmidt
Address Trans. Loca. ....1426 Edgewater St.
Phone Number 3-3108
Air Time.....6:30 a.m.-M.
News Service .....UP
Transcription Service.....Capitol, Associated.
Representative.....William G. Rambeau
General Manager .....Loring Schmidt
Program Director .....Carl Ritchie
News Director .....Ben Hubbard
Chief Engineer.....Edward C. McElroy, Jr.

KSLM

SALEM—1934—MBS-DON LEE

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Operated By.....Oregon Radio, Inc.
Business Address.....P. O. Box 631
Phone Number 3-4831
Studio Address.....Senator Hotel Bldg.
Transmitter Location.....Kingwood Hghts.
Representative .....McKinney
Air Time .....Unlimited
News Service .....AP, UP
Transcription Service.....World, Lang-Worth
Representative.....W. S. Grant
Membership .....NARTB, FMA
President .....Glenn McCormick
Gen., Comm. Mgr.....Earl Headrick
Program Director.....Dave Hoss
Prom. Mgr., News, Farm Dir.....Bill Exline
Chief Engineer.....Clyde Carlton

KTIL

TILLAMOOK 1946—KBS

Frequency: 1590 Kc.....Power: 250 Watts
Owned-Oper. By....Tillamook Bcstg. Co., Inc.
Business Address.....Star Route W., Box 24
Phone Number 1122
Air Time.....6 A.m-10 p.m.
News Service .....AP
Representative .....John Keating
President.....Fred H. Guyton
General Manager.....Mel Baldwin
Commercial Manager.....Jim Kelly Jr.
Chief Engineer.....Larry Brunes

WHY IS AP THE BEST?

BECAUSE—AP is more experienced than any other news service . . . more than 100 years collecting and distributing news.

PENNSYLVANIA

Population 10,498,012—Increase +6.0% ('40-'50)—Radio Homes 2,567,980
Families 2,691,800—Stations in State 106

WAEB

ALLENTOWN—1949—ABC
QUAKER-SBN

Frequency: 790 Kc. .....Power: 500 Watts d., 1000 Watts n.
Owned-Oper. By: .....WAEB, Inc.
Address ...7th & Hamilton Sts., Allentown, Pa.
Phone Number 4-9364-5-6
Transmitter Location .....Mickley
Air Time .....7 a.m.-1 a.m.
News Service ..... UP
Transcription Service .....Lang-Worth
Representative .....George P. Hollingbery Co.
Pres., Gen., Sta., Comm. Mgr...J. M. Nassau
Sales-Prom. Mgr. .....Milton Loughlin
Program Director.....Martin Mushet
Production Director .....Ronald Bergen
Publicity Director .....George Allen
Chief Announcer .....Joe Prentiss
News Director .....Martin France
Musical Director .....Mrs. Dorothy Masters
Chief Engineer .....William Gottshall
Farm Editor .....Joe Prentiss
Consulting Engineer .....MacIntosh, Inglis

WHOL

ALLENTOWN—1948—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Allentown Bcstg. Corp.
Add. Trans. Loca.....1125 Colorado St.
Phone Number.....Allentown 4-4801
Air Time .....7 a.m.-M.
News Service .....UP
Transcription Service .....Capitol
Representative .....Robert Meeker
President .....Henry J. Bauman
Sta. Mgr., Pgm., Pub., Prod. Dir. J. F. Chambers
Comm., Prom. Mgr. .....Thomas V. Durkin
Chief Announcer .....Jay Bechtel
News Dir., Farm Editor .....Paul Mitchell
Chief Engineer.....Gerald B. Werst
Consulting Engineer .....Lynne Smeby

WKAP

ALLENTOWN—1946

Frequency: 1580 Kc.....Power: 1000 Watts d.
Operated By.....WKAP, Inc.
Bus.-Studio Address ...P. O. Box 689, No. 7th St. Pike
Phone Number 3-3166
Transmitter Location.....Jordan Pkway.
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service .....World
Representative .....Forjoe
President.....N. Joe Rahall
Sta., Gen. Mgr. .....O. R. Davies
Program Director.....Marshall Cleaver
News Director .....Alan R. Raber
Chief Engineer.....C. Frank Cordaro
Consulting Engineer .....E. C. Page

WSAN

ALLENTOWN—1923—NBC

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Oper. By....Lehigh Valley Bcstg. Co.
Bus.-Studio Address.....39-41 N. Tenth St.
Phone Number 4-9511
Transmitter Location .....Route 1
Air Time .....6 a.m.-12:05 a.m.
News Service.....AP, UP
Transcription Service .....World
Representative .....Headley Reed
General Manager .....B. Bryan Musselman
Prom., Comm. Mgr. .....Olivia P. Musselman
Dir. of Programs.....George Y. Snyder
Production Director.....William S. Davies
Farm Editor, Chief Annor. ..John T. Van Sant
Chief Engineer.....Reuel H. Musselman
Consulting Engineer .....Gautney & Ray

WFBG

ALTOONA—1924—NBC-QUAKER

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Gable Bcstg. Co.
Phone Number 6467
Transmitter Location.....Atop Gable Store
Air Time .....6 a.m.-1 a.m.
News Service .....AP
Transcription Service .....World
Representative .....H-R Reps., Inc.
Membership .....NARTB, BAB
President.....George P. Gable
General Manager .....John M. Snyder
Chief Announcer.....James Gates
Musical Director.....Allo Weiladt
Chief Engineer.....George Burgoon
Farm Editor.....Eugene Hammil
Consulting Engineer ..Crave, Lognes Culver

WJSW

ALTOONA—1947—MBS

Frequency: 1290 Kc....Power: 1000 d., 500 n.
Owned-Operated By.....Altoona Bcstg. Co.
Bus.-Studio Address.....1413 11th Ave.
Phone Number 9301
Transmitter Location.....Goods Lane, Logan Township
Air Time .....7 a.m.-1 a.m.
News Service .....UP
Transcription Service .....Standard
Representative .....Burn-Smith
Membership .....NARTB

President.....Herbert T. Wolf
General Mgr.....Thomas W. Metzger
Station-Comm. Mgr.....James E. Moren
Sales Prom. Mgr.....D. Ruel Burkhart
Program Director.....Lois M. Huey
Publicity Director.....Charles Flynn
Announcer.....Tom Torrisi
News Director.....Skip Miller
Musical Director.....Paul Melanson
Chief Engineer.....C. Irvin Metzger
Consulting Engineer.....George C. Davis

WRTA

ALTOONA—1947—ABC-QUAKER

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Thompson Bcstg. Co.
Address.....1421 12th Ave.
Phone Number.....6646
Air Time.....6:30 a.m.-1 a.m.
News Service.....UP
Transcription Service.....Thesaurus
Representative.....Robert Meeker
Membership.....NARTB
Pres., Gen. Mgr.....Roy F. Thompson
Sales Prom. Mgr.....William Clear
Program Director.....Dorothy M. Thompsson
Prod., Musical Dir.....Robert Michael
Publicity Dir.....S. Carlton Ayers
Chief Engineer.....George R. Burgoon
Farm Editor.....Ted Johnson

WVAM

ALTOONA—1948—CBS

Frequency: 1430 Kc. ...Power: 1000 Watts d., 1000 Watts n.
Owned-Oper. By .....General Bdcstg. Corp.
Address Trans. Loca. ....2801 Edgewood Dr.
Phone Number.....8127
Air Time.....6 a.m.-12:05 a.m.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Weed & Co.
Membership.....BAB
President.....Emanuel S. Leopold
Gen., Sta. Mgr.....Robert G. Walter
Comm., Prom. Mgr.....Will Union
Pgm., Pub. Dir.....Robert G. Walter
News Director.....John Riley
Mus. Dirs. ...Barbara Grove & Edith Ralston
Chief Engineer.....Robert Bragonier
Farm Editor.....Will Ketner
Consulting Engr. Jansky & Bailey, Wash. D. C.

WAVL

APOLLO—1947

Frequency: 910 Kc.....Power: 1000 Watts, d.
Owned-Oper. By.....Tri-Borough Bcstg. Co.
Bus.-Studio Address Trans. Loca.....No. 4th & Pa., Apollo
Phone Number.....72-3921
Air Time.....Daytime
News Service.....UP
Transcription Service.....SESAC, Cole, Thesaurus
General Manager.....Cecil F. Clifton
Business Manager.....A. J. West
Comm., Prom. Mgr., Pgm. Dir. Buddy Starcher
News Director.....Fred Baker
Chief Engineer.....H. E. Smith
Farm Editor.....Jack West
Consulting Engineer.....Commercial

WNCC

BARNSBORO—1950

Frequency 950 Kc.....Power: 500 Watts d.
Owned-Oper. By.....No. Columbia Bcstrs.
Phone Number.....1010
Transcription Service....Thesaurus, Standard
News Service.....UP
Pres., Prom. Mgr.....Harris G. Breth
Chairman of Board.....Ralph Greenwood
Vice-President.....Richard Todhunter, Jr.
General Manager.....W. J. Thomas
Mgr., Pgm. Dir.....LeRoy W. Stauffer
Chief Engineer.....Lloyd E. Matter

WBVP

BEAVER FALLS—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WBVP, Inc.
Business-Studio Address...1216 Seventh Ave.
Phone Number.....4100
Transmitter Location.....New Brighton
Air Time.....Unlimited
News Service.....UP, AP
Transcription Service.....Standard, World
Membership.....NARTB, BAB
Pres., Sta., Gen. Mgr. ..Frank R. Smith, Jr.
Prom., Comm. Mgr. .....Thomas B. Price
Program Director.....Charles H. Wilson
Production Director.....Jean E. Biggard
Chief Announcer.....George Allen
News Director.....Ernie Kline
Musical Director.....Leona Whiting
Chief Engineer.....John Wm. Hines
Consulting Engineer .....Frank McIntosh

WGPA

BETHLEHEM—1946—ASN

Frequency: 1100 Kc.....Power: 250 Watts d.
Owned-Oper. By.....The Bethlehems' Globe Pub. Co.
Bus.-Studio Address.....426 Brodhead Ave.
Phone Number.....6-8074-5
Transmitter Location....Eighth Ave. & Dell St.
Air Time.....Sunrise-sunset
News Service.....UP
Transcription Service ...World, Capitol, Eells
Membership.....NARTB
Vice President.....Rolland L. Adams
Station Manager.....Arthur C. McCracken
Commercial Manager.....Frank Collie
Sales Prom. Mgr.....Rodney Snyder

Music., Pgm. Dir. .....Stefan George
Production Director .....Bernie Black
Publicity Director.....Betty Fry
News Director .....Bill Kassell
Chief Engineer.....Edwin L. Rybak
Farm Editor.....Bernie Black
Consulting Engr. ..Lohnes, Culver & Craven

WCNR

BLOOMSBURG—1947—QUAKER

Frequency: 930 Kc.....Power: 500 Watts d.
Owned-Oper. By.....The Columbia-Montour Bcstg. Corp.
Bus.-Studio Address.....38 W. Main St.
Phone Number 1700
Transmitter Location.....Bloomsburg RFD
Air Time .....Daytime
News Service .....AP
Transcription Service .....Associated
Membership .....NARTB
President.....Robert R. Eyerly
Gen. Mgr., Pgm. Dir.....Ed Darlington
Chief Engineer.....Robert Fulton

WLOA

BRADDOCK—1947

Frequency: 1550 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Matta Bcstg. Co.
Business-Studio Address...1233 Braddock Ave.
Phone Number.....Electric 1-1100
Transmitter Location .....N. Braddock Hilltop
Air Time .....Daylight
News Service ..... UP
Transcription Service .....World
Membership .....NARTB
President.....William G. Matta
Commercial Manager.....George Matta
Sales Prom. Mgr.....George Bozic
Pub., Musical Dir.....Kay Melnick
Chief Announcer .....H. Lockhart
Chief Engineer.....Richard G. Noullet

WESB

BRADFORD—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Bradford Publications, Inc.
Business Address.....43 Main St.
Phone Number 3173
Studio-Transmitter Location.....High St. Ext.
Air Time .....7 a.m.-12 M. (8 a.m.-12 M.-Sun.)
News Service .....AP
Transcription Service .....World
Representative .....Ra-Tel
Membership .....NARTB, PBA
President.....Lester R. Edwards
News, Pub., Pgm. Dir., Gen. Mgr. .J. M. Cleary
General Sales Mgr.....Ernest F. Oliver
Chief Announcer.....Robert C. Norman
Technical Director.....Joseph Sudock

AP SELLS

For Stations and Sponsors —

For instance . . . . WJAC

"We carry 26 sponsored 15-minute AP programs weekly. Our oldest sponsor, De Roy's jewelry store, has just renewed its contract for the 6 p.m. news. They have been buying this spot continuously since 1939."

JOHN P. FOSTER,
Manager,
WJAC, Johnstown, Pa.

WBUT

BUTLER—1949

Frequency: 1580 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Eagle Printing Co.
Phone Number 53-102
Transcription Service .....Thesaurus
News Service .....AP
Gen., Comm. Mgr.....James Rowe
Pgm. Dir., Prom. Mgr.....Leonard Baroff
Chief Engineer.....Gerald Coleman
News Director.....John Roebuck
Farm Editor.....John Turrell

WISR

BUTLER—1941—TRI-STATE-KBS

Frequency: 680 Kc.....Power: 250 Watts d.
Owned-Oper. By ..The Butler Bcstg. Co., Inc.
Business-Studio Address.....357 N. Main St.
Phone Number.....4701-2, 5030, 5076
Transmitter Location.....McKinley Ave. Ext.
Air Time.....6:30 a.m.-Sunset
News Service .....UP
Transcription Service.....Lang-Worth
Representative .....Young
Membership .....NARTB, BAB
President .....David Rosenblum
News Dir., Sta. Mgr. .....Robert Kaufman
Bus., Prom. Mgr. .....Leon Bernard
Pgm., Musical Dir.....Warren Ihlenfeld
Chief Announcer .....Art Ross
Chief Engineer.....Paul Rex
Farm Editor.....R. H. McDougal
Consulting Engineer .....George C. Davis

WCDL

CARBONDALE—1950—MBS-KBS

Frequency: 1230 Kc. ...Power: 250 Watts d. 250 Watts n.
Owned-Oper. By Carbondale Bdcstg., Co., Inc.
Address ..11 N. Main St., Carbondale; 849 Main St., Honesdale, Pa.
Phone Number ..Carbon. 1230, Hones. 1230
Trans. Loca. .116 Salem Rd., Carbondale Twp.
Air Time.....6 a.m.-11:05 p.m.
News Service .....UP
Transcription Service .....SESAC
Representative .....Donald Cooke, Inc.
President .....William H. Ware
Gen., Sta. Mgr. .....W. Richard Carlson, Jr. (Honesdale Studio Manager ....Tut Perry)
Comm., Prom. Mgr. .....William Fletcher
Program Director .....Norah B. Carlson
Prod. Dir., Chief Anncr. .....John Krieger
Publicity Director .....Jean Lynady
News Director .....Edward James
Musical Director .....Joan Burrell
Chief Engineer .....Robert G. Adams
Farm Editor .. (Honesdale Studios) J. McKeon
Consulting Engr. ...Herbert L. Wilson Asso.

WLXW

CARLISLE—1948—KBS

Frequency: 1380 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Philip Mathews
Business Address.....Holly Pike
Phone Number.....Carlisle 1785-6
Studio-Transmitter Location....Mt. Holly Pike
Air Time .....Daytime
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Philip Mathews
Membership .....NARTB
President .....Philip Mathews
Station Manager.....Florence Good
Chief Engineer.....Henry Palmer

WCHA

CHAMBERSBURG—1946

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Chambersburg Bcstg. Co.
Bus.-Studio Address.....Craft Press Bldg.
Phone Number 1110-1, 1478
Transmitter Location.....Route No. 6, Warm Spring Rd.
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service...Thesaurus, Associated
Representative .....Forjoe
Membership .....NARTB
General Manager .....John S. Booth
Commercial Manager.....Earl P. Strine
Pgm. Dir., Chief Anncr. .....Allen Saunders
News, Pub. Dir. .....Sam Taylor
Musical Dir., Farm Editor .....Harry Criswell
Chief Engineer.....James McCurdy
Consulting Engineer .....Kear & Kennedy

WESA

CHARLEROI—1947—KBS-QUAKER

Frequency: 940 Kc.....Power: 250 Watts d.
Owned-Oper. By..Monongahela Valley Bcstg. Co., Inc.
Business-Studio Address.....Fifth St.
Phone Number 3-6551
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service .....Standard
President.....Dr. A. S. Sickman
Gen., Comm. Mgr.....C. R. Duvall
Chief Engineer.....Mel Wigand
News Director.....Bill Bettes

WPWA

CHESTER—1947

Frequency: 1590 Kc.....Power: 1000 Watts
Owned-Operated By.....Lou Poller
Business Address .....Chester
Phone Number 3-1641
Trans. Loca. ....Brookhaven, Middletown Rd.
Air Time.....6 a.m.-1 a.m.
News Service .....AP

Transcription Service .....World
Representative .....National Time Sales
Pres., Gen., Comm. Mgr. .....Lou Poller
Station Manager .....Harry Simmington
Sales Promotion Mgr.....Burton Levin
Pub., Pgm., Prod. Dir.....Melvin Levine
Chief Announcer.....Paul Warren
News Director .....Jim Reeves
Musical Director.....Ray Armand
Chief Engineer.....Harry Simmington
Farm Editor .....Bill Beatty
Consulting Engineer .....Russell P. May

WVCH

CHESTER—1948

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Operated By.....James M. Tisdale
Bus.-Studio Address...Wolf Bldg., Market Sq.
Phone Number .....Chester 2-8861
Transmitter Location..Bridgewater Rd., RD 1
Air Time .....Sunrise-sunset
News Service .....UP
Pres., Gen., Comm. Mgr.....James M. Tisdale
Program Director .....Tom Harvey
Chief Engineer.....James M. Tisdale
Consulting Engineer ....McNary & Wrathall

WCPA

CLEARFIELD—1947

Frequency: 900 Kc. ...Power: 1000 Watts d.
Owned-Oper. By ....Clearfield Bdcsters, Inc.
Address .....215 Church St.
Phone Number 5-5541
Transmitter Location .....R. D. Clearfield
Air Time .....Sunrise-Sunset
News Service .....UP
Transcription Service ..Thesaurus, Associated
Membership .....NAB, BAB
Pres., Gen. Mgr. .....W. K. Ulerich
Commercial Manager .....W. C. Plummer
Sta., Prom. Mgr., Pgm., Pub., News Dir.....
W. J. Thomas
Production Director ...Miss Margaret Nemeth
Musical Director .....Joseph Milsop
Chief Engineer .....Llewellyn Duck
Farm Editor .....W. O. Mitchell
Consulting Engr. ..George B. Bairey, Wash, D. C.

WCOJ

COATESVILLE—1949—QUAKER

Frequency: 1420 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Chester Co. Bcstg. Co.
Address.....703 E. Chestnut St.
Phone Number 2100
Transcription Service .....Thesaurus
News Service .....UP
Pres., Gen. Mgr.....William S. Halpern
Vice-President.....Richard Scully, Jr.
Prod. Mgr., News Dir.....Ellic Shook
Promotion Manager.....Donald Kimes
Secy., Chief Engr.....Louis N. Seltzer

WCVI

CONNELLSVILLE—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Connellsville Bcstrs., Inc.
Bus.-Studio Address....124 W. Crawford Ave.
Phone Number.....Connellsville 2700
Transmitter Location.....Limestone Hill
Air Time .....7 a.m.-12 M.
News Service .....UP
Transcription Service.....SESAC, Capitol
Membership .....NARTB
President .....J. Wylie Driscoll
Sta., Comm. Mgr. .....Jack Craddock
Program Director.....John Reynolds
Chief Engineer .....Paul R. Queer
Farm Editor.....Rex Carter

WBUX

DOYLESTOWN—1948
QUAKER—ATL. SPORTS

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Operated By.....Charles M. Meredith
Business-Studio Address.....The Hart Bldg.
Phone Number 220
Transmitter Location...Doylestown Township
Air Time.....7 a.m.-Sunset
News Service .....AP
Membership ..... P.B.A.
General Mgr.....Charles M. Meredith
Station-Comm. Mgr.....William A. Lynch
Sales Promotion Manager ..Donald E. Mattern
Production Director .....Gerald Wichner
Farm Editor, Chief Anncr. ..Chas. R. Fairfield
News Director.....Frances Vogel
Chief Engineer.....Paul Fireman

WCED

DUBOIS—1940—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Tri-County Bcstg. Co.
Bus.-Studio-Transmitter Address..80 N. Park Pl.
Phone Number 1700
Air Time.....6:30 a.m.-M.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....McGillvra
Membership .....NARTB, FMA
President ..... Harold Gray
Gene-al Mgr.....Jason S. Gray
Commercial Manager.....George Williams
Pgm., News Dir.....Edward Paull
Promotion Manager.....Ken Johnston
Chief Engineer.....Vernon Stahl

WEST

EASTON—1936—NBC-MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Associated Bcstrs., Inc.
Bus.-Studio Address.....516 Northampton St.
Phone Number 6131

Transmitter Location.....Williams Township
Air Time.....6:30 a.m.-1 a.m.
News Service .....UP
Transcription Service .....World
Representative .....Robert Meeker
Membership .....NARTB
Station Executive.....Clair R. McCollough
Station Manager.....Elwood C. Anderson
Natl. Sales Manager.....J. Robert Gulick
Program Director.....Eugene Bethman
Technical Director.....J. E. Mathiot

WERC
ERIE—1940—NBC

Frequency: 1260 Kc. .....Power: 5000 Watts
Owned-Oper. By.....Presque Isle Bcstg. Co.
Bus.-Studio Address .....121 W. 10 St.
Phone Number 40-185
Transmitter Location .....Robinson Rd.
Air Time .....6 a.m.-2 a.m.
News Service .....UP
Transcription Service ...Capitol, Lang-Worth
Representative .....Weed
President.....Jacob A. Young
General Manager.....Charles E. Denny
Commercial Manager.....Art Ingram
Program Director .....Virginia Donachy
Chief Announcer .....John Louther
News Director .....James Dewart
Chief Engineer.....Ken Hestor
Consulting Engineer .....A. D. Ring

WIKK
ERIE—1948—ABC

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By..Community Service Bcstg. Co.
Bus.-Studio Address.....1021 State St.
Phone Number 2-3248,23-240
Transmitter Location .....Waterford
Air Time .....6 a.m.-M.
News Service .....UP
Transcription Service .....Standard
Representative ..... Taylor Co.
President .....Keith Kiggins
Gen., Sta. Mgr.....Ted Nelson
Program Director .....C. E. McElroy
Chief Announcer.....Lou Zero
Chief Engineer.....Clarence Baker
Consulting Engineer .....George Adair

WLEU
ERIE—1933
MBS-QUAKER-PENN-ATL. NET

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....WLEU Bcstg. Corp.
Bus.-Studio-Transmitter Address.....2nd Fl. Commerce Bldg., 12th & State Sts.
Phone Number.....23-327, 22-129
Air Time .....6:30 a.m.-12 M.
News Service .....AP
Transcription Service .....World

President.....Leo J. Omelian
V.P., Comm., Gen. Mgr. ....V. Hamilton Weir
Secretary .....Claire Theno
Program Director .....Phil Soisson
Musical Director.....Anthony Conti
Chief Announcer .....Jack Gilbert
News Director .....Frank Martin
Chief Engineer.....George Roland
Farm Editor.....Paul Crossman
Consulting Engineer ....McNary & Wrathall

WGET
GETTYSBURG—1950

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Times & News Pub. Co.
Managing Director.....Earl C. Pace

WHJB
GREENSBURG—1934

Frequency: 620 Kc.....Power: 1000 Watts d., 500 n.
Owned-Oper. By....Pittsburgh Radio Supply House
Business-Studio Address...128 N. Penn Ave.
Phone Number.....Greensburg 3740
Transmitter Location.....3 Mi. E., Rt. 30
Air Time.....7 a.m.-12:30 a.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Donald Cooke
Membership .....NARTB
President.....H. Kenneth Brennen
General-Comm. Mgr.....G. J. Podeyn
Program Director .....Glen Grayson
Chief Engineer.....L. L. Allen
Sports Editor .....Bob Johnson

WHVR
HANOVER—1949—MBS

Frequency: 1280 Kc....Power: 1000 Watts d., 500 Watts n.
Owned-Operated By.....Radio Hanover, Inc.
Address.....Hanover Trust Bldg.
Phone Number 3831
Transmitter Location .....½ Mi. No. of City
Air Time .....6 a.m.-12 M.
News Service .....UP
Transcription Service .....Lang-Worth
Membership ..... PAC
Pres., Sta. Gen. Mgr.....John D. Bare
Prom., Comm. Mgr. .....H. Vernon Ferster
Prod., Pub., Pgm. Dir. .....Mack Edwards
Chief Engineer.....Philip Rohrbaugh
Farm Editor .....John S. Kratzert
Consulting Engineer .....A. D. Ring Co.

WHGB
HARRISBURG—1945—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Harrisburg Bcstg. Co.
Bus.-Studio-Trans. Address.....112 Market St.

Phone Number.....2-3456, 6-2646
Air Time .....6 a.m.-1 a.m.
News Service .....AP
Representative .....Weed
Membership .....NARTB
President.....Herbert Kendrick
Comm., Gen. Mgr. .....Jack Hooper
Music, Pgm., Prod. Dir....George Raudenbush
Publicity Director .....Red McCarthy
News Director .....Lewis Doolittle
Chief Announcer.....Tony Bekas
Chief Engineer .....William Dreese
Consulting Engr. .....Gautney, Raq & Price

WHP

HARRISBURG—1924—CBS

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By.....WHP, Inc.
Business-Studio Address.....216 Locust St.
Phone Number 4-3211
Transmitter Location..1½Mi. W. Summerdale
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service....Standard, Associated
Representative .....The Bolling Co.
Membership .....NARTB
Gen.-Sta.-Comm. Mgr.....A. K. Redmond
Sales Prom. Mgr.....Beatrice Pottelger
Program Director.....Dick Redmond
Production Director.....Harry Hinkley
News, Pub. Dir. .....John Price
Musical Director.....David Shoop
Chief Engineer.....E. Daniel Leibensperger
Farm Editor.....George Wirt

WKBO

HARRISBURG—1922—NBC-MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Keystone Bcstg. Corp.
Bus.-Studio Address.....31 N. Second St.
Phone Number 4-0191
Transmitter Location.....Penn Harris Hotel
Air Time .....6:30 a.m.-1 a.m.
News Service .....UP
Transcription Service .....World
Representative .....Robert Meeker
Membership .....NARTB
Station Executive.....Clair R. McCollough
Station Manager.....David J. Bennett, Jr.
Natl. Sales Manager.....J. Robert Gulick
Program Director.....Don Wear
Technical Director.....J. E. Mathiot

WLTR

HAZLETON—1947

Frequency: 690 Kc. ....Power: 1000 Watts d., 1000 Watts n.
Owned-Oper. By .....Bloom Radio, Inc.
Address .....Hotel Magee, Bloomsburg
Phone Number .....1800 - 1801
Transmitter Location .....Scott Twp.
Air Time .....Sunrise-Sunset
News Service .....UP
Transcription Service .....World
Membership .....NARTB
General Manager .....Harry L. Magee
Musical Director .....Ray Calabrese
Chief Engineer .....Park Cassady
Farm Editor .....Walt Lewis

WAZL

HAZLETON—1932—NBC-MBS

QUAKER

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Hazleton Bcstg. Co.
Bus.-Studio Address.....708 Hazleton Natl. Bank Bldg.
Phone Number 5400-1
Transmitter Location.....610 E. Berner Ave.
Air Time.....6:30 a.m.-1 a.m.
News Service .....UP
Transcription Service .....World
Representative .....Robert Meeker
Membership .....NARTB
Pres., Gen. Mgr.....Victor C. Diehm
Sales Prom. Mgr.....Thomas Tito
Program Director.....Don Murray
Asst. to Gen. Mgr.....Kathryn Kahler
News Director.....Dan Petix
Chief Engineer.....Elwood Tito
Farm Editor.....Nicky Alberts

(See Page 608)

WHOD

HOMESTEAD—1948

Frequency: 860 Kc.....Power: 250 Watts d.
Owned-Operated By...Steel City Bcstg. Corp.
Bus.-Studio Address.....105 E. Eighth Ave.
Phone Number.....HO 1-0172
Transmitter Location.....W. Mifflin Borough
Air Time .....Sunrise-sunset
News Service .....UP
Representative .....Interstate
President .....Alexander Avlon
General-Comm. Mgr.....Roy Ferree
Office Manager.....Shirley Surgeon
Sales Prom. Mgr.....Sid Dickler
Chief Engineer.....James Herbert

WHUN

HUNTINGDON—1946—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Joseph F. Biddle Publ. Co.
Bus.-Studio Address.....400 Washington St.
Phone Number 1291
Transmitter Location.....27th & Murray Aves.
Air Time .....7 a.m.-M.
News Service .....UP
Transcription Service.....SESAC, Lang-Worth
President.....John H. Biddle
General Manager.....Samuel L. Stroh, Jr.
Chief Announcer.....Donald M. Stuller
News Director .....Eugene Shore
Chief Engineer.....Ernest A. Craig

STEP
FORWARD
WITH
WAZL
1490 Kc. HAZLETON, PENNA.



WHO HAS DEVOTED
19 YEARS SERVICE TO THE PENNSYLVANIA EASTERN AREA.

• From our latest Conlan Survey, 8 out of every 10 listeners, tune into **WAZL** and **WAZL-FM** every day of the year.

• **WAZL** is affiliated with the National Broadcasting Company.

• Station established 1932 —
Vic Diehm - Gen. Mgr.

National Representatives:
Robert Meeker Associates
521 Fifth Avenue
New York City, N. Y.

WAZL-FM
97.9 meg.

WDAD

INDIANA—1945—QUAKER CBS—KBS

Frequency: 1450 Kc. ...Power: 250 Watts d., 250 Watts n.
Owned-Oper. By .....Indiana Broadcast Inc.
Address .....Indiana Theatre Bldg.
Phone Number 1780
Transmitter Location .....East Pike
Air Time .....7 a.m.-12:05 a.m.
News Service .....AP
Transcription Service .....World
Representative ..... McGilvra
Pres., Gen. Mgr. .....T. K. Cassel
Comm., Prom. Mgr. .....Tony Rand
Sta. Mgr., Pgm. Dir. .....James E. Pattison
Publicity Director .....Joseph Donnelly
News Director .....William J. Jordon
Musical Director .....Ray Barlow
Chief Engineer .....Robert Ramsay
Consulting Engineer .....Kear & Kennedy

WARD

JOHNSTOWN—1946—CBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Central Bcstg. Co., Inc.
Business-Studio Address.....Porch Bldg.
Phone Number 81-216
Transmitter Location.....Prospect Hill
Air Time .....6 a.m.-2 a.m.
News Service .....UP
Transcription Service .....World
Representative .....Weed
Membership .....NARTB
President .....Paul Short
General Manager.....George D. Gartland
Station Manager.....Robert R. Nelson
Commercial Mgr.....Herbert B. Scott
Chief Announcer .....Bill Santoro
News Director .....Frank C. Jordan
Chief Engineer.....Millard J. Coleman
Farm Editor.....H. C. McWilliams
Consulting Engineer .....Gautney & Ray

WCRO

JOHNSTOWN—1947—ABC-QUAKER MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Century Bcstg. Corp.
Bus.-Studio Address.....317-319 Main St.
Phone Number 9-8539
Transmitter Location.....Ihmsen Rd.
Air Time .....6:45 a.m.-1 a.m.
News Service .....INS
Transcription Service .....Associated
Representative .....Radio Reps
President.....John J. Keel
General Manager.....John F. Hanssen
Comm. Mgr., News Dir. .....Dennis Gerken
Program Director .....Ted Bunn
Chief Engineer.....Rexford Ackley
Consulting Engineer .....John J. Keel

WJAC

JOHNSTOWN—1925—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WJAC, Inc.
Bus.-Studio Address....WJAC Bldg., 329 Main St.
Phone Number 4-1267
Transmitter Location.....Tribune Bldg.
Air Time .....Unlimited
News Service .....AP
Transcription Service ..Standard, Lang-Worth
Representative .....Headley-Reed
Membership .....NARTB, BAB
President.....W. W. Krebs
Vice President .....L. W. Barnes
Station-Comm. Mgr.....John P. Foster
Chief Engineer.....N. L. Straub

WACB

KITTANNING—1948

Frequency: 1380 Kc.....Power: 500 Watts d.
Owned-Oper. By.....The Armstrong County Bcstg. Corp.
Bus.-Studio Address.....325 Market St.
Phone Number 43-1381, 43-1391
Transmitter Location.....Bunker Hill
Air Time .....7 a.m.-Sunset
News Service .....INS
Transcription Service .....World
Membership .....NARTB, BAB
President .....J. B. Moore
Comm. Mgrs. ..Wm. McKibben, Joe Pellitier
Prom. Mgr., Pub. Dir. .....Bill McKibben
Musical Director.....Ann Hillard
Chief Engineer .....Joe Pellitier

WGAL

LANCASTER—1922—NBC-MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WGAL, Inc.
Business-Studio Address.....8 W. King St.
Phone Number 5251
Transmitter Location .....Lancaster
Air Time.....6:30 a.m.-1 a.m.
News Service .....UP
Transcription Service .....World
Representative .....Robert Meeker
Membership .....NARTB
President.....Clair R. McCollough
Station Manager.....Harold E. Miller
Natl. Sales Mgr.....J. Robert Gulick
Program Director .....Kenneth Kreider
Technical Director.....J. E. Mathiot

WLAN

LANCASTER—1946 ABC—QUAKER—SBN

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Oper. By.....The Peoples Bcstg. Co.
Bus.-Studio Address.....252 N. Queen St.

Phone Number 7261
Transmitter Location.....Manheim Township
Air Time .....6 a.m.-12:05 a.m.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Headley-Reed
President .....Frank H. Altdoerffer
Sta., Comm., Sales Prom. Mgr., Pub. Dir.....
John D. Hymes
News, Pgm. Dir.....Ted Pollack
Chief Announcer .....John Lupton
Chief Engineer.....Frank H. Altdoerffer
Farm Editor .....Arthur Berks
Consulting Engineer .....Dixie McKee

WLBR

LEBANON—1947

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Lebanon Bcstg. Co.
Bus.-Studio Address....8th & Cumberland Sts.
Phone Number 3900
Transmitter Location .....Ebenezer
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service .....World
Representative.....William G. Rambeau
Membership .....NARTB, BAB
President.....H. Raymond Stadiem
General Manager.....Lester P. Etter
Operation Manager .....Julian F. Skinnell
Local Sales Manager .....Philip J. Reilly
Program Director.....Jared L. Rolston
News Director .....Alex Fehr
Chief Engineer.....M. Leonard Savage
Consulting Engineer .....Andy Ring

WCMB

LEMOYNE—1948

Frequency: 960 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Rossmoyne Corp.
Bus.-Studio Address....Lemoyne Theater Bldg.
Phone Number.....Harrisburg 4-3005
Transmitter Location.....Poplar Church Rd.,
E. Pennsboro Township
Air Time .....Daytime
News Service .....AP
Transcription Service .....Associated
Representative .....Donald Cooke
President.....Edgar T. Shepard, Jr.
General-Station Manager.....Ed K. Smith
Commercial Manager .....Rudy Marcoux
Sales Promotion Manager .....Addison Amor
Musical Director .....Carl Henke
Chief Announcer .....Gordon Jones
Chief Engineer.....Howard Bair
Farm Editor .....Chuck Fuller
Consulting Engineer .....MacIntosh & Ingalls

WKVA

LEWISTOWN—1949

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Operated By....Central Pa. Bcstg. Co.
Address.....7 N. Wayne St.
Phone Number 6771
Air Time .....Daylight
News Service .....UP
Transcription Service .....Lang-Worth, World
Membership .....NARTB
President.....Paul J. Newton
Sta., Gen. Mgr. .....Robert L. Wilson
Prom., Comm. Mgr. .....Don Raffensberger
Prod., Pgm. Dir. .....Ellis E. Erdman
Publicity Director .....Read Gray
Chief Anncr., News Dir., Farm Editor .....
Lynn Bloom
Chief Engineer.....John Stormer
Musical Director .....Robert Hyle
Consulting Engineer .....A. D. Ring

WMRF

LEWISTOWN—1941—NBC
QUAKER

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Lewistown Bcstg. Co.
Business-Studio Address.....5 W. Market St.
Phone Number 6757
Transmitter Location.....Derry Township
Air Time.....6:30 a.m.-M.
News Service .....UP
Transcription Service .....Standard
Representative .....Burn-Smith
Membership .....NARTB
Vice-President.....J. S. Woods
General Manager.....T. W. Metzger
Commercial Manager.....Robert Howard
Program Director.....Ralph Parker
Promotion Manager.....James Keyes
Chief Engineer.....Bernard H. Bopp
Farm Editor.....Joe Smiley

WBPZ

LOCK HAVEN—1946—MBS
QUAKER

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Lock Haven Bcstg. Corp.
Bus.-Studio Address.....132½ E. Main St.
Phone Number 4038
Transmitter Location.....Allison Township
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service....Associate, Thesaurus
Representative.....Joseph Hershey McGillvra
Membership .....NARTB, BAB
President.....Donald C. Welch
General-Station Manager.....Harris Lipez
Sales Prom. Mgr.....Joseph J. Nevins
Pgm. Dir., Chief Anncr.....Dave King
Production Director.....L. Willard Poff
News Director.....John P. Wynne
Chief Engineer.....Kenneth B. Caum
Farm Editor.....John B. McCool
Consulting Engineer.....George Davis

WEDO

McKEESPORT—1946

Frequency: 810 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Tri-City Bcstg. Co.
Business-Studio Address .....Box 810
Phone Number .....McKeesport 4-7167, Homestead 1-3113
Transmitter Location.....Foster Rd.
Air Time.....Local sunrise-local sunset
News Service .....AP
Membership .....NARTB
Trans. Service .....World, Thesaurus
Pres., Gen. Mgr.....Edward J. Hirshberg
News Dir., Sta. Mgr.....Robert E. Badger
Program Director.....Joseph Guba
Chief Engineer.....Wilkes E. Hurley

WMCK

McKEESPORT—1946—KBS

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By...Mon-Yough Bcstg. Co., Inc.
Business-Studio Address.....516 Market St.
Phone Number 88888
Transmitter Location.....Lincoln Twp.
Air Time.....7 a.m.-1 a.m.
News Service .....UP
Representative ..... Rambeau
Transcription Service...Lang-Worth, Standard
President .....Robert M. Cox
Gen., Sta., Comm., Prom. Mgr. ....Gene Kline
Pgm., Prod. Dir. .....Pat Haley
Pub., News Dir. .....Mike Levine
Chief Engineer.....Charles White
Farm Editor.....Roy Gallagher
Sports Director .....Sam Vidnovic

WMGW

MEADVILLE—1947

Frequency: 1490 Kc. ....Power: 250 Watts d., 250 Watts n.
Owned-Oper. By .Meadville Bdcstg. Serv., Inc.
Address .....1st National Bank Bldg.
Phone Number 46-723
Transmitter Location .....Kerrtown
Air Time .....6:30 a.m.-12 M.
News Service .....UP
Trans. Serv. .....Lang-Worth, SESAC, World
Membership .....NARTB, BAB
President .....H. C. Winslow
Station Manager .....Robert Trace
Commercial Manager .....Jacob E. Hanks
Program Director.....Zane Knauss
News Director .....Mark N. Funk, Jr.
Chief Engineer .....Hoyt H. Stout
Farm Editor .....Barney Frick

WBUD

MORRISVILLE—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Morrisville Bcstg. Co.
Business Address .....12 S. Penn. Ave.
Phone Number 7107
Transmitter Location .....Morrisville
Air Time .....7 a.m.-12 M.
News Service .....AP
Transcription Service .....World
Representative .....McGillvra
President.....Verna S. Hardin
General Manager .....Richard M. Hardin
Commercial Manager.....James Stolcz
Program Director .....Robert Kent
Promotion Manager .....Fred Walker
Chief Announcer .....John Schneider
Chief Engineer.....William A. Brewer
Consulting Engineer .....Wm. E. Benns, Jr.

WHWL

NANTICOKE—1947

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Anthracite, Inc.
Business-Studio Address.....38 E. Main St.
Phone Number..Nanticoke 1332; Wilkes Barre, Enterprise 1-0539
Transmitter.....Avondale Plymouth Twp.
News Service.....UP, AP
Transcription.....Standard, Capitol SESAC
Representative .....Forjoe
Membership .....NARTB
President.....Henry W. Lark
General Manager.....Jones Evans

WKST

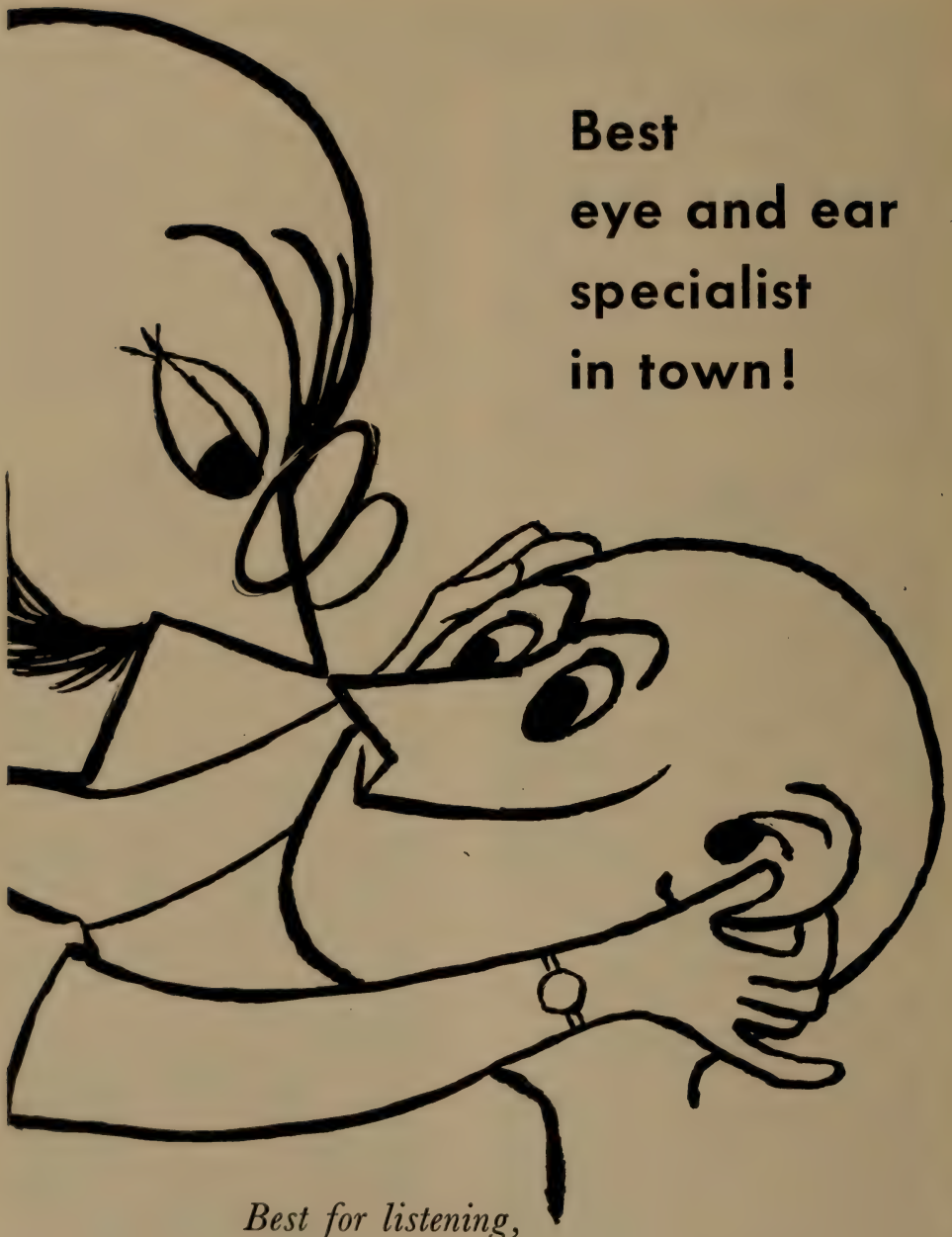
NEW CASTLE—1938—MBS-QUAKER

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By.....WKST, Inc.
Bus.-Studio Address.....Cathedral Bldg.
Phone Number 5050
Trans. Loca.....3½ Mi. SE of City
Air Time .....6:30 a.m.-12 M.
News Service .....UP
Transcription Service .....World
Representative ..... Meeker
President, General Mgr.....S. W. Townsend
Sta., Comm. Mgr., Pgm. Dir. ..A. W. Graham
Sales Prom. Mgr., Pub. Dir...William Sommer
Production Director .....Harry Reith
Musical Director .....Hugh Johnston
Chief Engineer.....Robert Emch
Farm Editor .....Al Francis

WKPA

NEW KENSINGTON—1940—PBS

Frequency: 1150 Kc.....Power: 250 Watts d.
Owned-Oper. By....Allegheny-Kiski Bcstg. Co.
Business-Studio Address.....810 Fifth Ave.
Phone Number 3534-3
Transmitter Location.....E. Deer Township
Air Time .....Sunrise-Sunset
News Service .....UP
Transcription Serv...Lang-Worth, MacGregor, SESAC, M. M. Cole



Best eye and ear specialist in town!

Best for listening,
best for viewing,
best for selling
the Philadelphia market

WCAU AM TV

CBS Affiliate • The Philadelphia Bulletin Stations • Represented by Radio Sales

Representative.....Continental Radio Sales
President .....C. R. Cooper
Gen., Sta., Comm. Mgr., Pgm. Dir. .E. J. Kroen
Chief Announcer .....Michael Felack
Chief Engineer.....W. W. Neely

WNAR

NORRISTOWN—1946—QUAKER

Frequency: 1110 Kc.....Power: 500 Watts d.
Owned-Operated By...Norristown Bcstg. Co.
Bus.-Studio Address.....115 W. Main St.
Phone Number .....Norristown 8-7600
Transmitter Location.....Old Arch Rd.
Air Time .....Sunrise-Sunset
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....W. S. Grant
Membership .....NARTB
President.....N. Joe Rahall
Executive Director.....Farris E. Rahall
Station Manager .....Howard W. Kriebel
Program Director .....Robert C. Ardrey
Chief Engineer.....Franklin H. Bisbing
Consulting Engineer .....E. C. Page

WKRZ

OIL CITY—1946—QUAKER

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WKRZ, Inc.
Business-Studio Address.....232 Seneca St.
Phone Number.....4-1260, 4-1269
Air Time .....7 a.m.-12 M.
Transmitter....Rich Hill, Cranberry Township
News Service .....UP
Transcription Service .....World
Pres., Gen., Sta. Mgr. ..Kenneth E. Rennekamp
Commercial Manager .....Miles B. Layton
Promotion Manager .....Roland B. Phillips
Prod., Pgm. Dir. .....James Gustafson
Chief Engineer.....Leo Arcoletti
Chief Announcer .....Michael Gulla

KYW

PHILADELPHIA—1921—NBC

Frequency: 1060 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Westinghouse Radio Stations, Inc.
Business-Studio Address.....1619 Walnut St.
Phone Number.....LOcust 4-3700
Transmitter Location .....Whitemarsh
Air Time .....6 a.m.-1 a.m.
News Service.....INS, UP
Transcription Service .....Associated
Representative.....Free & Peters
President .....Walter Evans
Vice-President.....Walter E. Benoit
Station Manager .....L. R. Rawlins
Sales Manager .....R. H. Teter
Promotion Manager .....Paul I. Woodland
Program Director .....F. A. Tooke
Chief Engineer.....I. N. Ency

WCAU

PHILADELPHIA—1923—CBS

Frequency: 1210 Kc...Power: 50,000 Watts d., 50,000 Watts n.
Owned-Oper. By .....WCAU, Inc.
Address .....1622 Chestnut St.
Phone Number .....LOcust 7-7700
Transmitter Location .....Moorestown, N. J.
Air Time ..... Unlimited
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Radio Sales
Pres., Gen. Mgr. .....Donald W. Thornburgh
V.P., Asst. Gen. Mgr.....Jos. L. Tinney
Commercial Manager .....John S. DeRussy
Program Director .....Jos. T. Connolly
Prom., Pub. Dir. .....Robert N. Pryor
News Director .....Alfred T. Ringler
Musical Director .....David Stephens
V.P., Director of Engr.....John G. Leitch
Farm Editor .....Amos Kirby

WDAS

PHILADELPHIA—1922

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By .....Max M. Leon, Inc.
Business-Studio Address....1211 Chestnut St.
Phone Number.....LOcust 7-7400
Transmitter Location .....Philadelphia
Air Time ..... Unlimited
News Service .....AP
Representative .....Forjoe
President .....Max M. Leon
Gen., Sta., Comm. Mgr...Lambert B. Beeuwkes
Program Director.....Richard H. Booth
Chief Engineer.....Frank W. Unterberger

WHAT

PHILADELPHIA—1929

Frequency: 1340 Kc. .....Power: 250 Watts
Owned-Oper. By....Independence Bcstg. Co.
Business-Studio Address.....1505 Walnut St.
Phone Number.....RIttenhouse 6-2058
Transmitter Location.....Penn Sheraton Hotel, 39th & Chestnut Sts.
Air Time .....7 a.m.-1:30 a.m.
News Service .....AP
Pres., Gen., Comm. Mgr. ..William A. Banks
Prom., Sta. Mgr. .....Dolly Banks
Pgm., Pub. Dir.....Annette Oromaner
News Director .....Alan Michaels
Music., Prod. Dir. .....Len Stevens
Chief Announcer .....Terry Gaines
Chief Engineer.....Arnold Goldman
Farm Editor .....Lee Stewatr
Consulting Engineer .....A. D. Ring Co.

Prospecting in WFIL-adelphia?



The shortest path to spendable gold in America's Third Market is the coverage route of WFIL.

Stake your claim to higher sales in this rich market through WFIL. In the 14-county Philadelphia Retail Trading Zone—where buying power is greatest—WFIL's signal is strongest.

In those 14 counties and beyond—in all of WFIL-adelphia—the station serves a city, suburban and farm audience over a 4-state area, and talks the language of each.

Buy WFIL—the ONLY Philadelphia network station to show a DAYTIME and NIGHTTIME AUDIENCE INCREASE in the latest BMB report.

Buy WFIL to Sell Philadelphia

ABC AFFILIATE

WFIL

The Philadelphia Inquirer Station

Represented by

THE KATZ AGENCY

WFIL

PHILADELPHIA—1922

ABC-QUAKER

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By...Philadelphia Inquirer Div. of Triangle Publications, Inc.
Business-Studio Address.....Widener Bldg.
Phone Number.....RIttenhouse 6-6900
Transmitter Location .....Whitemarsh
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Associated
Representative .....Katz
Membership .....NARTB, BAB
Sta., Gen. Mgr. .....Roger W. Clipp
Operations Asst. to Gen. Mgr. John D. Scheuer, Jr.
Commercial Manager .....Norman R. Prouty
Sales Prom. Dir. .....George A. Koehler
Program Director.....T. E. Paisley
Production Director.....Fred Hayward
Publicity Director.....Joseph E. Dooley
Chief Engineer.....Louis E. Littlejohn
Farm Editor.....Howard Jones
Consulting Engineer ....Chambers & Garrison

WIBG

PHILADELPHIA—1925

Frequency: 990 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Seaboard Radio Bcstg. Corp.
Business-Studio Address.....1425 Walnut St.
Phone Number.....Rittenhouse 6-2300
Transmitter Location.....Conshohocken RFD
Air Time .....5:30 a.m.-2 a.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Adam Young
President.....Paul F. Harron
Gen.-Sta.-Comm. Mgr.....Edward D. Clery
Sales Prom.-Prod. Mgr.,
Publicity Director.....Rupe Werling
Program Director.....Doug Arthur
Technical Director .....John H. Henninger
Chief Engineer .....George Hooper
Consulting Engineer .....Paul Godley

WJMJ

PHILADELHIA—1948

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Patrick J. Stanton
Business-Studio Address.....St. James Hotel, 13 & Walnut Sts.

Sell Philadelphia

WITH

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10,000 WATT

WIBG

SPORTS
NEWS
MUSIC

WIBG-FM SERVES STORECASTING



HEADS or TAILS?

Of course not! **Buying today is done on a basis of good, sound reasoning—that's why sponsors on WIP have bought again and again to prove WIP**

by creating an

average volume increase for 7 years of 11%

and

a total volume increase for 10 years of 88%

and

a 4 year mail increase of 70%

Why gamble when you can gambol in the green fields of profit? It's no "toss-up" that scores of smart advertisers use WIP to sell their merchandise year after year. Pocket that coin —just "flip" your directory open to our

National Representatives
EDWARD PETRY AND CO., INC.

•

WIP 5000 WATTS • 610 KC
PHILADELPHIA, PENNA.

WIP
Produces!

Phone Number.....Kingsley 5-7000
Transmitter Location .....Pennsauken, N. J.
Air Time .....Daytime
News Service .....AP
Transcription Service .....SESAC
Representative .....McGillvra, Viola
Pres., Gen., Sta. Mgr. .....Patrick J. Stanton
Commercial Manager.....Charles Stahl
Publicity Director .....Doug Henson
Prog. Dir., Chief Announcer..Michael Deegan
News Director .....Bob Gallagher
Chief Engineer.....Alec Felton Iles
Consulting Engineer .....Kear & Kennedy

WIP

PHILADELPHIA—1922—MBS

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By.....Pennsylvania Bcstg. Co.
Business-Studio Address.....35 S. 9th St.
Phone Number.....WAlnut 2-6800
Transmitter Location.....Bellmawr, N. J.
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....World
Representative .....Edward Petry
Membership .....NARTB
Pres., Sta., Gen. Mgr.....Benedict Gimbel, Jr.
V.P. & Dir. of Sales.....Gordon R. Gray
Program Director.....Murray Arnold
Production Director .....Varner Paulsen
Prom. Mgr., Pub. Dir. .....Samuel Elber
News Director .....Samuel Ettinger
Technical Director.....Clifford C. Harris

WPEN

PHILADELPHIA—1929—SBN

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Oper. By.....William Penn Bcstg. Co.
Business-Studio Address.....2212 Walnut St.
Phone Number .....LOcust 4-4383
Transmitter Location.....Brookhaven Rd. & 77th St.
Air Time .....6 a.m.-2:30 a.m.
News Service .....AP
Representative.....William G. Rambeau
President.....Albert J. Sylk
General Manager.....Edward C. Obrist
Sales Prom. Mgr.....William B. Caskey
Program Director.....Jules Rind
Publicity Director.....Sarajane Cherashore
Chief Engineer.....Charles W. Burtis

WTEL

PHILADELPHIA—1925

Frequency: 860 Kc.....Power: 250 Watts
Owned-Oper. By..Foulkrod Radio Engineering Co.
Business-Studio Address....4312 N. Broad St.
Phone Number.....GLadstone 5-1310, DAvenport 4-4310
Transmitter Location .....Rowlandville
Pres., Pgm. Dir. .....E. Douglass Hibbs
Commercial Manager.....Henry N. Cocker
Program Director.....E. Douglas Hibbs
Production Director.....Alan Stewart
Chief Engineer.....John Field
Consulting Engineer .....John Keel

KDKA

PITTSBURGH—1920—NBC

Frequency: 1020 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Westinghouse Radio Stations, Inc.
Business-Studio Address.....Grant Bldg.
Phone Number.....Grant 1-4200
Transmitter Location.....Allison Pk.
Air Time .....Unlimited
News Service.....AP, INS, UP
Transcription Service .....Thesaurus
Representative.....Free & Peters
President .....Walter Evans
Gen., Sta. Mgr. .....Joseph E. Baudino
Commercial Manager .....George D. Tons
News Director .....Jack E. Swift
Promotion Manager.....David N. Lewis
Program Manager .....Robert E. White
Production Director .....Edward P. Young
Publicity Manager.....Lee Curran
Chief Engineer.....Theodore C. Kenney
Musical Director .....Bernie Armstrong
Farm Editor .....Homer H. Martz

KQV

PITTSBURGH—1919—MBS

Frequency: 1410 Kc.....Power: 5000 Watts
Owned-Oper. By.....Allegheny Bcstg. Corp.
Bus.-Studio Address.....800 Chamber of Commerce Bldg.
Phone Number.....Atlantic 1-9100
Transmitter.....Babcock Blvd., Oak Glenn Rd.
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative .....Weed
President.....Charles T. Campbell
Gen., Comm., Prom., Sta. Mgr. ....J. F. Murray
Program Director .....Frank Orr
Publicity Director .....Ed Trageser
News Director .....Bill Burns
Chief Engineer.....James J. Schultz
Consulting Engr. ..Craven, Lohnes & Culver

WCAE

PITTSBURGH—1922—ABC

Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Operated By.....WCAE, Inc.
Bus.-Studio Address.....William Penn Hotel
Phone Number.....Atlantic 1-6900
Transmitter Location.....Baldwin Township
Air Time .....Unlimited
News Service.....AP, INS
Transcription Service .....World
Representative .....Katz
Membership .....NARTB
Pres., General Manager.....Leonard Kapner

AP SELLS

For Stations and Sponsors —

For instance . . . . WFIL

"M. Z. Bierly, Goodrich tire distributor, has sponsored AP news on WFIL since 1943. New and repeat sales prove its effectiveness.

"AP newscasts are a real value for advertisers. AP needs no 'audience promotion'. In this era of world change and conflict, radio news is the listener's direct wire from headquarters."

ROGER W. CLIPP,
General Manager,
WFIL, Philadelphia

Sta. Mgr., Prog. Dir.....R. Clifton Daniel
Commercial Manager.....Carl M. Doxer
Prom. Mgr., Pub. Dir. .....Warren Dana
Production Director.....John Leban
Chief Announcer.....Ralph Fallert
Musical Director.....Baron Elliott
Chief Engineer.....James Greenwood
Consulting Engineer .....A. Earl Cullum, Jr.

WJAS

PITTSBURGH—1921—CBS

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Oper. By.....Pittsburgh Radio Supply House, Inc.
Bus.-Studio Address.....1406 Chamber of Commerce Bldg.
Phone Number.....Grant 1-4860
Transmitter Location.....1459 Crane Rd., Greentree
Air Time .....7 a.m.-12:30 a.m.
News Service.....Transradio, UP
Transcription Service .....Lang-Worth
Representative .....Hollingberry
Pres., Gen. Mgr.....H. K. Brennen
Comm.-Sales Prom. Mgr.....John H. Buchholt
Program Director.....James M. Hughes
Production Director.....Fred R. Davy
Publicity Director .....Cal T. Mara
News Director .....Henry Dabecco
Musical Director.....Lee Kelton
Chief Engineer.....Walter W. McCoy
Consulting Engineer ...Chambers & Garrison

WPGH

PITTSBURGH—1946

Frequency: 1080 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Pittsburgh Bcstg. Co.
Bus.-Studio Address....220 N. Highland Ave., E. Liberty
Phone Number .....EMerson 1-5000
Transmitter Location.....2500 E. Lane
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service.....Lang-Worth, World
Representative .....McGillvra
President .....George M. Harton
General Manager .....Howard Lazarus

WPIT

PITTSBURGH—1947

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WPIT, Inc.
Bus.-Studio Address.....211 Smithfield St.
Phone Number.....GRant 1-0794
Transmitter Location.....Mt. Troy Rd.
Air Time .....Sunrise-sunset
News Service .....UP
Representative ..... Forjoe
President.....John J. Laux
V.P., Commercial Manager.....Don Ioset
Prod. Mgr., Chief Anncr.....George Varnum
Chief Engineer.....Mike Komichak

WWSW

PITTSBURGH—1931

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Oper. By .....WWSW, Inc.
Bus.-Studio Address.....Sheraton Hotel
Phone Number.....GRant 1-5200
Transmitter Location.....Cemetery Lane, Ross Township
Air Time .....Unlimited
News Service .....AP
Transcrption Service .....Standard
Representative .....John Blair
Membership .....NARTB, BAB
President, Gen. Manager.....O. M. Schloss
Station-Comm. Mgr.....Ben W. Muros
Sales Prom. Mgr. .....Harold J. Goldstein
News Dir., Chief Anncr. ...Ray F. Schneider
Musical Director .....Dwight Cappel
Chief Engineer.....Henry R. Kaiser
Consulting Engineer .....Glenn D. Gillett

WPAM

POTTSVILLE—1947—MBS

QUAKER

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Miners Bcstg. Serv., Inc.
Bus.-Studio Address.....106 S. Centre St.
Phone Number.....Pottsville 5050
Transmitter Location.....Lawton's Hill
Air Time.....7 a.m.-M.
News Service .....UP
Transcription Service .....Associated
Representative ...Everett-McKinney, O'Connell
Membership .....NARTB, BAB
President.....Joseph L. Maguire
Gen., Sta. Mgr.....Louis H. Murray
Commercial Manager.....Frank L. Tamulonis
Sales Promotion Manager ....John Gallagher
News Director .....Mort Ross
Production Director .....David Wright
Musical Director.....Horace Richards
Chief Engineer .....Milton Seltzer
Farm Editor.....Harry Pourbaugh
Consulting Engineer.....George C. Davis

WPPA

POTTSVILLE—1946

Frequency: 1360 Kc.....Power: 1000 Watts d.: 500 Watts n.
Owned-Oper. By.....Pottsville Bcstg. Co.
Bus.-Studio Address.....8 So. Second St.
Phone Number.....Pottsville 4744
Transmitter Location.....Bull's Head
News Service .....AP
Transcription Service .....World
Membership .....NARTB
Owner, Gen. Mgr. .....A. V. Tidmore
Commercial Manager.....Ralph L. Price, Jr.
Chief Anncr., Pgm. Dir. ....Edward Romance
Chief Engineer.....Edward Morgan

WEEU

READING—1932

ABC—QUAKER—PDN

Frequency: 850 Kc.....Power: 1000 Watts
Owned By.....Reading Eagle-Times
Operated By.....Hawley Bcstg. Co.
Business-Studio Address.....533 Penn St.
Phone Number.....7335
Transmitter Township.....Spring Township
Air Time.....6:30 a.m.-12 M.
News Service.....UP
Transcription Service.....Associated
Representative.....Headley-Reed
Membership.....NARTB, BAB
President.....Hawley Quier
Gen., Sta. Mgr.....Thomas Martin
Commercial Manager.....K. Richard Creitz
Prom. Mgr., Pub. Dir.....Nan Heckman
Farm Edit., Prod., Pgm. Dir.....George Carroll
Chief Announcer.....Jack Gounder
News Director.....Tony Bourg
Musical Director.....Harry Westcott
Chief Engineer.....Harold Schearer
Consulting Engineer.....Everett Dillard

WHUM

READING—1943—CBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Eastern Radio Corp.
Business-Studio Address.....Berkshire Hotel
Phone Number.....Reading 4-4805
Transmitter Location.....Old Wyomissing Rd.
Air Time.....6 a.m.-12 M.
News Service.....AP
Representative.....George P. Hollingbery
Pres., Gen., Sta. Mgr.....Humboldt J. Greig
Commercial Manager.....Richard G. Fichthorn
Production Director.....Arthur W. Heim
Program Director.....Alan Lane
News Director.....Johnny Deegan
Musical Director.....A. Raymond Moore
Chief Engineer.....Joseph McCormack
Farm Editor.....Sam Black
Consulting Engineer.....A. Earl Cullum, Jr.

WRAW

READING—1922—NBC-MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Reading Bcstg. Co., Inc.
Business-Studio Address.....19 N. Fifth St.
Phone Number.....Reading 7173
Transmitter Location.....6th & Penn Sts.
Air Time.....6:30 a.m.-1 a.m.
News Service.....UP
Transcription Service.....World
Representative.....Robert Meeker
Membership.....NARTB
Station Executive.....Clair R. McCollough
Station Manager.....Raymond A. Gaul
Natl. Sales Mgr.....J. Robert Gulick
Program Director.....Frank Voss
Technical Director.....J. E. Mathiot

WGCB

RED LION—1950

Frequency: 1440 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Rev. John M. Norris
Address.....Delta Rd.
Transcription Service.....SESAC
News Service.....UP
President.....Rev. John M. Norris
Station Manager.....John H. Norris
Commercial Manager.....Vincent A. Freeman
Program Director.....Stanley D. Deppen
Chief Engineer.....M. F. McDowell
Traffic Manager.....Sarah E. Kitchen

WRYO

ROCHESTER—1948—PBS

Frequency: 1050 Kc. ....Power: 250 Watts d.
Owned-Oper. By ..Veaver Valley Radio, Inc.
Address Trans. Loca. .....Rochester, Pa.
Phone Number.....Roch. 4660
Air Time.....Sunrise-Sunset
News Service.....AP, INS, UP
Transcription Service .....World, Lang-Worth
Representative.....Gene Bray
Membership.....NARTB
President.....Michael Baker, Jr.
Acting Comm., Prom. Mgr.....Gene Bray
Pgm., Prod. Dir.....Bob Galey
Chief Announcer.....Chuck Barret
Chief Engineer.....Andrew Macioce

WATS

SAYRE—1950

Frequency: 1470 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Thompson K. Cassel
Address.....110 N. Elmer Ave.
Phone.....Tally 0961
Transcription Service.....Thesaurus, World
News Service.....UP
President.....T. K. Cassel
Sta., Comm. Mgr.....Jay Handshaw
Asst. Manager.....John P. Morrisey
Program Director.....Bill Lawson
Prom. Mgr., News Dir.....Stan Hinden
Chief Engineer.....Benjamin A. Franklin
Farm Editor.....Bob Keisling

WARM

SCRANTON—1940—ABC-QUAKER

Frequency: 590 Kc.....Power: 5000 Watts d., 5000 Watts n.
Owned-Oper. By.....Union Bdcst. Co.
Address.....Bowman Bldg.
Phone Number.....4-1148
Transmitter Location.....Falls Twp.
Air Time.....6 a.m.-12 M.
News Service.....UP
Representative.....Hollingbery Co.
Transcription Service.....Thesaurus
President.....Martin F. Memolo

General Manager .....William M. Dawson
Sales Prom. Mgr., Pub. Dir. .....Mary Lynott
Program Director .....Joseph H. Salsburg
Chief Announcer .....Arthur Bolin
Chief Engineer .....Adolph W. Oschmann
Consulting Engineer .....Paul F. Godley Co.

WGBI

SCRANTON—1925—CBS

Frequency: 910 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By.....Scranton Bcstrs., Inc.
Business-Studio Address..1000 Wyoming Ave.
Phone Number 6296
Transmitter Location .....223 Davis St.
Air Time .....6 a.m.-1:05 a.m.
News Service .....AP
Transcription Service .....World
Representative .....John Blair
Membership .....NARTB
President.....Mrs. M. E. Megargee
Vice President .....M. A. Megargee
Gen., Comm., Sales Prom. Mgr. George D. Coleman
Station Manager.....Robert E. McDowell
Program Director..... Frank Monagham
Chief Engineer.....Kenneth R. Cooke

WQAN

SCRANTON—1923

Frequency: 630 Kc. .....Power: 500 Watts d.
Owned-Oper. By .....The Scranton Times
Address Trans. Loca. .....149 Penn Ave.
Phone Number 5151
Air Time .....Sunrise-Sunset
News Service .....UP, AP
Trans. Serv. ...Standard, Associated, SESAC
Representative .....The Bolling Co.
Membership .....NARTB, BAB
Owners ..Eliz. R. Lynett & Edward J. Lynett
Gen. Mgr., Chief Engr. ....John P. McGoldrick
Program Director .....Robert R. Flanagan
Production Director .....Jack Guinan
Publicity Director .....William Pierce
News Director .....William Cullen, Jr.
Musical Director .....Jane O'Hara
Farm Editor .....Frank Malone
Consulting Engr. James C. McNary, Wash, D.C.

WSCR

SCRANTON—1947

Frequency: 1000 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Lackawanna Valley Bcstg. Co.
Business-Studio Address....116 Adams Ave.
Phone Number 5242
Transmitter Location .....1520 N. Keyser Ave.
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Walker
President.....Hon. Michael J. Eagen
Gen., Sta., Comm. Mgr. .....Dale Robertson
Pgm., Pub., Prod. Dir. .....Barry Sherman
Chief Announcer .....Mike Woloson
News Director .....Bob McHale
Musical Director .....Joe Burke
Chief Engineer.....Willard Shimski
Farm Editor .....Jess Landenberger

WISL

SHAMOKIN—1948—MBS

QUAKER

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio Anthracite, Inc.
Bus.-Studio Address.....Rock & Sunbury Sts.
Phone Number 2650
Transmitter Location .....Coal Township
Air Time.....7 a.m.-M.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Forjoe
Membership .....NARTB, BAB
President.....Henry W. Lark
General Manager.....Charles R. Petrie
Program Director.....Dick Owen
Chief Announcer.....Jerry Kreeger
Chief Engineer.....Bernard Marshall
Farm Editor .....Bill Sickler
Consulting Engineer .....Weldon & Carr

WPIC

SHARON—1938

Frequency: 790 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Sharon Herald Bcstg. Co.
Business Address.....P. O. Box 541
Phone Number 4113
Studio-Transmitter Location..Pine Hollow Blvd.
News Service .....UP
Transcription Service....Associated, Capitol, Lang-Worth, World
Representative.....Adam J. Young, Jr.
Pres., Gen.-Sta. Mgr.....John Fahnline, Jr.
Program Director.....Marc McCulloch
Production Director.....Harold E. Smith
Publicity Director.....Evelyn L. Keller
Chief Engineer.....A. C. Heck

WMAJ

STATE COLLEGE—1945—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Centre Bcstrs., Inc.
Bus.-Studio Address.....P. O. Box 888
Transmitter Location.....Ferguson Township
News Service .....AP
Transcription Service .....Lang-Worth, World
Membership .....NARTB, BAB
President .....R. J. Kennard
General Mgr.....William K. Ulerich
Station Manager .....Alethea Mattern Ulerich
Chief Anncr., Pgm. Dir. ...Milton J. Bergstein
Commercial Manager..... Miriam Krebs
News Director .....John Pfeil
Chief Engineer.....Douglas Beman

PIONEER

IN

THE ANTHRACITE AREA

FOUNDED 1922

TOPS IN PUBLIC SERVICE

WBAX

WILKES-BARRE, PA.

MBS AFFILIATE

REPRESENTED BY BURN-SMITH CO., INC.

JOHN H. STENGER, JR., LICENSEE

WKBI

ST. MARYS—1950—QUAKER

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Elk Cameron Bcstg. Co.
Address.....41 Erie Ave.
Phone Number.....2321
Transcription Service.....Capitol
News Service.....AP
Co-Partners.....K. E. Rennekamp, C. H. Simpson
General Manager.....C. H. Simpson
Commercial Manager.....George A. Clark
Program Director.....Bert O. States, Jr.
Promotion Manager.....Clyde F. Robison
Chief Engineer.....Gerald O. Quint
News Director.....John A. Fay

WVPO

STROUDSBURG—1947

Frequency: 840 Kc.....Power: 250 Watts d.
Owned-Operated By.....Pocono Bcstg., Inc.
Business-Studio Address.....578 Main St.
Phone Number.....Stroudsburg 1102
Transmitter Location.....Cherry Valley & Highland Inn Rds.
Air Time.....Sunrise-Sunset
News Service.....UP
Transcription Service.....Associated
Representative.....Radio Reps.
President.....James H. Ottaway
General Manager.....Merle C. Ostrom
Station Manager.....Elton Hall
Managing Director.....Francis H. Brinkley
Program Director.....Joseph Webster
Chief Engineer.....Ernest Transue

WKOK

SUNBURY—1933—ABC
QUAKER

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Sunbury Bcstg. Corp.
Bus.-Studio-Transmitter.....1150 N. Front St.
Phone Number.....Sunbury 1325-6
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Continental Radio Sales
Membership.....NARTB
President.....Harry H. Haddon
General Manager.....Homer R. Smith
Commercial Manager.....W. Robert Trevitt
Program Director.....Michael J. Kane
Publicity Director.....Nelson Futch
Chief Announcer.....Jerry Moore
Chief Engineer.....John W. Keller

WMBS

UNIONTOWN—1937
CBS—QUAKER

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By.....Fayette Bdcstg. Corp.
Address.....F. T. & T. Bldg.
Phone Number.....8-3900, 8-3909
Transmitter Location.....Burgess Field
Air Time.....7 a.m.-12:05 a.m.
News Service.....UP
Transcription Service.....SESAC
Representative.....Meeker Asso., Inc.
Pres., Gen. Mgr.....J. C. Burwell
Sta., Comm. Mgr.....H. C. Burwell
Sales Promotion Manager.....Ed Hamlyn
Mus., Pgm. Dir., Chf. Anncr.. C. H. Underwood
Prod., Pub. Dir.....Ed Hamlyn
News Director....James Gismondi (News & Sports Editor)
Chief Engineer.....Thomas Kikta
Farm Editor.....Rex Carter
Consulting Engineer.....George C. Davis

WNAE

WARREN—1946—MBS

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Oper. By....N. Allegheny Bdcstg. Co.
Address.....Second Avenue
Phone Number.....3032
Transmitter Location.....R. D. 1 - Kinzua Rd.
Air Time.....Sunrise-Sunset
News Service.....AP
Transcription Service.....Thesaurus
Representative.....Deveny & Co.
Membership.....NARTB, BAB
Pres., Gen., Sta., Comm. Mgr., Pub. Dir.....A. David Potter, Jr.
Comm., Sales Prom. Mgr. ..James W. Potter
Chief Anncr., Pgm., Prod., News, Music Dir. W. LeRoy Schneck
Chief Engineer.....Homer M. Haines

WJPA

WASHINGTON—1942—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Washington Bcstg. Co.
Bus. Address.....George Washington Hotel
Phone Number.....4870
Transmitter Location...So. Strabane Township
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....World, Lang-Worth
Representative.....Joseph Hershey McGillvra
Membership.....NARTB
Managing Director.....A. Boyd Siegel
Commercial Mgr.....Peter Stanton

WBAX

WILKES-BARRE—1922—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....John H. Stenger, Jr.
Business-Studio Address.....85 W. Union St.
Phone Number.....3-0198
Transmitter Location...Route 11, Edwardsville Borough
Air Time.....7 a.m.-M.
News Service.....UP

Transcription Service .....Associated
Representative .....Burn-Smith
General Manager.....John H. Stenger, Jr.
Station Manager.....August W. Grebe
Program Director.....John H. Stenger, III
Production Director .....Edward Kuzma
Chief Announcer .....John Foster
Chief Engineer.....John H. Stenger, Jr.
Asst. Chief Engr. .....Milan J. Krupa
Farm Editor.....Jim Hutchison

WBRE

WILKES-BARRE—1924—NBC
QUAKER

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Louis G. Baltimore
Bus.-Studio Address.....62 S. Franklin St.
Phone Number 3-3101
Transmitter Location .....3rd Ave.-Kingston
Air Time.....6:30 a.m.-1 a.m.
News Service .....AP
Transcription Service .....World
Membership .....NARTB
Pres., Gen. Mgr.....Louis G. Baltimore
Prom., Gen., Sta. Mgr. ...David M. Baltimore
Commercial Mgr.....A. C. Baltimore
Program Director.....Franklin D. Coslett
Musical Director.....Louis Savitt
Chief Engineer.....Charles Sakoskie, Sr.
Consulting Engineer ....Chambers & Garrison

WILK

WILKES-BARRE—1946
ABC-QUAKER

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By..Wyoming Valley Bcstg. Co.
Bus.-Studio Address.....88 No. Franklin St.
Phone Number 4-4666
Transmitter Location....Dawes Ave., Kingston
Air Time .....6:30 a.m.-12:05 a.m.
News Service .....UP
Transcription Service..Lang-Worth, Thesaurus
Representative .....Avery-Knodel
President.....Dr. I. C. Morgan
General Manager.....Roy E. Morgan
Station Mgr.....Thomas P. Shelburne
Commercial Manager .....Harry P. Butler
Program Director.....Hal Berg
Chief Announcer.....Charles Whittier
Chief Engineer.....Theodore French
Consulting Engineer .....John Creutz

WRAK

WILLIAMSPORT—1930—NBC

Frequency: 1400 Kc. ....Power: 250 Watts d., 250 Watts n.
Owned-Oper. By .....WRAK, Inc.
Address .....244 West 4th St.
Phone Number 2-6116
Transmitter Location .....1561 W. 4th St.

WRAK
250 W—1400 Kc

WRAK-FM
3.2 KW—100.3 Mc

National Representative:
EVERETT-McKINNEY, Inc.
New York • Chicago



AFFILIATE

The right combination for a REAL selling campaign in the Williamsport market.

21 YEARS *of* PUBLIC SERVICE

WRAK, INC
WILLIAMSPORT, PENNSYLVANIA

Air Time .....6:30 a.m.-12 M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Everett McKinney
Membership .....NARTB
President .....E. M. Case
General Manager .....George E. Joy
Treasurer .....W. Van Person
Comm. Mgr., Music. Dir. ....J. Wright Mackey
Pgm. Mgr., Chief Anncr. .....Leon E. Kelly
Program Director .....Marian E. Antes
Prod. Mgr., News Dir. ..Irving A. Berndt, Jr.
Publicity Manager .....Everett W. Rubendall
Chief Engineer .....Glenn L. Sherman
Consulting Engineer .....Spearman-Robertson

WWPA

WILLIAMSPORT—1949—CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Williamsport Radio Bcstg. Assoc., Inc.
Address.....330 Government Pl.
Phone Number 7119
Transmitter .....So. Williamsport
Air Time .....6:30 a.m.-12:05 a.m.
News Service .....UP
Transcription Service .....World
Representative .....Burn-Smith
Membership .....NARTB, BAB
President.....Harry J. W. Kiessling
General Manager.....Woodrow W. Ott
Commercial Manager.....J. David Fleming
Program Director.....Louis C. Cate
News Director .....John Archer
Musical Director .....Will Moyle
Consulting Engineer .....Russell May

WNOW

YORK—1948—A.B. & F.N.

Frequency: 1250 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Helm Coal Co.
Business-Studio Address.....25 S. Duke St.
Phone Number 8-2911-8-2952
Transmitter Location.....R. D. 5
Air Time.....6 a.m.-local sunset
News Service .....AP
Transcription Service .....Associated
Membership .....NARTB, BAB
General Manager .....Lowell W. Williams
Commercial Manager .....John O. Border
Sales Prom. Mgr.....Murray Goldsborough
News Director .....Albert Gladding
Prog.-Prod. Dir.....H. E. Daugherty
Publicity Director .....Edwin L. Fay
Chief Engineer.....Willis N. Weaver
Consulting Engineer .....Dixie B. McKey

WORK

YORK—1932—NBC-MBS

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Operated By.....York Bcstg. Co.
Business-Studio Address.....13 S. Beaver St.
Phone Number 6629
Transmitter Location.....W. Manchester Township
Air Time .....6 a.m.-12:30 a.m.
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Robert Meeker
Membership .....NARTB
Station Executive.....Clair R. McCollough
Station Manager.....Leroy K. Strine
Natl. Sales Mgr.....J. Robert Gulick
Program Director.....James R. Wilson
Technical Director.....J. E. Mathiot

WSBA

YORK—1942—ABC—QUAKER

Frequency: 910 Kc. ....Power: 1000 Watts d., 1000 Watts n.
Owned-Oper. By ..Susquehanna Bdctsg. Co.
Address .....P. O. Box 910
Phone Number .....82676 - 81308
Transmitter Location .....York, R. D. 5
Air Time .....6 a.m.-12:30 a.m.
News Service .....AP
Transcription Service .....World, MGM
Representative .....Radio Reps. Inc.
Membership .....NARTB, BAB
President .....Louis J. Appell
General Manager .....Walter J. Rothensies
Comm., Sales Prom. Mgr. ....Philip K. Eberly
Program Director .....Otis B. Morse
Chief Engineer .....Woodrow G. Eberhart
Farm Editor .....Herman E. Stebbins

WHY IS AP THE BEST?

BECAUSE—AP has more news correspondents, more news bureaus, more miles of news wire than any other news service.

more New Englanders listen to WPRO than any other Rhode Island station

all latest seasonal reports show **WPRO** first in share of audience!

...compared* to the second-place station, **WPRO** offers you:

152.4% MORE AUDIENCE WEEKDAY MORNINGS

73.5% MORE AUDIENCE WEEKDAY AFTERNOONS

50.2% MORE AUDIENCE EVENINGS SUN.-SAT.

*Comparison of a typical seasonal survey (1949—1950 Winter—Spring Hooper Audience Index for Providence—Pawtucket, R. I.)

listeners are customers!
customers are buyers!

TO REACH THE MOST BUYERS, BUY BASIC.. CBS ..WPRO AM & FM

PROVIDENCE · 630 KC · 5000 W

REPRESENTED BY RAYME

RHODE ISLAND

Population 791,896—Increase +11.0% (1940-1950)—Radio Homes 205,890
Families 208,390—Stations in State 11

WRJM

NEWPORT—1948—KBS

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned-Oper. By..The Aquidneck Bcstg. Corp.
Business-Studio Address.....204 Thames St.
Phone Number 4673
Transmitter Location.....Middletown
Air Time .....Daytime
News Service .....AP
Transcription Service .....Associated
Representative .....Deveny & Co.
Membership .....NARTB, BAB
President .....Columbus O'Donnell
General Manager .....Warren G. Clement
Commercial Manager .Gilbert M. Congdon, Jr.
Program Director .....Edwin Kane
News Director .....John Stewart
Chief Engineer.....Joseph Britto

WPAW

PAWTUCKET—1950

Frequency: 1380 Kc.....Power: 500 Watts d.
Owned-Oper. By...Roger William Bcstg. Co.
Address.....32 N. Union St.
Phone Number 5-9000
Transcription Service .....MacGregor
News Service .....UP
Co-Owner, Pres., Treas.....Neale D. Murphy
Co-Owner .....Dominic Hysko
Sta., Prom. Mgr., Pgm. Dir...Muriel T. Choquette
Chief Engineer.....Jim Bonney
News Director.....William J. Torpey

WEAN

PROVIDENCE—1922—MBS-YANKEE

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By.....Yankee Network, Inc.
Business-Studio Address.....Crown Hotel
Phone Number.....Temple 1-0800
Transmitter Location.....E. Providence
Air Time .....6 a.m.-M., (8 a.m.-M. Sun.)
News Service .....AP, Yankee News
Transcription Service .....Associated
Representative .....Edward Petry
President .....William O'Neil
Gen., Sta., Comm. Mgr. .....Mowry Lowe
Prog.-Prod.-Pub. Dir.....Donald Morton
Chief Engineer .....Henry Tilley

WFCI

PROVIDENCE—1941—ABC

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By.....Pawtucket Bcstg. Co.
Bus.-Studio Address .Sheraton-Biltmore Hotel
Phone Number.....PL 1-6565
Transmitter Location .....Lonsdale
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Associated
Representative .....Avery-Knodel
Membership .....NARTB, BAB
Sta., Gen., Comm. Mgr. ...Wallace A. Walker
Program Director.....David Brooks
Musical Director.....Arthur Paquette
Chief Engineer.....Gilbert Johnson
Consulting Engineer .....Kear & Kennedy

WDEM

PROVIDENCE—1947

Frequency: 1290 Kc. ...Power: 500 Watts d.
Owned-Oper. By ....Narragansett Bay B. Co.
Address .....15 Chestnut St.
Phone Number .....Jackson 1-6565
Trans. Loca. .....Bold Pt. E. Providence
Air Time .....Sunrise-Sunset
News Service .....UP
Pres., Gen. Mgr. .....Louis A. R. Pieri
Sta. Mgr., Pgm. Dir. .....Walter Neiman
Comm., Sales Prom. Mgr.....Arthur Gordon
Production Director .....Ernest Anderson
News Director .....David Rosehill
Musical Director .....William Willse
Chief Engineer .....Milton Krogsted

WHIM

PROVIDENCE—1947

Frequency: 1110 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Intercity Bcstg. Co.
Business-Studio Address.....32 Custom House
Phone Number .....Union 1-4211
Transmitter Location.....Eastern Ave., E. Providence
Air Time.....6 a.m.-4:30 p.m.
News Service .....AP
Transcription Service .....Capitol
Representative.....Adam J. Young
President, Gen.-Sta. Mgr.....Robert T. Engles
Program Director.....C. George Taylor
Prod. Dir., Chief Anncr.....Bruce Williamson
Musical Director.....Jay Creeden
Chief Engineer.....Carroll Philbrook

WPRO

PROVIDENCE—1924—CBS-NEMM

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Oper. By....Cherry & Webb Bcstg. Co.
Bus-Stud. Add. ..24 Mason St., WPRO Bldg.
Phone Number.....Plantations 1-9776
Transmitter Location.....E. Providence
Air Time .....6 a.m.-1:05 a.m.
News Service.....AP, UP
Transcription Service..Thesaurus, Lang-Worth
Representative.....Paul H. Raymer

Membership ..... NARTB, BAB
President ..... William S. Cherry, Jr.
General-Comm Mgr. ..... Arnold F. Schoen, Jr.
Program Director ..... John A. Owen
Chief Engineer ..... John V. Ferri
Consulting Engineer .... McNary & Wrathall

WJAR

PROVIDENCE—1922—NBC-NERN

Frequency: 920 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... The Outlet Co.
Business-Studio Address .... 176 Weybosset St.
Phone Number ..... Gaspee 1-1071
Transmitter Location ..... Wampanoag Trail, E. Providence
Air Time ..... 6 a.m.-M.
Transcription Service ..... World
News Service ..... AP
Representative ..... Weed
Membership ..... NARTB
Chairman of Board ..... Mortimer L. Burbank
Gen.. Comm. Mgr. ..... John J. Boyle
Program Director ..... Sothern Abbott
News Director ..... Ben Boyden
Chief Engineer ..... Thomas C. J. Prior

WRIB

PROVIDENCE—1949

Frequency: 1220 Kc. .... Power: 1000 Watts d.
Owned-Oper. By ..... R. I. Bcstg. Co.
Bus.-Studio Address ..... Narragansett Hotel
Phone Number ..... Union 1-4512
Transmitter Location .. Water St., E. Providence
Air Time ..... 7 a.m.-local sunset
News Service ..... UP
Transcription Service ..... Associated
Representative ..... Forjoe
Membership ..... NARTB
President ..... Frank Rao
General Manager ..... Nicholas Ruggieri
Prod., Pgm. Dir., Chief Anncr. ..... Dan Rogers
News Director ..... Fabian Hume
Chief Engineer ..... Richard Buckley

WERI

WESTERLY—1949—KBS

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned Oper. By ..... Radio Westerly, Inc.
Address ..... 34 Main St.
Phone Number 2263
Transmitter Location ..... Margin St.
Air Time ..... Unlimited
News Service ..... UP
Transcription Service ..... Lang-Worth, Colton, Bannan
President ..... Richard G. Moore
General Manager .... Warren M. Greenwood
Program Director ..... A. W. Warren
Chief Engineer ..... Donald W. Siegel

WWON

WOONSOCKET—1946
CBS—YANKEE

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Woonsocket Bcstg. Co.
Business-Studio Address ..... 99 Main St.
Phone Number 3900-1741
Transmitter Location ..... Getchell Ave.
Air Time ..... 6 a.m.-12 M.
News Service ..... AP
Transcription Service ..... World, Standard
President ..... William S. Palmer
General Manager ..... Buell W. Hudson
Station Manager ..... Mitchell F. Stanley
Commercial Manager .... Eugene A. Mailloux
Production Director ..... Gene Rousseau
News Directors ..... G. O'Neill, B. Riley
Chief Engineer ..... Joseph Gerson

SOUTH CAROLINA

Population 2,117,027—Increase +11.4% (1940-1950)—Radio Homes 409,620
Families 492,330—Stations in State 43

WAIM

ANDERSON—1935—CBS
PALMETTO NET

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Wilton E. Hall
Address-Trans. Loca. ..... 1 Martin St.
Phone Number 3800-1-2
Air Time ..... 5:30 a.m.-12:05 a.m.
News Service ..... INS
Transcription Service ..... Associated, World
Representative ..... Burn-Smith, Dora Dodson
President ..... Wilton E. Hall
General Manager ..... Glenn P. Warnock
Prom., Comm. Mgr. ..... G. P. Brown
Program Director ..... Ray Barath
News Director ..... R. Powell
Chief Engineer ..... H. B. Greene
Farm Editor ..... Grady Newman

WANS

ANDERSON—1949

Frequency: 1280 Kc. ..... Power: 1000 Watts d.
Owned-Operated By ..... Carolina Bcstrs.
Address ..... Box 211
News Service ..... AP
Pres., Gen. Mgr. ..... J. J. Powell
Comm. Mgr., Pgm. Dir. ..... Alfred Robinson
Chief Engineer ..... Charles Mewborn

WBSC

BENNETTSVILLE—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Bennettsville Bcstg. Co.
Business-Studio Address.....212 Broad St.
Phone Number 780
Transmitter Location.....1½ Mi. N.W. of Bennettsville on Hway. No. 9
News Service .....AP
Representative.....Joseph Hershey McGillvra
Gen., Comm. Mgr.....Malcolm A. Young
Prog.-Prod.-Pub.-Musical Dir.....Don Bridges
Chief Engineer.....John Gronert

WACA

CAMDEN—1948—KBS
BASEBALL NET

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Camden Bcst. Co.
Address .....Camden
Phone Number 80
Transmitter ..... 4 Mi. E. of City
Air Time .....6 a.m.-Sunset
News Service .....UP
Transcription Service .....Standard
Membership .....NARTB
President.....Haygood S. Bowden
Gen., Sta., Comm., Pgm. Mgr. ..Tom Richards
Prod., Pgm. Dir. .....Arthur Sheheen
Chief Engineer .....Frank Richardson
Chief Announcer .....Arthur Sheheen

WCSC

CHARLESTON—1930—CBS

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Oper. By .....WCSC, Inc.
Address .....Francis Marion Hotel
Phone Number 7611
Transmitter Location .....Eagles Nest
Air Time .....6 a.m.-12:05 a.m.
News Service .....UP
Transcription Service .....World
Representative .....Free & Peters
Membership .....NARTB, BAB
Pres., Gen., Sta. Mgr. .....John M. Rivers
Commercial Manager .....Roland Weeks
Sales Promotion Manager ...Alma D. Davis
Pgm., Pub. Dir .....Russell Long
Publicity Director .....Alma D. Davis
Copy Chief .....Dorothea LaTorre
News Director .....Robert Truere
Musical Director .....Bob Tamblyn
Chief Engr., Cons. Engr. .....Wilbur Albee
Farm Editor .....Bob Tamblyn
Traffic Manager ...Annie Laurie Quarterman

WHAN

CHARLESTON—1947—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Charleston Bcstg. Co.
Business-Studio Address ....152-B Market St.
Phone Number 3-1643
Transmitter Location.....St. Andrew's Parish
Air Time .....6 a.m.-12:05 a.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Burn-Smith
President.....S. Lewis Johnson
Gen., Sta., Comm. Mgr. .....W. Ben Hutto
Pub., Pgm. Dir. .....Vernon M. Bushong
News Director .....Dick Terfler
Production Director.....Traynor Ferillo
Mus. Dir., Farm Editor .....Ray Thomas
Chief Engineer.....William P. Birchfield
Consulting Engineer ..... W. J. Holey

WPAL

CHARLESTON—1947

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By .....George G. Weiss
Business-Studio Address....149 Wentworth St.
Phone Number 3-6428-9
Transmitter Location .....Windemere
Air Time .....Daytime
News Service .....UP
Transcription Service .....Thesaurus
Representative ..... Dora Dodson Pearson
Gen., Sta. Mgr.....Laurens P. Moore
Commercial Manager .....Robert T. Chrystie
Promotion Manager .....Walt Hanna
Program Director.....Bob Austin
Chief Announcer .....James Reynolds
Publicity Director .....Al Dengate
Chief Engineer .....Carlton E. Modlin

WTMA

CHARLESTON—1939—NBC

Frequency: 1250 Kc...Power: 5000 d.; 1000 n.
Owned-Oper. By.....Atlantic Coast Bcstg. Co.
Bus. Add. .....133 Church St., P. O. Box 297
Phone Number 2-2961
Transmitter Location.....St. Andrew's Parish
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Associated
Representative.....George P. Hollingbery
Membership .....NARTB, BAB
President .....Edward Manigault
Gen., Sta. Mgr. .....Douglas M. Bradham
Prom., Comm. Mgr. ...Grange S. Cuthbert, Jr.
Publicity Director .....Nina K. Parker
Production Director.....Robert Yeager
News Director .....Harry Gianaris
Musical Director.....Edna E. Richardson
Chief Engineer .....U. Gordon Knight

WUSN

CHARLESTON—1948—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Southern Bcstg. Co.
Bus.-Studio-Trans. Address.....42 Tenth St.
Phone Number 2-2652
News Service .....UP
Air Time .....6 a.m.-1 a.m.

Representative ..... Donald Cooke
President ..... Louis D. Simonds, Jr.
Gen., Sta., Comm. Mgr. ..... J. Dayton Hastie
Promotion Manager ..... Ed Lesnick
Program Director ..... Henry Hoppe
Chief Announcer ..... Bill Ward
News Director ..... Elmo Cronk
Chief Engineer ..... Walter Nelson
Consulting Engineer ..... John Cruetz

WGCD

CHESTER—1948—MBS—KBS

Frequency: 1490 Kc. ... Power: 250 Watts d., 250 Watts n.
Owned-Oper. By ..... Craig Bdcstg. Co.
Address ..... 128 Main St., Press-Radio Bldg.
Phone Number ..... 1171 & LD995
Transmitter Location ..... Harris Street
Air Time ..... 6 a.m.-11 p.m.
News Service ..... AP
President ..... Morgan J. Craig
Gen., Sta. Mgr. ..... Charles A. Thoman
Comm., Prom. Mgr. ..... Vernon McCarthy
News, Music., Pgm. Dir. Chief Annor. ..... Arthur Cornwall
Prod., Pub. Dir. ..... James Kennedy
Chief Engineer ..... Vernon Cameron
Farm Editor ..... Arthur Cornwall
Consulting Engineer ..... Charles A. Thoman

WCOS

COLUMBIA—1939—ABC

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Radio Columbia
Business-Studio Address ..... 1202 Main St.
Phone Number 2-5601
Trans. Location ..... 2806 Edgewood Rd.
Air Time ..... 6 a.m.-12:30 a.m. (Mon.-Sat.)
News Service ..... AP
Transcription Service ..... World
Representative ..... Taylor Co.
President ..... E. D. Black
General-Station Manager ..... James W. Hicks
Commercial Manager ..... Dixon Harp
Program Director ..... Stewart Spencre
Chief Engineer ..... Robert D. Lambert, Jr.

WIS

COLUMBIA—1930—NBC

Frequency: 560 Kc. ..... Power: 5000 Watts
Owned-Oper. By ..... Bcstg. Co. of the South
Business-Studio Address ..... 1111 Bull St.
Phone Number 3-8431
Transmitter Location ..... Bluff Rd.
Air Time ..... 6 a.m.-12 M.
News Service ..... UP
Transcription Service ..... Standard
Representative ..... Free & Peters
Membership ..... NARTB, BAB
President ..... B. Calhoun
General Manager ..... G. Richard Shafto
Station Manager ..... J. Dudley Saumenig
Local Sales Mgr. ..... W. Miller Montgomery
Prom.-Pub. Manager ..... Steve Libby
Program Director ..... Frank Harden
Prod. Dir., Chief Annor. ..... Mackie Quave
Musical Director ..... Ruth Stone
Chief Engineer ..... Herbert G. Eidson, Jr.
Farm Editor ..... Specs Munzell
Consulting Engr. ..... Jansky & Bailey

WMSC

COLUMBIA—1945—CBS

Frequency: 1320 Kc. ..... Power: 1000 d., 500 n.
Owned-Oper. By ..... Marseco Bcstg. Corp.
Business-Studio Address ..... 1127 Lady St.
Phone Number 2-8659
Transmitter Location ..... Lexington County
News Service ..... UP
Transcription Service .. Lang-Worth, Associated
Representative ..... H-R Representatives
Membership ..... NARTB, BAB
Pres., Gen. Mgr. ..... C. Wallace Martin
Promotion Manager ..... Robert Ellison
Prod., Pgm. Dir. ..... Grenville Seibels
Chief Engineer ..... John C. Cosby
Farm Editor ..... Clair Shadwell

WNOK

COLUMBIA—1947—MBS

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Palmetto Radio Corp.
Address ..... P. O. Box 307
Phone Number 2-1518
News Service ..... AP
Representative ..... Forjoe
Membership ..... NARTB
General Manager ..... H. Moody McElveen

WLAT

CONWAY—1945—MBS

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Coastal Bcstg. Co.
Business-Studio Address ..... P. O. Box 497
Phone Number 340
Transmitter Location .... U. S. Hway. 701, 1¼ Mi. N.W. Center of City
News Service ..... AP
Representative ..... Joseph Hershey McGillvra
Membership ..... NARTB
President, General Mgr. ..... L. M. Hawley
V.P., Chief Engineer ..... H. L. Hanks
Pub.-Musical Dir., Chief Annor. .. Mike Jordan

WDSC

DILLON—1946—MBS

Frequency: 800 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... Border Bcstg. Co., Inc.
Business-Studio Address ..... Box 231
Phone Number 470-1
Transmitter Location .... U. S. Hway. 301, 3½ Mi. S. of Dillon
Air Time ..... Sunrise-Sunset

News Service .....UP
Transcription Service .....Thesaurus
Representative .....Dora C. Dodson
Membership .....NARTB, BAB
President.....E. H. Brown
Gen., Sta., Sales Prom. Mgr. ..Joseph Martin
Commercial Manager ...Adelaide C. Monroe
Pgm., Prod. Div. .....J. E. Murff, Jr.
Chief Engineer .....Russell Caldwell

WJMX

FLORENCE—1947—ABC

Frequency: 970 Kc.....Power: 5000 Watts d., 1000 Watts n.
Owned-Oper. By.....Atlantic Bcstg. Co., Inc.
Business Address.....P. O. Box 1211
Phone Number 6351
Studio-Transmitter Location.....3 Mi. N.W. Florence, U. S. 52
Air Time .....Sunrise-Sunset
News Service .....AP
Transcription Service .....World
Representative ..... Walker
President.....Eugene E. Stone
Gen., Sta. Mgr.....Paul H. Benson, Jr.
News, Pgm. Dir. .....Sam I. Latimer
Chief Announcer .....Bob Forbes
Chief Engineer.....Frank Jenne
Consulting Engineer Craven, Lohnes & Culver

WOLS

FLORENCE—1937—KBS

Frequency: 1230 Kc. .....Power: 250 Watts
Owned-Oper. By.....Florence Bcstg. Co., Inc.
Business-Studio Address ..151 S. Dargan St.
Phone Number 3271-2
Transmitter Location.....1 Mi. NE City
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Joseph Hershey McGillvra
Membership .....NARTB
Pres., Gen.-Station Mgr.....Melvin Purvis
Comm., Sales Prom. Mgr.....A. P. Skinner
Pgm., Prod., Pub. Dir., Chief Anncr. J. Putnam
Chief Engineer.....W. A. Pritchett
Consulting Engr. ..Comm. Rad. & Equip. Co.

WFGN

GAFFNEY—1948—KBS

Frequency: 1570 Kc. ....Power: 250 Watts d., 250 Watts n.
Owned-Oper. By ....Cherokee Radio Co., Inc.
Address .....P. O. Box 759
Phone Number 4795-6
Trans. Loca. .....Leadmine Rd.
Air Time .....Sunrise-Sunset
News Service .....UP
Transcription Service .....Lang-Worth
President .....A. Ray Godshall
Gen., Sta., Farm Edit. .....Morton E. Green
Comm., Sales Prom. Mgr. .....Velna Wilder
Program Director .....E. Parrott
Prod., Pub. Dir. .....V. Gertz
Chief Announcer, Music Dir.....Jim Brazzell
News Dir., Chief Engr. .....Roger Clark

WGTN

GEORGETOWN—1949—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Georgetown Bcstg. Co.
Address, Trans. Loc.....216 Fraser St.
Phone Number 621-629
Air Time .....6 a.m.-11:30 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
President .....Dr. John T. Assey, Jr.
Sta., Comm. Mgr.....Allen Wester
Continuity Director.....Joe Maurice
Program Director.....Mamie Delzell
Chief Engineer.....Patrick J. Robinson

WAKE

GREENVILLE—CBS-MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By...Piedmont Bcstg. Co., Inc.
Address.....400 Mayberry St.
Phone Number 5-6772
News Service .....INS
President.....V. D. Ramseur
General Manager.....J. S. Ayers
Chief Engineer.....H. A. Morris
News Director.....Wayne Davis

WESC

GREENVILLE—1947—MBS
CBS-PALMETTO

Frequency: 660 Kc.....Power: 5000 Watts
Owned-Operated By.....Greenville Bcstg. Co.
Business-Studio Address.....1 College St.
Phone Number 2-8241
Transmitter Location.....Farr's Bridge Rd.
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Walker
President.....(Mrs.) Scott Russell
Commercial Manager.....W. C. Bachman
General Manager.....Glenn P. Warnock
Program Director.....Arthur H. Roberts
Chief Engineer.....Lewis W. Elias, Jr.

WFBC

GREENVILLE—1933—NBC

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By..Greenville News Piedmont Co.
Business-Studio Address.....Poinsett Hotel
Phone Number 2-7616-7
Transmitter Location .....Ghantt
Air Time .....5:30 a.m.-1 a.m.

News Service ..... UP
Transcription Service ..... Thesaurus
Representative ..... Avery-Knodel
President ..... B. H. Peace, Jr.
General Manager ..... B. T. Whitmire
Commercial Mgr. ..... R. Q. Glass, Jr.
Sales Prom. Manager ..... P. H. Chapman
Program Director ..... Newton S. Smyth
Chief Announcer ..... Norvin Duncan
Publicity Director ..... P. H. Chapman
News Director ..... N. P. Mitchell
Musical Director ..... Alice Wyman
Chief Engineer ..... William Garrison
Consulting Engineer ..... A. D. Ring & Co.

WMRC

GREENVILLE—1940—ABC

Frequency: 1440 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... Textile Bcstg. Co.
Bus.-Studio Address ... Box 1499, Prevost Bldg.
Phone Number 3-2751
Transmitter Location ..... White Horse Rd.
Air Time ..... Unlimited
News Service ..... AP
Transcription Service ..... World
Representative ..... Weed & Co.
Membership ..... NARTB
President ..... R. A. Jolley, Sr.
General Manager ..... Guy Zwahlen
Prom., Comm. Mgr. ..... Kenneth C. Willson
Prod., Pgm. Dir. ..... William T. Arrington
Chief Announcer ..... James D. Simpson, Jr.
News Director ..... Claude E. Freeman
Chief Engineer ..... George D. Tate
Farm Editor ..... Paul Fisher

WMUU

GREENVILLE—1949

Frequency: 1260 Kc. .... Power: 1000 Watts d.
Owned-Oper. By ..... Bob Jones Univ.
Address ..... Bob Jones Univ.
Phone Number 2-6711
Transmitter Location ..... 11 Radio Dr.
Air Time ..... 5 a.m.-Local Sunset
News Service ..... Ins
Transcription Service ..... SESAC, Associated
Membership ..... NARTB, BAB
President ..... Dr. Bob Jones, Jr.
General Manager ..... R. K. Johnson
Sta. Mgr., Pgm., Prod. Dir. ..... Jim Ryerson
Commercial Manager ..... Lamont Haynes
Sales Promotion Manager .... Marvin Steffins
Publicity Director ..... Laura Pratt
Chief Announcer ..... Velma Eubanks
News Director ..... Kenneth Ouellette
Musical Director ..... Barbara Boyd
Chief Engineer ..... Don Smith
Farm Editor ..... Jack Buttram

WCRS

GREENWOOD—1941—NBC

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Grenco, Inc.
Phone Number 4300, 3971
Studio-Transmitter Location ..... Willson St.
Air Time ..... 5:30 a.m.-11:30 p.m.
News Service ..... AP
Transcription Service ..... Standard
President ..... Douglas Featherstone
General Manager ..... Dan Cros'and
Commercial Manager ..... Ralph Norman
Program Director ..... Randy Davidson
Chief Engineer ..... Charlie Sparks
Consulting Engineer .... McNary & Wrathall

WEAB

GREER—1949

Frequency: 800 Kc. ..... Power: 250 Watts d.
Owned-Oper. By ..... Greer Bcstg. Co.
Address ..... P. O. Box 151
Phone Number 1057
Air Time ..... Daylight
News Service ..... UP
Transcription Service ..... Lang-Worth
Partner ..... W. R. Frier
Partner, Gen. Mgr. ..... E. A. Burch
Program Director ..... Vernon Fox
Chief Engineer ..... Perry Clinton Childers

WHSC

HARTSVILLE—1946—MBS

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Oper. By .... Hartsville Bcstg. Co., Inc.
Business-Studio Address .... 1306 College Ave.
Phone Number 654
Transmitter Location .. 1 Mi. S. of Hartsville on Hway. 15-A
Air Time ..... 6:55 a.m.-11:15 p.m.
News Service ..... AP
Representative ..... McGillvra
Transcription Service ..... Capitol
President ..... Charles H. Campbell
Gen.-Sta. Mgr., Prod. Dir. .... Raymond Caddell
Commercial Manager ..... Gerald Quick
Program Director ..... Leo Williams
Publicity Director ..... Frances Bass Tyner
Chief Engineer ..... Donald A. Brienen
Musical Director ..... David Rogers
Farm Editor ..... Ernest Stokes

WDKD

KINGSTREE—1949

Frequency: 1300 Kc. ..... Power: 1000 Watts d.
Owned-Operated By ..... Palmetto Bcstg. Co.
Address ..... Kingstree
Phone Number 6761
Transmitter Location ..... Hway. 52
News Service ..... AP
Transcription Service ..... Lang-Worth
Membership ..... NARTB, BAB
Partners ..... M. L. Few, E. G. Robinson, Jr.
General Manager ..... John L. McWhorter
Chief Engineer ..... Thomas B. Williams, Jr.

WLBG

LAURENS—1948—KBS-LBS

Frequency: 860 Kc.....Power: 250 Watts d.
Owned-Operated By.....WLBG, Inc.
Business Address.....Box 642, Laurens
Phone Number 2-2331
Studio-Transmitter Location....Greenville Rd., Church St. Ext.
Air Time.....7 a.m.-7 p.m.
News Service .....UP
Transcription Service .....World
President.....James C. Todd
General Manager.....John F. Arrington
Program Director.....Len Ledford
Promotion Manager.....Colleen Willard
Secy.-Treas. .....Richard Todd
News Director.....Jack Taylor
Chief Engineer.....Clyde J. McClure

WIAY

MULLINS—1949

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By:Mullins & Marion Brdg. Co.
Phone Number.....390 (Marion, 3901 (Mullins)
Transmitter Location..Highway 76 bet. Mullins and Marion
Air Time.....5 a.m. to local sunset
News Service .....UP
Transcription Service .....Langworth
Membership .....NARTB, BAB
Owners.....W. L. Harrelson, B. G. Smith
President.....W. G. Smith
Gen. Comm. Mgr.....Robert B. Marshall
Station Manager.....Forrest Ramsey
Prog. Dir., Chf. Ann.....Robert A. Allen
Musical Director.....George Magera
Chief Engineer.....George Magera
Consulting Engr. .....Robert Lambert

WMRA

MYRTLE BEACH—1948—KBS

Frequency: 1450 Kc....Power: 250 Watts d., n.
Owned-Oper. By.....(Mrs.) Elizabeth Evans
Address.....Ocean Forest Hotel
Phone Number 137
Transmitter Location .....28th & Oak
Air Time .....Unlimited
News Service .....AP
Transcr. Service.....Lang-Worth Library
Pres., Gen. Mar., Prog. Dir....Elizabeth Evans
Sta., Comm. Mgr., Chf. Eng.....W. D. Sneed
Ch. Ann., News Dir.....Jack Eichman
Farm Editor .....John McNamee
Consulting Engineer.....John Keel

WKDK

NEWBERRY—1946—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Newberry Bcstg. Co., Inc.
Address, Trans.....11 Radio Dr., Box 211
Phone Number 143
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service .....World
President.....John F. Clarkson
Gen., Sta., Comm. Mgr.....James F. Coggins
Pgm., Publ. Dir.....Marcia Coggins
Chief Engineer.....Ray Gilliam
Prom. Mgr., Chf. Ann., News Dir., Farm Editor .....Charles E. Bowers

WRNO

ORANGEBURG—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WRNO, Inc.
Bus. Addr.-Trans. Loc.....Whitman St. Ext.
Phone Number 1420-P
Air Time .....5:58 a.m.-12:01 p.m.
News Service .....AP
Transcriptoin Service .....Capitol
President.....Charles S. Henery
Gen., Sta., Mgr.....Frank B. Best, Jr.
Commercial Mgr.....Norman M. Mathews
Program Director.....James N. Armistead, Jr.
Chief Announcer .....W. Hampton Smith
News Director .....Jem Newbury
Chief Engineer.....Gus Browning
Farm Editor.....Glenn French

WTND

ORANGEBURG—1948—LBS
PALMETTO

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Sims Publishing Co.
Phone Number 1600
Transmitter Location.....1 Mi. N.W. City
Air Time .....Daytime
News Service .....UP
Transcription Service.....World, Associated
Representative .....Thos. F. Clark
Membership .....NARTB
Gen., Sta., Comm. Mgr., Pres.....J. I. Sims
Program Director .....Richard R. Rhame
Publicity Director.....Ella Rogers
Chief Engineer.....Larry W. Styles

WRHI

ROCK HILL—1944—MBS-KBS

FM, TV Affiliation.....WRHI-FM
Frequency: 1340 Kc....Power: 250 Watts d., n.
Owned-Oper. By.....York Co. Brdcg. Co.
Address.....Rock Hill Nat. Bk. Bldg.
Phone No.....2085, 2077 (Studio); 5767 (Trans.)
Transmitter Location.....E. Black St. Ext.
News Service .....AP
Transcription Service .....World
Membership .....NARTB
Gen. Mgr., Chf. Eng.....James S. Beaty, Jr.
Sta. Mgr., Prog., Prod. Dir.....Wm. C. Beaty
Prom., Comm. Mgr., Pub. Dir...Harper S. Gault

WTYC
ROCK HILL—1948—LBS

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Tri-County Bcstg. Co.
Bus.-Studio Address....Robert Marshall Hotel
Phone Number 3175
Transmitter...Hway. 21 near Charlotte Hway.
Air Time .....7 a.m.-Sunset
Transcription Service .....Lang-Worth
Representative .....Continental Radio Sales
Membership .....NARTB
President.....W. G. Reid
Gen. Comm. Mgr.....G. P. Cobb
Chf. Ann., Prog. Dir.....Edgar Talbert
Chief Engineer.....Tom L. Byrd

WSNW
SENECA—1949

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Blue Ridge Bcstg. Co., Inc.
Address .....Seneca
Phone Number 8234
News Service .....UP
Transcription Service....Lang-Worth, SESAC
Pres., Gen. Mgr. J. A. Gallimore
Treasurer Virginia F. Gallimore

WORD
SPARTANBURG—1940—ABC—LBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..The Spartan Radiocstg. Co.
Business-Studio Address.....291 E. Main St.
Phone Number 3-2711
Transmitter Location.....Vanderbilt Rd.
Air Time .....5:30 a.m.-12:05 a.m.
News Service .....AP
Transcription Service .....Thesaurus
Representative ..... Hollingberry
Membership .....NARTB
President .....Walter J. Brown
General Manager .....John W. Kirkpatrick
Sales Manager .....John C. Carrington
Program Director .....Sterling W. Wright
News Director .....Alan R. Willis
Chief Engineer.....Clyde J. Burdette
Consulting Engr. .....A. D. Ring

WSPA
SPARTANBURG—1929—CBS

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Operated By..Bcasting. Co. of the So.
Business-Studio Address.....224 E. Main St.
Phone Number 33621
Transmitter Location.....Route 7
News Service .....UP
Air Time .....19 hrs., 5 min.
Transcription Service .....Standard
Representative .....John Blair
Membership .....NARTB, BAB
President .....Francis Hipp
General Manager.....G. Richard Shafto
Station Manager .....Roger A. Shaffer
Commercial Manager.....Guy Vaughan, Jr.
Program Director.....Ed McGrath
Chief Announcer.....Grover Golightly
Chief Engineer.....H. R. Beckholt
Farm Editor .....Cliff Gray
Consulting Engrs. .....Tansky & Bailey

WFIG
SUMTER—1940—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Radio Station WFIG, Inc.
Business-Studio Address...Radio Center Bldg.
Phone Number 1340
Transmitter..1 Mi. E. of Sumter on Hway. 76
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Joseph Hershey McGillvra
President.....Hubert D. Osteen
General Manager.....T. Doug Youngblood
Commercial Mgr.....William H. Moore, Jr.
Sales Prom. Mgr.....Charles Ballard
Program Director.....Paul Reidy
News Director.....John Sherman
Publicity Director.....Robert Raymond
Chief Engineer.....James L. Williams
Farm Editor.....T. O. Bowen

WBCU
UNION—1946—MBS

Frequency: 1460 Kc...Power: 1000 Watts d., n.
Owned-Oper. By...Union-Carolina Brcstg. Co.
Address .....210 East Main St.
Phone Number 1200
Transmitter Location.....Buffalo Rd.
Air Time.....6:00 a.m. to 12:00 M.
Transcription Service .....Capitol
Station Repr. .....Palmetto Network
President .....E. H. Hughes
Gen., Sta. Mgr., Mus. Dir...Milton D. Scarboro
Comm., Sales Prom. Mgr....Leonard Magrider
Prog., Prod. Dir.....Marilyn F. Scruggs
Publicity Director.....Mary A. Scarboro
Chief Announcer.....C. P. Stribling
News Dir., Farm Edit.....J. B. Clements
Chief Engineer .....T. W. Weathers
Consulting Engineer .....Joseph H. Chambers

WALD
WALTERBORO—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Walterboro Bcstg. Co.
Transmitter Address .....Ft. Benson St.
Studio-Address .....Box 12
Phone Number 3861
Air Time .....6 a.m.-12 M.
News Service .....AP
President .....R. M. Je¾eries
Comm., Gen., Sta. Mgr.....David E. Bigley
Program Director.....Wilma W. Bigley
News Dir., Farm Editor.....Mel W. Strasser
Chief Engineer .....Don Shannon

SOUTH DAKOTA

Population 652,740—Increase +1.5% (1940-1950)—Radio Homes 160,340
Families 167,370—Stations in State 12

KSDN

ABERDEEN—1948—MBS-SO. DAK.

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Oper. By...Aberdeen News Co. Radio Station KSDN
Phone Number 4953
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service .....World
Representative .....Weed
President.....Henry J. Schmitt
Sta., Gen. Manager.....Byro nMcElligott
Commercial Manager.....Russa Osborne
Program Director.....E. C. Pieplow
Chief Engineer.....George Crocker
Consulting Engr. .....Dick Doyle

KDSJ

DEADWOOD—1947—KBS-LBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By..Heart of the Black Hills Sta.
Address .....P. O. Box 462
Phone Number 186
Representative .....Clark
Transcription Service .....World
News Service .....UP
Partners.....John Daniels, Eli Daniels, Harry Daniels
Gen. Mgr., Chief Engr.....Eli Daniels
Production Director.....Jim Tyne
News Director.....Mel Rochester

KIJV

HURON—1947—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..James Valley Bcstg. Co., Inc.
Bus.-Studio Address.....32 Second St. S.E.
Phone Number 765
Transmitter Location.....18th St. & Idaho
Air Time .....6 a.m.-12 M.
News Service .....UP
Representaitve .....Lawson
Transcription Service .....Thesaurus
Membership .....NARTB, BAB
President, General Mgr.....Max F. Staley
Commercial Manager .....Dwight Coursey
Program Director .....Dale Larson
Chief Announcer .....Derwin Bird
News Director .....William E. McGivern
Chief Engineer.....Roland H. Marty

KORN

MITCHELL—1947—MBS
GOLDEN PHEASANT

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Michell Bcstg. Assn.
Bus.-Studio Address.....217-219 N. Main
Phone Number 621
Transmitter Location....½ Mi. E. of city on Hway. U. S. 16
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NARTB
General-Station Mgr.....Raymond V. Eppel
Comm., Sales Prom. Mgr.....B. Harland Ohde
Program Director .....Raymond Eppel
News Director.....Robert Wood
Chief Announcer .....Edward Welch
Chief Engineer.....R. B. Brodie

KGFX

PIERRE—1916—KBS

Frequency: 630 Kc.....Power: 200 Watts d.
Owned-Oper. By.....Estate of Dana McNeil
Bus.-Studio-Transmitter Address.....203 W. Summit Ave.
Air Time .....9:30 a.m.-Sunset
Phone Number 2351
Air Time.....9:30 a.m.-sunset
News Service .....UP
Representative .....Continental
President .....Ida A. McNeil
Chief Engineer.....Charles W. Hobbs

KOTA

RAPID CITY—1936—CBS

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Oper. By.....Black Hills Bcst. Co. of Rapid City
Business Address.....523 Sixth St.
Phone Number 2000-1-2
Studio Address.....Alex, Johnson Hotel
Transmitter Location....5 Mi. S. of Rapid City
Air Time.....6 a.m.-M.
News Service .....UP
Representative .....Headley-Reed
Transcription Service...Standard, Associated, Capitol, World
Membership .....NARTB, BMB
Pres., Gen. Mgr.....Robert J. Dean
Commercial Manager.....Stan Lieberman
Program Director.....Abner H. George
Promotion Manager.....Ellen Crilly
Sales Manager.....Stanley Lieberman
Chief Announcer.....Harlan Horton
Chief Engineer.....A. E. Griffiths
Farm Editor.....Ed Denslow

KELO

SIOUX FALLS—1937—NBC

Frequency: 1320 Kc.....Power: 5000 Watts

Owned-Oper. By.....Midcontinent Bcstg. Co.
Bus.-Studio Address....Kelo Bldg., Phillips at Eighth
Phone Number 4-5841
Transmitter Location.....S.E. of Sioux Falls
Air Time.....5:30 a.m.-1 a.m.
News Service .....UP
Transcription Service .....Capitol
Representative.....John E. Pearson
Membership .....NARTB, BAB
President, Gen.-Sta. Mgr.....S. Fantle, Jr.
Commercial Manager.....Evans Nord
Sales Prom. Mgr., Pub. Dir.....Darlene Nesby
Pgm., Prod. Dir.....Jack Douglas
News Dir., Chf. Ann.....Dean Montgomery
Musical Director .....Forrest Elliot
Chief Engineer.....Lester Froke
Farm Editor.....Les Harding
Consulting Engr.....Andy Ring & Co.

KIHO

SIOUX FALLS—1948—MBS

Frequency: 1270 Kc...Power: 1000 Watts d., n.
Owned-Oper. By....Big Sioux Brcstg. Co., Inc.
Address .....218 South Main Ave.
Phone Number 4-7736
Transm. Location .....5 miles s.w. of City
Air Time .....6:00 a.m. to 12:00 M.
News Service: UP.....Radio & News Wire
Transcription Service .....World
Station Representative....Paul H. Raymer Co.
Membership .....NARTB
President.....Dr. John D. Conner
General Manager .....David J. Kempkes
Commercial Manager.....Richard C. Morenus
Program Director.....Fred W. Schweikher
Chief Announcer .....Wayne Pritchard
News Director .....Paul Fredricks
Chief Engineer .....David J. Kempkes
Consulting Engineer.....Frank H. McIntosh

KISD

SIOUX FALLS—1948—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KISD, Inc.
Bus.-Studio Address.....311 S. Phillips Ave.
Phone Number 4-5571
Transmitter Location .....W. 12th St.
Air Time.....6:45 a.m.-M.
News Service .....AP
Representative .....Cooke
Transcription Service .....Lang-Worth
President.....H. R. Alton
Gen. Mgr., Prog. Dir.....Verl Thomson
Commercial Manager.....William Hardt
Promotion Manager .....Helen Ruble
Chief Announcer .....Bill Johnson
Musical Director .....Pat Patrick
Chief Engineer .....Bob Gloe

KSOO

SIOUX FALLS—1927

Frequency: 1140 Kc.....Power: 5000 Watts d.
Owned-Oper. By.Sioux Falls Bcstg. Asso., Inc.
Address .....317½ S. Phillips Ave.
Phone Number 4-7545
Transm. Location.....W. 12th St., Sioux Falls
Air Time .....local, sunrise to sunset only
News Service .....AP
Transcr. Service....RCA, Thesaurus, Standard
Station Representative.....Avery-Knodel,Inc.
Membership .....NARTB, BAB
President .....Morton Henkin
General Manager .....George R. Hahn
Station Manager .....George "Bill" Rohn
Commercial Manager .....Rollie R. Williams
Sales Promotion Manager .....Ray Krohn
Program Director .....Ray Loftesness
Production Director .....Murray Stewart
News Director .....Orrin Melton
Musical Director.....Bob Helgeson
Chief Engineer .....Max Pierce
Farm Editor.....E. C. "Red" Stangland
Consulting Engineer .....George C. Davis

KWAT

WATERTOWN—1926—KBS

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Oper. By..Midland Natl. Life Ins. Co.
Address .....Watertown
Phone Number 777
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcr. Service.....SESAC, World, Standard
Representative .....Orville Lawson, Walker
Membership .....NARTB
President .....John Ernstrom
General Manager.....Thomas L. Young
Commercial Manager.....Morris Wisott
Sales Prom. Mgr.....Ross E. Case
Program Director .....Doug Marlow
Production Director.....Dory Marks
Publicity Dir.....Bob Keller (N. Y.)
Chief Announcer.....Bob Carroll
News Director .....Dan Anderson
Musical Director .....Mildred Swenson
Chief Engineer.....Francis Alwin
Farm Editor .....Bob Robinson
Consulting Engr. .....Commercial Radio

WHY IS AP THE BEST?

BECAUSE—AP members, the greatest body of news collectors in the world today, provide their news to their AP.

WNAX

YANKTON—1926—ABC

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....Cowles Bcstg. Co.
Bus.-Studio Address.....2nd & Capitol Sts.
Phone Number 442
Transmitter Location .....5 mi. E. of Yankton
Air Time.....5:30 a.m.-M.
News Service .....AP, UP
Transcription Service .....Standard
Representative .....Katz
Membership .....NARTB
General Manager .....Robert R. Tincher
Commercial Manager.....Donald D. Sullivan
Promotion Mgr.....Richard T. Harris
Program Director.....Herb Howard
News Director .....Arthur J. Smith
Musical Director.....Rex Hays
Chief Engineer.....Clifton M. Todd
Farm Editor .....Chris Mack
Consulting Engr.....Craven, Lohnes & Culver

TENNESSEE

Population 3,291,718—Increase +14.5% (1940-1950)—Radio Homes 697,690
Families 802,860—Stations in State 52

WLAR

ATHENS—1946—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Athens Bcstg. Co.
Business-Studio Address.....N. Jackson St.
Phone Number 891
Transmitter Location.....Decatur Hway.
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Standard
President.....Lowell F. Arterburn
General Manager .....Buell J. Charles
Program Director .....Roy Carr
Commercial Manager.....Max Robinette
News Dir. .....Jack Dalton
Chief Engineer .....J. W. Turner
Consulting Engr. .....Claude Gray

WOPI

BRISTOL—1929—NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By...Radiophone Bcstg. Station, WOPI, Inc.
Business-Stuido Address.....310 State St.
Phone Number .....South 3730
Transmitter Location.....Old Abingdon Pike
Air Time.....6 a.m.-12:05 a.m.
News Service .....AP
Transcription Service....Lang-Worth, Capitol
Representative .....Burn-Smith
Membership .....BAB
President, General Mgr.....W. A. Wilson
Comm. Mgr.....James C. Wilson
Sales Prom. Mgr.....Sam Davis
Prod., Musical Dir.....Mike Cady
Chief Ann., Farm Editor.....Harry Moreland
Publicity Director.....Jane Glavin
Chief Engineer.....Russell V. Robinson

WAGC

CHATTANOOGA—1945—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Tenn. Valley Bcstg. Co.
Address .....Hotel Patten
Phone Number 7-1128
Transmitter Location.....Rossville Blvd.
Air Time .....5:55 a.m. to 11 p.m.
News Service .....AP
Transcription Service .....Langworth
Station Repr. .....Rambeau
General Manager .....Vann Campbell
Commercial Manager .....H. D. Parker
Trac Director .....Vivian Russell
Chief Announcer .....Harry Thornton
News Director .....Roy Morris
Musical Director .....Chris Conrad
Chief Engineer .....Charles Stokely

WAPO

CHATTANOOGA—1936—NBC

Frequency: 1150 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....WAPO Bcstg. Service
Business-Studio Address.....Read House
Phone Number 6-6141
Transmitter Location.....Pineville Rd.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative .....Headley-Reed
Membership .....NARTB, BAB
General Manager.....R. G. Patterson
Comm. Mgr., Pub. Dir.....Helen Patterson
Program Director.....Frances Harley
Chief Engineer.....B. B. Barnes
Farm Editor.....J. D. Cliett

WDEF

CHATTANOOGA—1941—ABC

Frequency: 1370 Kc.....Power: 5000 Watts d., 1000 n.
Owned-Oper. By.....WDEF Bcstg. Co.
Bus.-Studio Address....4th Fl., Volunteer Bldg.
Phone Number 6-5664
Transmitter Location.....Moccasin Bend
Air Time.....5:30 a.m.-M.
News Service .....UP

Transcription Service ..... Capitol
Representative ..... Branham
President ..... Joe W. Engel
Gen., Sta., Comm. Mgr. ..... Ken Flenniken
Program Director ..... Morrie Quave
News Dir. ..... Warren Herring
Chief Announcer ..... Luther Masengill
Chief Engineer ..... B. C. Baker
Consulting Engr. ..... Russell P. May

WDOD

CHATTANOOGA—1925—CBS

Frequency: 1310 Kc. ..... Power: 5000 Watts
Owned-Oper. By ..... WDOD Bcstg. Corp.
Address ..... Hamilton Natl. Bank Bldg.
Phone Number 6-5117
Transmitter Location ..... Baylor Rd.
Air Time ..... Unlimited
News Service ..... UP
Transcription Service ..... Standard
Representative ..... Paul H. Raymer
Pres., Gen., Sta. Mgr. ..... Earl W. Winger
Commercial Manager ..... B. J. Bush
Prom. Mgr., Pub. Dir. ..... Bill Wilson
Program Director ..... Charley Gullickson
Production Director ..... Gene Carr
Chief Announcer ..... Bob Bosworth
Musical Librarian ..... George Barnard
Chief Engineer ..... W. Roy Owens
Farm Editor ..... Gaylord McPherson

WDXB

CHATTANOOGA—1948

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... WDXB, Inc.
Address ..... 539 Vine St.
Phone Number 6-1114
Representative ..... Forjoe
Transcription Service ..... SESAC
News Service ..... AP
President ..... John Bloom
V.P., Prom. Mgr. ..... David E. Cohen
Gen., Comm. Mgr., Pgm. Dir. ..... Charles W. Trippe
Chief Engineer ..... Byron E. Fincher

WJZM

CLARKSVILLE—1941—MBS-KBS

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned By ..... Campbell & Sheffall
Operated By ..... E. T. Campbell
Business-Studio Address ..... 411 Madison St.
Phone Number 2295-6
Transmitter Location ..... Martin St.
Air Time ..... 6 a.m.-11 p.m.
News Service ..... AP
Transcription Service ..... Capitol
Membership ..... NARTB, BAB
Pres., Gen.-Sta. Mgr. ..... E. T. Campbell
Comm., Sales Prom. Mgr. ..... Joseph R. Fife
Program-Production Dir. ..... Clay Cline, Jr.
Chief Engineer ..... John H. Bailey

WBAC

CLEVELAND—1945—MBS

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Robert W. Rounsaville
Business-Studio Address ..... Central Ave.
Phone Number 62
Transmitter Location ..... Chattanooga Hway.
Air Time ..... 6:00 a.m.-10:30 p.m.
News Service ..... UP
Gen. Mgr. ..... R. W. Rounsaville
Comptroller ..... S. A. Wade
Station Manager ..... Thad F. Fitch
Program Director ..... Harry Sullivan
Chief Engineer ..... William D. Stuart
Technical Director ..... H. D. Price

WKRM

COLUMBIA—1946—MBS-KBS-TVA

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... The Middle Tennessee Bcstg. Co., Inc.
Bus.-Studio-Transmitter Address ..... P. O. Box 71
Phone Number 1340-1
Air Time ..... 5 a.m.-M.
News Service ..... UP
Transcription Service ..... Capitol
Representative ..... TVA Network
Membership ..... NARTB, BAB
Pres., Gen.-Sta.-Comm. Mgr. ..... R. M. McKay, Jr.
Sales Prom. Mgr. ..... Mel Dugger
Pgm., Prod. Dir. ..... Al Knott
Publicity Director ..... Jim Keiran
Chief Announcer ..... Wally Beecham
News Dir., Farm Ed. ..... Bill Frasehr
Chief Engineer ..... Revis Hobbs
Consultign Engr. ..... Ring & Co.

WHUB

COOKEVILLE—1940—CBS-KBS

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Operated By ..... WHUB, Inc.
Bus.-Studio Address ..... 315 E. Spring St.
Phone Number 789
Transmitter Location ..... 807 Hickory St.
Air Time ..... 6 a:m:-11:05 p.m.
News Service ..... UP
Representative ..... Continental Radio Sales
Membership ..... NARTB, BAB
Pres., Gen.-Comm. Mgr. ..... M. L. Medley
Sta. Mgr., Prog. Dir. ..... Joe Mabry
Sales Prom. Mgr., Pub. Dir. ..... Stacy Mott
Musical Director ..... Thomas W. Harris
Chief Engineer ..... George W. Daughtery

WDSG

DYERSBURG—1946
MBS-KBS-MID-SOUTH-DIXIE

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... State Gazette Bcstg. Co., Inc.
Address ..... Box 58
Phone Number 77

Air Time.....6 a.m.-11 p.m.
News Service .....AP
President.....Russel M. D. Bruce
General Manager.....Frank Armstrong
Commercial Manager .....Raymond Rush
Pub., Prgm. Director.....Robert Ward
Chief Engineer.....C. W. Morrow

WBEJ

ELIZABETHTON—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Elizabethton Bcstg. Co.
Business-Studio Address.....Elk Ave.
Phone Number 2-1241
Transmitter Location.....State Line Rd.
News Service .....UP
Senior Partner & Mgr.....R. W. Rounsaville
Station Manager .....Frazier Cochrane
Comptroller.....S. A. Wade
Commercial Mgr.....James Cox
Program Director .....Fred Lockett
Production Dir. .....Ruth Ritchie
Chief Engineer....Martin Condon Bowers, Jr.
Technical Director.....H. G. Price

WEKR

FAYETTEVILLE—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Fayetteville Bcstg. Co.
Business-Studio Address.....Box 625
Phone Number 1240
Transmitter .....1 Mi. W. of City, Hiway 64
News Service .....UP
Pres., Gen. Mgr.....John R. Crowder
Sta. Mgr. .....Jim Tate
Comm. Mgr.....Teddy Barnes
Chf. Ann. & Pgrm. Dir.....Glen Slayton
Chief Engineer.....Ernest Tucker

WHIN

GALLATIN—1948

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Sumner County Bcstg. Co.
Address .....Box 28
Phone Number 1010
Transmitter Location .....Portland Highway
News Service .....UP
Transcription Service .....Capitol
Membership .....NARTB
President.....A. B. Perkins
Gen. Manager .....R. C. Wood
Sta., Comm. Mgr.....W. E. Stamps
Prgm., Mus. Director.....Weston Britt
Chief Engineer .....Eugene B. Moore

WGRV

GREENEVILLE—1946—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Greeneville, Inc.
Address.....Radio Center, Depot St.
Phone Number 797
Air Time .....Unlimited
News Service .....UP
Pres., Gen. Mgr.....Paul Metcalfe
Commercial Manager.....Hugh Pickel
Program Director.....Tom Lyons
Chief Engineer.....Laile Hampton

WHBT

HARRIMAN—1947—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By....The Harriman Bcstg. Co., Inc.
Bus.-Studio Address.....Crescent & Devonia
Phone Number 850
Transmitter Location.....Margrave St.
Air Time.....6 a.m.-11:15 p.m.
News Service .....UP
Transcription Service .....SESAC
Representative .....Continental
Membership .....NARTB
Owner, Gen. Mgr.....F. L. Crowder
Commercial Manager.....Walter Scarbrough
Program Director.....John Fielder
Promotion Manager.....Carl Williams
Chief Engineer.....Kenneth Hargis

WIRJ

HUMBOLDT—1949—MID-SOUTH KBS

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Oper. By....Gibson Co. Bcstg. Co., Inc.
Address.....210 N. 22nd Ave.
Phone Number 740
Membership ..... NAB
Air Time .....Daytime
News Service .....UP
Transcription Service .....Lang-Worth
President .....J. F. Warmath
Commercial Manager....Thomas S. Armistead
General Manager .....Howard E. Byrum
Chief Engineer.....Charles Brown

WDXI

JACKSON—1948—MBS—KBS

Frequency: 1310 Kc.....Power: 5000 Watts d., 1000 n.
Owned-Operated By.....Dixie Bcstg. Co.
Business-Studio Address.....Williams Bldg.
Phone Number 7-9611
Transmitter Location .....3 Mi. N. Hiway 45
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Capitol
Representative .....Burn-Smith
Pres., Gen. Mgr.....Aaron B. Robinson
Station Manager.....Bill Winsett
Commercial Manager.....Jack M. Cecil
Sales Prom. Mgr.....Jack Murphy
Program Director.....James W. Hoppers
Production Director.....Bob Dettmer

Chief Announcer .....Frank Melton
News Director.....Jay Black
Chief Engineer.....James S. Thomas
Farm Editor.....Tom J. Williams
Consulting Engr.....Kear & Kennedy

WPLI

JACKSON—1949

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...George Arthur Smith
Address.....First Natl. Bank Bldg.
Transmitter Location.....Old Bolivar Road
Phone Number 7-8541
Air Time .....Unlimited
News Service .....UP
Transcription Service.Associated, Lang-Worth
Representative .....McGillvra
President .....George Arthur Smith
General Manager.....Ken Crosthwait
Asst. Mgr. .....Bill Mutell
Comm., Sales Prom. Mgr.....Herb Langston
Pgm., Prod. Dir.....Charles McMillan
Ch. Ann., News Dir.....Bill Mutell
Chief Engineer .....David Bruce Jordan
Farm Editor .....Bob Aycock
Consulting Engineer .....Gillette

WTJS

JACKSON—1931—ABC-MID-SOUTH

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Oper. By.....The Sun Publishing Co.
Bus.-Studio Address..104-106 W. Baltimore St.
Phone Number 7-3316
Transmitter Location.....Bemis Hway.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....World
Representative .....Branham
Membership ..... NARTB, BAB
Exec. V.-P. .....Harris Brown
Station Manager.....Frank S. Proctor
Asst. Manager.....Leslie R. Brooks, Jr.
Studio Director.....Sam D. Lollar
Musical Director.....James Allen
Chief Engineer.....Robert M. Gordon
Consulting Engr.....George Davis

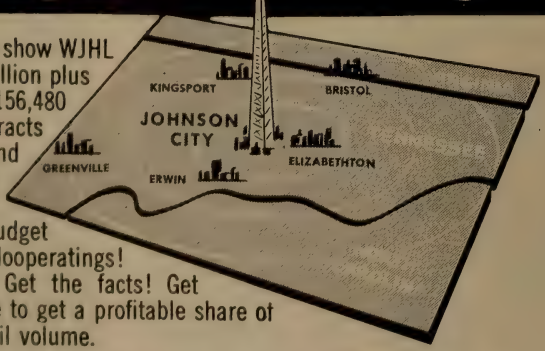
WJHL

JOHNSON CITY—1938—ABC

Frequency: 910 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....WJHL, Inc.
Business-Studio Address.....145 W. Main St.
Phone Number 2780
Transmitter.....Bristol-Kingsport Hway.
Air Time.....6 a.m.-M.
News Service .....AP, UP
Transcription Service .....Lang-Worth
Representative.....John E. Pearson
Membership .....NARTB, BAB
Pres., Gen. Mgr.....W. H. Lancaster
Sales Prom. Mgr., Pub. Dir.....Ken Matthews
Pgm., Prod., Musical Dir.....Bill Snitger
Chief Announcer.....Ed Cowell
Chief Engineer.....O. K. Garland
Farm Editor.....Raymond Rosson

Profit-Margin COVERAGE

Ask for new BMB figures that show WJHL domination in reaching the million plus people in the WJHL area—156,480 radio families. And WJHL attracts 90-95% in Johnson City and vicinity. This coverage is the extra margin that pays bigger profits—makes your budget successful! WJHL leads in Hooperatings! Leads in BMB summaries! Get the facts! Get WJHL's audience! You're sure to get a profitable share of the $ 264,258,000 annual retail volume.



WJHL 910 KC 5000 WATTS ABC
FULL TIME REGIONAL COVERAGE
"BONUS: WJHL-FM, 100.7 meg., full time."
JOHNSON CITY, TENNESSEE
National Representative:
JOHN E. PEARSON COMPANY

WETB

JOHNSON CITY—1947—LIBERTY

Frequency: 790 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....E. Tennessee Bcstg. Co.
Business Address.....Press Bldg.
Phone Number 2993
Studio-Transmitter Locaiton ..Asheville Hiway
Air Time .....Sunrise-sunset
News Service .....AP
Representative .....McGillvra
Transcription Service .....World
Membership .....NARTB, BAB
President.....Carl A. Jones, Jr.
Station Manager.....Cliff Goodman
Adv. Mgr.....Bud Kelsey
Program Director.....Berney Burleson
Chief Ann., News Dir.....Ray Moore
Chief Engineer.....E. B. Jones
Farm Editor .....Raymond Rosson

WKPT

KINGSPORT—1940—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Kingsport Bcstg. Co., Inc.
Business-Studio Address....222 Commerce St.
Phone Number 2870
News Service .....AP
Transcription Service.....Standard, World
Representative .....Donald Cooke
President.....C. P. Edwards, Jr.
General Manager.....A. F. Martin
Commercial Mgr.....Phil Weaver
Prom. Mgr., News, Pgm. Dir....Paul Overbay
Chief Engineer.....Thomas Phillips

WBIR

KNOXVILLE—1941—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Station WBIR, Inc.
Business-Studio Address.....618 S. Gay St.
Phone Number 4-3321
Transmitter Location....Painter & Concord Sts.
Air Time .....5:30 a.m.-M.
News Service .....UP
Transcription Service .....NBC Thesaurus
Representative .....Bolling
Membership .....NARTB, BAB
President.....Gilmore N. Nunn
Gen.-Sta.-Sales Prom. Mgr.....John P. Hart
Commercial Manager.....James A. Dick
Musical Director.....W. R. Johnston, Jr.
Chief Engineer.....J. Rex Horton

WIBK

KNOXVILLE—1947—KBS

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Independent Bcstg. Co., Inc.
Business-Studio Address....406 W. Church St.
Phone Number 4-9866
Transmitter Location.....Rouse Hill
Air Time .....Sunrise-sunset
News Service .....AP
Representative .....Donald Cooke
Membership .....NARTB
Pres., Gen. Mgr.....Marvin I. Thompson
Commercial Manager.....William E. Lane
Program Director.....Walter Martin
Promotion Manager.....Margaret Covington
Chief Engineer.....John D. Caylor
News Director.....George Gilbert
Farm Editor.....Bob Johnson

WKGN

KNOXVILLE—1947—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WKGN Bcstg. Co.
Bus.-Studio Address.....Atop the Park Natl. Bank Bldg.
Phone Number 4-0766
Transmitter Location.....2166 Ailor Ave. at L. & N. R. R.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service.....Lang-Worth, Capitol
Representative .....Forjoe
Membership .....NARTB
Pres., Gen. Sta. Mgr.....Clarence Beaman
Comm., Sales Prom. Mgr...C. R. "Dick" Watts
Pgm., Prod. Dir., Chief Anncr.....Tony Barrett
Sports Director .....Bill Sorrell
Chief Engineer.....Milton L. Jones

WNOX

KNOXVILLE—1921—CBS

Frequency: 990 Kc.....Power: 10,000 Watts
Owned-Oper. By..Scripps-Howard Radio, Inc.
Business-Studio Address....110-112 S. Gay St.
Phone Number 3-3171
Transmitter Location..Anderson Rd. nr. Beverly
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Standard
Representative .....Bramham
President.....Jack R. Howard
Gen.-Station Mgr.....R. B. Westergaard
Comm.-Sales Prom. Mgr.....O. L. Smith
Program-Production Dir.....C. A. McMahon
Publicity Director.....Para Lee Brock
Chief Announcer.....Lowell Blanchard
Musical Director.....Jerry Collins
Chief Engineer.....Ray Evans
Music Dir., Farm Ed.....Cliff Allen

WROL

KNOXVILLE—1927—NBC-LIBERTY

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By...Mountcastle Bcstg. Co.
Business-Studio Address.....531 S. Gay St.
Phone Number 2-7111
Transmitter Location.....Holston Hills
Air Time .....5 a.m.-1 a.m.
News Service .....UP

Transcription Service ..... World
Representative ..... Avery-Knodel, Cummings
President ..... Paul Mountcastle, Sr.
Gen., Comm. Mgr. ..... W. H. Linebaugh
Pgm., Prod. Pub. Dir. ..... J. H. Reese
Chief Announcer ..... Allen Stout
Musical Director ..... Harry Nides
Chief Engineer ..... Fred Andrews

WCOR

LEBANON—1949

Frequency: 900 Kc. ..... Power: 250 Watts d.
Owned-Operated By ... Lebanon Bcstg. Co., Inc.
Address ..... 106 Cumberland St.
Phone Number 1540
News Service ..... UP
Transcription Service ..... Standard
Pres., Gen. Mgr. ..... Warren G. Gilpin
Asst. Mgr., Pgm. Dir. ..... Bill Barry
Production Director ..... Sterling Brewer
Publicity Director ..... Marion Simpson
Chief Announcer ..... Bob Allen
News Director ..... Herman Eskew
Musical Director ..... Burton Wilson
Chief Engineer ..... Warren Gilpin
Farm Editor ..... Jim Ward

WLIL

LENOIR CITY—1950

Frequency: 730 Kc. ..... Power: 500 Watts d.
Owner ..... Arthur Wilkerson Lumber Co.
Address ..... Bway at Grand
Phone Number 402
Transcription Service ..... Capitol, SESAC
News Service ..... UP
Owner, Gen. Mgr. ..... Arthur Wilkerson
Commercial Manager ..... R. R. Tinnel
News Director ..... Bob Hutsell
Pgm., Prom. Mgr. ..... Bob Dickson
Chief Engineer ..... Edward Seward
Farm Editor ..... Bob Brown

WJJM

LEWISBURG—1947

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Oper. By .... Estate of James J. Murray
Address ..... East Hill
Phone Number 780
Representative ..... Continental
News Service ..... UP
Membership ..... NARTB
General Manager ..... Louis D. Lingner
Chief Engineer ..... J. E. Sowell

WGAP

MARYVILLE—1947—KBS

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned By ..... Aluminum Cities Bcstg. Co.
Address ..... 503 Blount Natl. Bank Bldg.
Phone Number 2490-1
Transmitter Location ..... Louisville Pike
Membership ..... NARTB
Air Time ..... 5 a.m.-11 p.m.
News Service ..... AP
Transscription Service ..... Lang-Worth
Co-owners ..... F. H. Corbett, H. C. Weaver
Gen. Mgr. ..... F. H. Corbett
Progr. Dir. ..... Joe Wheeler
Chief Engineer ..... Curtis Lamarr

WMMT

McMINNVILLE—1947—MBS
KEYSTONE—TVB

Frequency: 1230 Kc. ... Power: 250 Watts d., n.
Owned-Oper. By .. McMinnville Brdg. Co., Inc.
Address ..... P. O. Box 409
Phone Number 401
Transmitter Location ..... North Chancery St.
Air Time ..... 6:00 a.m. to 11:15 p.m.
News Service ..... UP
Transcription Service ..... World
President ..... Dr. Sam J. Albritton
General Manager ..... Royce E. Richards
Commercial Manager ..... Georgi Overby
Sales Prom. Manager ..... Henry Trent
Program Director ..... Ernie Richards
Ch. Anncr., News Dir. ..... George Martin
Chief Engineer ..... Hubert Beasley
Farm Editor ..... H. V. Massey
Consulting Engr. ..... Worthington C. Lent

WDIA

MEMPHIS—1947

Frequency: 730 Kc. ..... Power: 250 Watts d.
Owned By ..... Bluff City Bcstg. Co.
Operated By ..... John Pepper, Bert Ferguson
Business-Studio Address ..... 2074 Union Ave.
Phone Number 36-2703
Transmitter Location ..... 1125 University
Air Time ..... Daytime
News Service ..... UP
Representative ..... John E. Pearson
Membership ..... NARTB, BAB
Gen., Sta. Mgr. ..... Bert Ferguson
Commercial Manager ..... Harold F. Walker
Program Director ..... Christine Cooper
Production Director ..... Don Kern
News Dir. ..... Marie Wathen
Farm Editor ..... Ernest Brazzle
Consulting Engr. ..... Fred O. Grimwood

WHBQ

MEMPHIS—1925—MBS

Frequency: 560 Kc. ..... Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By ..... Harding College, Searcy, Ark.
Bus.-Studio Address ..... Hotel Gayoso
Phone Number 8-6868

Transmitter Location.....Circle Rd.
Air Time .....5 a.m.-M.
News Service .....AP
Representative.....Weed & Co.
Membership .....NARTB, BAB
Pres. (Harding College)....Dr. George Benson
Gen., Sta. Mgr.....John Cleghorn
Comm. Mgr. .....Bill Grumbles
Prom. Mgr.....W. G. Thompson
Pgm., Dir.....Gordon Lawhead
Music. Dir.....Freddie Burns
Prod. Dir.....L.ee McEachern
Chief Engineer.....Welton Roy
Consulting Engr.....McIntosh & Englis

WHHM

MEMPHIS—1946—LIBERTY

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Mid-South Bcstg. Corp.
Business-Studio Address.....Sterick Bldg.
Phone Number 37-4422
Air Time .....Unlimited
News Service .....AP
Transcription Service....Lang-Worth, Capitol
Representative .....IMS
Membership .....NARTB
President.....P. E. Furlow
Gen., Sta. Mgr.....Patt McDonald
Commercial Manager.....Don J. Lynch
Sales Promotion Mgr.....Norton Rosengarten
Pgm., Prod., Pub. Dir.....Allan Avery
News Dir. .....Bill Crabble
Chief Announcer.....Kenny Sargent
Musical Director .....Owen Elkins
Chief Engineer.....William Marsh

WMC

MEMPHIS—1923—NBC
SOUTHCENTRAL QUALITY

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By.....Memphis Publishing Co.
Bus.-Studio Address..Goodwyn Institute Bldg.
Phone Number 8-7464
Transmitter Location .....Thomas Rd.
Air Time .....Unlimited
News Service .....UP
Transcription Service..Thesaurus, Lang-Worth
Representative .....Branham
Membership .....NARTB
President .....Enoch Brown
Gen., Sta. Mgr.....H. W. Slavick
Commercial Mgr.....Earl Moreland
Program Director.....Wilson Mount
Production Director .....Kitty McCullough
Publicity Director.....Walter E. Frase
Chief Announcer.....Charles B. Sullivan
Musical Director.....Robert Horsley
News Dir. .....Bob Pigue
Chief Engineer.....E. C. Frase, Jr.
Farm Editor.....Walter Durham
Consulting Engr.....George Davis

WMPS

MEMPHIS—1925—ABC

Frequency: 680 Kc....Power: 10,000 Watts d.; 5000 Watts n.
Owned-Operated By.....WMPS, Inc.
Business-Studio Address.....Radio Center
Phone Number 5-2663
Transmitter Location.....N. Benjestown Rd.
Air Time .....Unlimited
News Service .....AP, UP
Transcription Service.....Standard, Cole, Lang-Worth
Representative .....Radio Representatives
Membership .....NARTB, BAB
V.P., Gen. Mgr.....Harold R. Krelstein
Sales Prom. Manager.....W. B. Rudner
Program Director.....George Faulder
Production Director.....Tys Terwey
Musical Director.....Fred Christensen
Chief Engineer.....J. E. Deaderick

WREC

MEMPHIS—1922—CBS

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....WREC Bcstg. Service
Business-Studio Address.....Hotel Peabody
Phone Number 5-1313
News Service .....UP

FOR FOLKS WHO KEEP THEIR EYE ON THE CASH REGISTER

Results from the Station That Hits All Segments (not just a portion) of the Memphis Market.

WHHM

Liberty Broadcasting System
MEMPHIS, TENNESSEE

Patt McDonald, manager

Representatives:
Independent Metropolitan Sales

Air Time ..... Unlimited
Transcription Service ..... World, Lang-Worth, SESAC
Representative ..... Katz
Membership ..... NARTB
Owner, General Manager .... Hoyt B. Wooten
Commercial Manager ..... Hollis R. Wooten
Pgm. Dir., Prom. Mgr. ..... Roy Wooten
Chief Engineer ..... Wilson Raney

WCRK

MORRISTOWN—1947—MBS

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Cherokee Bcstg. Corp.
Bus.-Studio-Transmitter Address ... Brown Ave.
Phone Number 1450
Air Time ..... Unlimited
News Service ..... AP
Transcription Service ..... World
Representative ..... Hal Holman
Membership ..... NARTB
President ..... Herbert S. Walters
Gen., Comm. Mgr. ..... Howell Ashford
Program Director ..... John Frank McCrary
Chief Engineer ..... James R. Redden

WGNS

MURFREESBORO—1947—MBS-TVB

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... WGNS, Inc.
Address ..... P. O. Box 456
Phone Number 1450
Representative ..... Holman
Transcription Service ..... Lang-Worth, World
News Service ..... UP
Pres., Gen. Mgr. ..... Cecil Elrod
Vice-President ..... Mrs. Cecil Elrod, Sr.
Secy.-Treas. ..... Cecil Elrod, Sr.
Commercial Manager ..... Neil Lancaster
Production Director ..... Louis Higgins
Promotion Manager ..... John D. Hood
Chief Engineer ..... Charles Freeman
News Director ..... John K. Williams

WKDA

NASHVILLE—1946

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Capitol Bcstg. Co.
Bus.-Studio Address .. 1st American Natl. Bank Bldg.
Phone Number 4-0511
Transmitter Location .. 2nd Ave. & Peabody St.
Air Time ..... 5 a.m.-1 a.m.
News Service ..... AP
Transcription Service ..... Capitol, Lang-Worth
Representative ..... Forjoe
Membership ..... NARTB, BAB
(Partners) Owners ..... T. B. Baker, Jr. & A. G. Beaman
General Manager ..... T. B. Baker, Jr.
Commercial Manager ..... Roy V. Whisnaud
Sports Director ..... L. H. Munson
Program Director ..... James E. McKinney
News Director ..... Roque Fajordo
Chief Engineer ..... Oscar C. Griffin, Jr.
Consulting Engr. ..... A. D. Ring Co.

WLAC

NASHVILLE—1926—CBS

Frequency: 1510 Kc. ..... Power: 50,000 Watts
Owned-Oper. By ..... WLAC Bcstg. Service
Bus.-Studio Address .... Third Natl. Bank Bldg.
Phone Number 6-0161
Transmitter Location ..... Old Hickory Blvd.
Air Time ..... 5 a.m.-1 a.m.
News Service ..... UP
Transcription Service ..... World
Representative ..... Paul H. Raymer
Membership ..... NARTB
Owner ..... J. T. Ward
Comm., Gen. Mgr. ..... F. C. Sowell
Sales Manager ..... E. G. Blackman
Program Director ..... Paul Oliphant
News Director ..... Robert S. Larimer
Chief Engineer ..... F. D. Binns

WMAK

NASHVILLE—1948—MBS

Frequency: 1300 Kc. ..... Power: 5000 Watts
Owned-Oper. By ... Volunteer State Bcstg. Co., Inc.
Address ..... Maxwell House
Phone Number 4-3411-2-3
Transmitter Location ..... Hydes Ferry Rd.
Air Time ..... 6 a.m.-12 M.
News Service ..... UP
Representative ..... Weed & Co.
Pres., Gen. Mgr. ..... Frank W. Mayborn
Pub., News Director ..... Robert L. Chandoia
Sta., Comm. Mgr. ..... Walter P. Speight, Jr.
Promotion Manager .... Clarence L. Waggoner
Pgm. Dir. ..... Ruth Clinnard
Musical Director ..... Anita Kerr
Consulting Engr. ..... McIntosh & Inglis

WNAH

NASHVILLE—KBS-LBS

Frequency: 1360 Kc. .... Power: 1000 Watts d.
Owned-Oper. By ..... Hermitage Bcstg. Corp.
Address ..... James Robertson Hotel
Phone Number 4-7611
Transcription Service ..... Standard
Pres., Gen., Comm. Mgr. ..... Van T. Irwin, Jr.
Program Director ..... Donn C. McInturff
Chief Engineer ..... I. D. Byars

WSIX

NASHVILLE—1927—ABC

Frequency: 980 Kc. .. Power: 5000 Watts d., n.
Owned-Oper. By Jack and Louis R. Draughon

Address .....Nashville Trust Building
Phone Number 5-5431
Transmitter Location.....McGavock Road
Air Time .....6:00 a.m. to 12:00 M.
News Service .....AP
Transcription Service .....World
Station Representative .....Katz
Membership .....NARTB, BAB
Gen., Sta. Mgr.....Jack M. Draughon
Comm., Sales Prom. Manager....E. S. Tanner
Pgm., Pub., Prom. Dir.....Tom Stewart
Chief Engineer .....Charles R. Duke

WSM

NASHVILLE—1925—NBC

Frequency: 650 Kc.....Power: 50,000 Watts
Owned By.....Natl. Life & Accident Ins. Co.
Operated By.....WSM, Inc.
Bus.-Studio Address.....301 7th Ave. N.
Phone Number 6-7181
Transmitter Location.....12 Mi. in the country
Air Time .....Unlimited
News Service .....AP, INS
Transcription Service..Associated, Thesaurus
Representative .....Edward Petry
Membership .....NARTB
President.....John H. DeWitt, Jr.
Commercial Manager.....Irving C. Waugh
Sales Prom. Mgr., Pub. Dir.....Tom Stewart
Program Director.....Jack Stapp
Dir. of Pub. Relns.....William R. McDaniel
News Director.....H. W. Eskridge
Chief Engineer.....George A. Reynolds
Farm Editor.....John McDonald

WATO

OAK RIDGE—1948—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WATO, Inc.
Address.....Municipal Market Bldg.
Phone Number.....Oak Ridge 5-3535
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Standard
Representative .....Burn-Smith
Membership .....NARTB
Pres., Gen. Mgr.....Marshall H. Pengra
Commercial Manager.....Harry C. Weaver
Program Director.....Arthur J. Metzler
Chief Engineer.....Marvin L. Paul
News Director.....Bill Anderson

WTPR

PARIS—1947—KBS-MID-SOUTH

Frequency: 710 Kc.....Power: 250 Watts d.
Owner.....Kentucky Lake Bcstg. System, Inc.
Bus.-Studio Address.....100½ N. Market St.
Phone Number 1700-1
Transmitter Location.....Clipty Rd.
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Hal Holman
Membership .....NARTB
President.....Dr. Elroy Scruggs
Gen., Comm. Mgr.....Virgil L. Linder, Jr.
Prom. Mgr., Pgm. Dir.....Floyd Horner
Chief Engineer.....Charles W. Jones
News Director.....Joe Edge
Farm Editor.....W. C. Mitchell

WKSR

PULASKI—1946

Frequency: 730 Kc.....Power: 250 Watts d.
Owned-Oper. By.....The Pulaski Bdcstg. Co.
Address ..... Radio Center
Phone No.....1066-67
Transmitter Location.....Highway 64-W
Air Time .....Sunrise-Sunset
News Service .....UP
Membership .....NARTB
Pres., Gen. Manager.....John R. Crowder
Station Manager .....Virgil Trimm
Sales Prom. Manager.....Mike Freeland
Chief Announcer.....Jack Hendrickson
Chief Engineer .....Richard Spruill
Consulting Engineer.....John H. Mullaney

WHAL

SHELBYVILLE—1946—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Shelbyville Bcstg. Co., Inc.
Phone Number 1400-1
Transmitter Location .....Lewisburg Hway.
Air Time.....6 a.m.-11 p.m.
News Service .....UP
President .....Harvard Smith
Gen., Sta. Mgr., Pub. Dir.....Charles Christian
Pgm., Prod. Dir., Chf. Ann.....Frank Huber
News Director .....Charles Bragg
Chief Engineer.....Tim Marsh
Farm Editor .....Claude Gray

WDBL

SPRINGFIELD—1950

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Springfield Bcstg. Co., Inc.
Address .....P. O. Box 76
Phone Number 1287
Transcription Service .....Lang-Worth
News Service .....UP
Pres., Gen. Mgr.....Walter A. Duke
Comm., Prom. Mgr.....H. C. Young, Jr.
Program Director.....J. C. Fonts
Chief Engineer.....Anna A. Duke

WJIG

TULLAHOMA—1947—TVN-KBS

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Tri-Cities Bcstg. Co.
Business Address.....West End Dr.

Phone Number 2607-8
Studio-Transmitter Location.....West End Dr.
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....Capitol, Eells
Pres., Gen. Mgr...Col. Raymond L. Prescott, Jr.
Office Manager .....James Walkup
Sales Prom. Mgr.....Mary C. Prescott
Chi. Ann., Pgm. Dir.....John Collins
News Director .....Thomas Meachum
Chief Engineer.....Carl Spraggins
Farm Editor .....Thomas Meacham
Consulting Engr. .. ..Claude Gray

WENK

UNION CITY—1946—MBS—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Union City Bcstg. Co.
Phone Number 1240-1
Transmitter Location.....Fulton Hway.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....Burn-Smith
Pres., General Mgr.....Aaron B. Robinson
Sta. Mgr., Pub. Dir.....Louis C. Wrather
Commercial Manager ....Edwin A. Kallenberg
Sales Prom. Mgr.....David J. Capps
Prod. Director .....Hoyt White
Program Director.....Lee Burnette
Chi. Announcer .....Hank Huggins
News Director .....David J. Capps
Chief Engineer.....James Thomas
Farm Editor .....Hank Huggins

WCDT

WINCHESTER—1948—MBS

Frequency: 1340 Kc...Power: 250 Watts d., n.
Owned-Oper. By.....Arthur D. Smith, Jr.
Address .....Box 1103
Phone Number 2201
Transmitter Location .....Cowan Hway.
Air Time .....6:00 a.m. to 10:00 p.m.
News Service .....UP
Membership .....NARTB
Pres., Gen. Sta. Mgr.....Arthur D. Smith, Jr.
Comm. Prom. Manager.....Hughes H. Brewer
Pgm. Dir., Ch. Ann.....Guy Parrish
Chief Engineer .....Frank Spencer
Consulting Engineer .....Claude M. Gray

TEXAS

Population 7,711,194—Increase +20.2% ('40-'50)—Radio Homes 1,789,810
Families 2,029,260—Stations in State 176

KRBC

ABILENE—1936—ABC—TEXAS

Frequency: 1470 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....Reporter Bcstg. Co.
Business Address.....Box 178
Phone Number 4-6255
Transmitter Location.....Old Anson Rd.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Capitol
Representative.....John E. Pearson
President.....Mrs. Eva M. Hawks
General-Station Mgr.....Howard Barrett
Comm. Mgrs...Bro Mingus (Local); Forest Lane (National)
Sales Prom. Manager.....Forest Lane
Chief Engineer.....J. B. Casey
Farm Editor.....Ray Sundy
Consulting Engr. .....Commercial Radio

KWKC

ABILENE—1948—MBS-LONE STAR

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Citizens Bcstg. Co.
Bus.-Studio Address.....25th & Butternut Sts.
Phone Number 7287
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....World
Representative .....Taylor
President.....W. P. Wright
Gen., Prom. Mgr.....A. C. Etter
Commercial Manager.....Tyler Stewart
News, Pgm. Dir.....Leonard Johnson
Chief Engineer.....Gilbert Patschke

KBKI

ALICE—1946—MBS

Frequency: 1070 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Alice Bcstg. Co.
Business Address.....Box 731
Phone Number 2070
Transmitter Location.....No. on Hiway 281
Air Time .....12 a.m.-12 M.
News Service .....AP
Transcription Service .....Capitol
Representative .....Donald Cook
President.....E. G. Lloyd, Jr.
Gen., Sta. Mgr.. .....A. C. Lloyd, Jr.
Commercial Manager.....D. C. Houston
Sales Prom. Mgr.....Nat Watson
Pgm., Music, Dir. .....J. Allen Frye
Prod., Pub. Dir. .....Jack Allen
Chief Announcer .....Chuck Farkas
News Director .....Nat Watson
Chief Engineer .....S. L. Spencer
Farm Editor.. .....Cliff DuBose

KVLF

ALPINE—1947—MBS-S.W.-TSN LBS—KBS—CACTUS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Big Bend Bcstrs.
Business Address.....P. O. Box 779
Phone Number 37
Studio-Transmitter .....Kokernot Field
News Service.....AP, UP
Representative .....Hil F. Best
Membership .....NARTB
President.....Barney H. Hubbs
General Manager.....Jack Hawkins
Station Manager .....Gene Hendryx
Program Director .....Sellette Suratt
Chief Announcer .....James Dawson
News Director .....John Newell
Chief Engineer .....Earl McCall
Farm Editor .....G. H. Harfst

KAMQ

AMARILLO—1947—MBS

Frequency: 1010 Kc. Power: 1000 Watts d., 500 Watts n.
Owned-Oper. By.....Top of Texas Bcstg. Co.
Address.....1301 Polk St.
Phone Number 2-6543
Representative .....Forjoe
Transcription Service .....Capitol
News Service .....AP
Manager.....Walter P. Speight, Jr.
Vice-President.....Hoyt Houck
Secy.-Treas., Gen. Mgr.....R. D. Houck
Commercial Manager.....Jess Richardson
Program Director.....Ray Whitworth
Promotion Manager.....Johnny Hatchcock
Chief Engineer.....Stewart Parsons

KFDA

AMARILLO—ABC—LBS

Frequency: 1440 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By..Amarillo Bcstg. Corp., Inc.
Business-Studio Address.....109 E. 5th St.
Phone Number 5343
Transmitter Location.....Belaire Pk.
News Service .....UP
Transcription Service .....World
Representative ..... Branhan Co.
Membership .....NARTB, BAB
President .....Gilmore Nunn
Station Manager .....Bill Fairley
Pgm. Dir., Comm. Mgr. .....E. J. Watson, Jr.
News Director .....Kelly West
Musical Director .....Bland Ouxer
Chief Engineer.....Noel Luddy
Farm Editor .....Kelly West

KGNC

AMARILLO—1922 NBC-LONE STAR

Frequency: 710 Kc. ...Power: 10,000 Watts d., Owned-Oper. By ... Plains Radio Bdcstg. Co.
Address .....Radio Building
Phone Number 3-4242
Transmitter Location .....Fritch Hwy.
Air Time .....5:30 a.m.-12 M.
News Service .....UP, AP
Transcription Service..Lang-Worth, M. M. Cole
Representative .....Taylor Co.
Membership .....NARTB, BAB
President.....Gene A. Howe
Gen., Sta. Mgr.....Tom Kritser
Sales Promotion Manager..Peggy Williamson
Pgm., Prod. Dir. .....Bob Watson
News Director.....Wesley S. Izzard
Chief Engineer.....W. H. Torrey
Farm Editor.....J. B. Linn
Consulting Engr.....A. Earl Cullum, Jr.

KLYN

AMARILLO—1949—CBS WESTERN NET

Frequency: 940 Kc.....Power: 1000 Watts d., 1000 Watts n.
Owned-Oper. By....Plains Empire Bdcstg. Co.
Address .....1014 West Seventh
Phone Number 2-6773
Trans. Loca. .....7 Mi. SE of City
Air Time .....6 a.m.-12 M.
News Service .....UP
Transcription Service .....Standard
Representative .....John Blair & Co.
Membership .....NARTB, BAB
President .....R. G. Hughes
General Manager .....Kenyon Brown
Station Manager .....Howard Roberson
Chief Engineer .....Gene Fennimore
Farm Editor .....Pat Flynn

KBUD

ATHENS—1948

Frequency: 1410 Kc.....Power: 250 Watts d.
Owned-Oper. By..Henderson County Bcstg. Co.
Business Address.....Box 309
Phone Number 2277
Transmitter Location .....Highway 19
Air Time .....6 a.m.-Sunset
News Service .....UP
Sta., Gen. Mgr. .....J. B. McNutt, Jr.

KALT

ATLANTA—1950

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Ark-La-Tex Bcstg. Co.
Phone Number 681
Transcription Service .....Capitol
News Service .....UP
President.....Herman H. Wommack, Jr.
Gen. Mgr., Chief Engr....David A. Wommack
Commercial Manager.....Robert Bieloh
Program Director.....Norm Bale

KNOW

AUSTIN—1926—ABC-TSN

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Pioneer Bcstg. Co., Inc.
Bus.-Studio Address....520 Capital Natl. Bank Bldg.
Phone Number 2-6213
Transmitter Location.....First & Tillery Sts.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Standard
Representative .....Pearson
Membership .....NARTB
President.....Wendell W. Mayes
Station Manager.....Louis R. Cook
Program Director.....Warren M. Beaman
Chief Engineer.....James E. Lewis

KTBC

AUSTIN—1939—CBS-LONE STAR

Frequency: 590 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....Texas Bcstg. Corp.
Bus.-Studio Address.....Brown Bldg. (P. O. Box 717)
Phone Number 2-2424
Transmitter Location.....Manchaca Rd.
Air Time .....6 a.m.-12 M.
News Service .....UP
Transcription Service .....World
Representative .....Taylor Co.
President.....Claudia T. Johnson
General Manager .....J. C. Kellam
Sales Manager.....Sam Plyler
Program Director.....Richard S. Pryor
Publicity Director .....Revis Taylor
News Director .....Paul Bolton
Musical Director .....Barbara Rongo
Chief Engineer.....A. B. Hearn
Farm Editor .....Reese Turner

KTXN

AUSTIN

Frequency 1370 Kc. ...Power: 1000 Watts d.,
Owned-Oper. By .....Radio KTXN, Inc.
Address .....1211 East 6th St.
Phone Number 74476
Transmitter Location .....Bee Cave Rd.
Air Time .....Sunrise-Sunset
Gen., Sta. Mgr. .....Frank Stewart
Commercial Manager .....Joe K. Harry
Program Director .....Frank Stewart
Production Director .....Manuel Escobedo
News Director.....Ed. Idar
Chief Engineer .....Dale Taylor

KVET

AUSTIN—1946—CBS-LIBERTY

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By.....Austin Bcstg. Co., Inc.
Business-Studio Address.....113 W. Eighth St.
Phone Number 8-8521
Transmitter Location.....Bull Creek Rd.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Forjoe
President.....John B. Connally
General Manager .....Willard Deason
Commercial Manager.....Charles Howell
Pub., Pgm., Prod. Dir. .....Dave Smith
Chief Engineer.....Alfred W. Scharath

KRUN

BALLINGER—1947—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Runnels County Bcstg. Co.
Address .....Zappe Bldg.
Phone Number 3151-3161
Air Time.....6 a.m.-10:15 p.m.
News Service .....UP
Transcription Service.....Standard, SESAC
President, General Mgr.....R. E. Bruce
Comm., Sales Prom. Mgr., News Dir. R. F. McGarvey
Chief Engineer.....W. C. Kelley
Program Director.....Helen Hampton

KIOX

BAY CITY—1947—MBS-KBS

Frequency: 1270 Kc.....Power: 1000 Watts n.
Owned-Oper. By.....Bay City Bcstg. Co.
Business Address.....P. O. Box 1391
Phone Number 642-3
Studio-Transmitter Location...State Hiway 35
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Capitol
Representative .....Paul Girard
President.....J. G. Long
Gen. Sales Prom. Mgr.....Hayden Curtiss
News Director.....Ford Robertson
Program Director.....Virginia Lee
Chief Engineer.....Glenn R. Ellis
Promotion Manager.....Glenn McClain

KRCT

BAYTOWN—1947—KBS

Frequency: 650 Kc.....Power: 250 Watts d.
Owned-Operated By.....Bay Bcstg. Co.
Address .....Box 629
Phone Number 8251
Trans. Loca. .....Ft. of E. Texas Ave.
News Service .....AP
Air Time .....Sunrise-Sunset
President.....C. Q. Alexander
Station Manager .....Sylvia McKinstry
Commercial Manager .....C. Paul Spidell
Program Director .....Bill Dunn
Publicity Director .....Joe Dollar
Chief Engineer.....Emilio Rodriguez, Jr.
Consulting Engineer .....Guy C. Hutchinson

KREL

BAYTOWN—1947—DIXIE-LIBERTY

Frequency: 1360 Kc.....Power: 1000 Watts

Owned-Oper. By.....Tri-Cities Bcstg. Co.
Business Address ...P. O. Box 419, Decker Dr.
Phone Number 8211-2
Studio-Transmitter Location.....Decker Dr.
News Service .....UP
Transcription Service .....World
Representative .....Thomas F. Clark
President .....Robert Matherne
Gen., Sta. Mgr.....William M. Lightfoot
Commercial Manager .....Tommy Rochelle
Production Director .....Dick Eason
Production Director .....Mary Lightfoot
Chief Engineer.....Marvin Daugherty

K F D M

BEAUMONT—1924

ABC-LONE STAR

Frequency: 560 Kc. ....Power: 5,000 Watts d., 5,000 Watts n.
Owned-Oper. By ....Beaumont Bdcstg. Corp.
Address ....P. O. Box 2950, 1420 Calder Ave.
Phone Number 2-7758
Trans. Loca. .....2 Mi. No. of Bridge City
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Free & Peters, Inc.
Membership .....NARTB, BAB
President .....D. A. Cannan
Gen., Sta., Comm. Mgr. .....C. B. Locke
Sales Promotion Mgr. .....H. F. Caldwell
Pgm., Prod., Music. Dir. ...Conrad Bering, Jr.
Pub. Dir., Farm Editor .....Ralph Ramos
News Director .....Dave Russell
Chief Engineer .....Harold W. Bartlett

K P B X

BEAUMONT—1947—LBS

Frequency: 1380 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....KPBX Bcstg. Co.
Address.....P. O. Box 1432
Phone Number 2-0201
Representative .....Forjoe
Transcription Service .....Standard
News Service .....AP
President.....J. M. Gilliam
Gen. Mgr., Treas.....W. L. Hammond
Commercial Manager.....Lynn Tomey
Pgm., News Dir.....Raymond Gordon
Chief Engineer.....Lawrence Sanders

K R I C

BEAUMONT—1938

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....The Eenterprise Co.
Bus.-Studio-Transmitter Address..130 Wall St.
Phone Number 4-9421
Trans. Loca. .....3060-3130 Blanchette
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Capitol, Thesaurus
Representative .....Branham
President.....O. Eugene Davis
Vice-Pres., Gen. Mgr.....E. C. Davis
Station Manager.....Les Ryder
Commercial Manager.....John Edwin Henry
Sales Prom. Mgr. .....D. K. Maxted
Program Director.....Mrs. Virginia Ryder
Pub., News Dir. .....Bob Tucker
Musical Director .....Hal Rydberg
Chief Announcer .....Karl von Leuwen
Chief Engineer.....Marvin J. Easterwood

K T R M

BEAUMONT—1947

Frequency: 990 Kc.....Power: 1000 Watts
Owned-Operated By.....KTRM, Inc.
Business-Studio Address.....230 Orleans St.
Phone Number 2-8478
Transmitter Location .....Crow & Odom Rds.
Air Time .....5 a.m.-12 M.
News Service .....INS
Transcription Service .....World
Representative .....Walker Co.
Pres., Gen.-Sta. Mgr.....Jack Neil
Commercial Manager.....Bill McRae
Sales Prom. Mgr.....Barclay Herring
Pgm., Prod. Dir. .....Joseph S. Trum
Publicity Director .....R. D. Shotts
Chief Anncr., Musical Dir.....Roy Dixon
News Director .....Jack Neil
Chief Engineer.....Ben F. Hughes
Farm Editor.....Charles Schmucker

K I B L

BEEVILLE—1949

Frequency: 1490 Kc. ...Power: 250 Watts d., 250 Watts n.
Owned-Oper. By .....Bee Bdcstg. Co.
Address .....P. O. Box 650
Phone Number 1490
Air Time .....6:30 a.m.-10:30 p.m.
News Service .....AP
Transcription Service .....Capitol
General Manager .....John D. Rosi
Commercial Manager .....L. H. Landraf
Pgm. Dir., Chief Anncr. .....Louis B. Shaw
News Director .....Charles Dunn
Chief Engineer .....Harry W. Wardell
Farm Editor .....Paul Russell
Consulting Engr. ....Glenn D. Gillett & Asso.

K B S T

BIG SPRING—1936—ABC

TEXAS STATE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Big Spring Bcstg. Co.
Bus.-Studio Address.....702 Johnson St.
Phone Number 1500
Transmitter Location.....1½ Mi. N.E. of city
Air Time.....6 a.m.-M.
News Service .....AP
Representative.....John E. Pearson
Pres., Gen., Sta. Mgr.....William J. Wallace
Commercial Manager .....William L. Cox
Prom., Pgm., Prod., Pub. Dir. ..Robert Lindley
Chief Engineer.....Andrew M. Jones
Consulting Engineer .....Commercial Radio

KTXC

BIG SPRING—1949—LBS

Frequency: 1400 Kc.....Power: 100 Watts
Owned-Oper. By .....Big State Bdcstg. Co.
Address .....Box 1366
Phone Number 3300
Trans. Loca. .....City Park
Air Time .....6 a.m.-11 p.m.
News Service .....UP
President .....V. T. Anderson
Gen., Sta. Mgr., News Dir. ...Leonard R. Lyon
Commercial Manager .....Jim Taylor
Sales Promotion Manager ....T. W. Pinkstaff
Program Director .....Vance Kimble
Publicity Director .....Earnest Dean Rodman
Chief Announcer .....Chuck Stark
Chief Engineer .....Alfred Martel
Farm Editor .....Bruce Fraizer

KFYN

BONHAM—1948

Frequency: 1420 Kc.....Power: 250 Watts d.
Owned-Operated By.....Frank Svoboda
Bus.-Studio-Transmitter Address..903 E. 4th St.
Phone Number 781
Air Time .....Sunrise-sunset

KHUZ

BORGER—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....R. G. Hughes
Business Address.....Box 110
Phone Number 1600
Studio-Transmitter Location..1431 Clayton St.
Air Time.....6:30 a.m.-11 p.m.
News Service .....AP
Trans. Serv. .....Lang-Worth, World, SESAC
Representative .....Paul Girard
Membership .....NARTB, BAB
President.....R. G. Hughes
Commercial Manager .....Bill Sercomb
Sales Promotion Manager .....Louis Roberts
Gen., Sta. Mgr. .....Jack Roberts
News, Pub. Dir. .....Bill Clark
Musical Director .....Bob Porter
Chief Engineer.....Herman Kreiger

KNEL

BRADY—1945—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....G. L. Burns
Business-Studio Address.....Radio Bldg.
Phone Number 77
Transmitter Location .....Brady
Air Time .....Unlimited
News Service .....AP
Representative.....Hil F. Best
Gen.-Station Manager.....G. L. Burns
Comm., Sales Prom. Mgr.....J. S. Sloane
Prog. Dir., Chief Announcer.....Gene Burns
Chief Engineer.....Cecil Nelin

KSTB

BRECKENRIDGE—1947—KBS

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Stephens County Bcstg. Co.
Business-Studio Address.....Miller Bldg.
Phone Number 1430
Transmitter Location.....1½ Mi. W. of city
Air Time.....6 a.m.-local sunset
News Service .....AP
Representative .....Best
Transcription Service .....Lang-Worth
Membership .....NARTB
Pres., Gen. Mgr.....R. W. Chapman
Commercial Manager.....Sidney Foster
Program Director.....T. Drakley
Chief Engineer.....R. E. Smith

KWHI

BRENHAM—1947

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Tom S. Whitehead
Business Address.....108½ Main St.
Phone Number 655
Studio Address. .....Main St.
Transmitter Location....2 Mi. N. on Hway. 36
Air Time.....6 a.m.-sunset
News Service .....UP
Transcription Service.....Lang-Worth, SESAC
Pres., Gen. Mgr.....Tom S. Whitehead
Commercial Manager.....J. C. Price
Chief Engineer.....R. D. Elder

KTFY

BROWNFIELD—1949—LBS

Frequency: 1050 Kc. ...Power: 250 Watts d.
Owned-Oper. By .....Terry Cty. Bdcstg. Co.
Address .....Drawer 1032
Phone Number 678
Transmitter Location .....Tahoka Hwy.
Air Time .....Sunrise-Sunset
News Service .....UP
Transcription Service .....Standard
Membership .....NARTB, BAB
Gen., Comm. Mgr. .....David R. Worley
Sales Prom. Mgr., Prod. Dir. ...Sid McIntosh
Program Director .....Nathan Daniel
Chief Announcer .....Bill Morgan
Chief Engineer .....Robert B. Spear
Farm Editor .....Larry Chisholm

KBOR

BROWNSVILLE—1949—LBS

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Brownsville Bcstg. Co.
Address .....Box 472
Phone Number 2-5677
Transmitter Location .....1934 Central Blvd.
Air Time .....6:30 a.m.-11 p.m.
News Service .....AP
Trans. Service .....World, Thesaurus
Representative .....Best, Girard
Membership .....NARTB, BAB

Pres., Gen., Sta. Mgr. .....M. J. Wilson
Commercial Manager.....Vance C. Wilson
Prom. Mgr., Pgm., Prod. Dir. .....R. E. Fowler
Chief Announcer .....Tom Martin
Chief Engineer.....Willis A. Wilson
Consulting Engr. .....George E. Gautney

KVAL

BROWNSVILLE—ABC
TEX. QUAL. NET

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....KVAL Bcstg. Co.
Address.....P. O. Box 1792
Phone Number 2-6452
Transmitter Location .....Hway 77
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Standard
Representative.....Free & Peters
Membership .....NARTB
President.....T. Frank Smith
Gen., Sta. Mgr. .....T. Frank Smith, Jr.
Chief Engineer .....James R. Christian
Consulting Engr. .....George C. Davis

KBWD

BROWNWOOD—1941—MBS

Frequency: 1380 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By.....Brown County Bcstg. Co.
Business-Studio Address....800 Hawkins St.
Phone Number 2401
Transmitter Location.....Williams Ranch Rd.
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Representative .....Walker
Membership .....NARTB
Pres., Gen. Mgr., Pgm. Dir. ..W. Mayes, Jr.
Commercial Manager .....Joe B. Foster
Production Director .....Pat Brinkley
Sales Prom. Mgr. .....Bill Jamar
Chief Announcer .....Ronald Ripley
News Director .....A. D. Wisenant
Chief Engineer.....A. W. Stewart
Consulting Engr. .....Everett Dillard

KORA

BRYAN—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Bryan Bcstg. Co.
Bus.-Studio Address .....604 Varisco Blvd.
Phone Number 3-1240
Transmitter Location.....Villa Maria Rd.
Air Time.....6 a.m.-M.
Owner, Gen. Mgr. .....David C. Jones, Jr.
Commercial Manager.....Euell G. Byers
Chief Engineer .....David C. Jones, Jr.
Pgm. Dir., Chief Anncr. .....William J. Zak, Jr.

KDET

CENTER—1949

Frequency: 930 Kc.....Power: 1000 Watts d.
Owned-Operated By..Center Bcstg. Co., Inc.
Address.....205 Austin St.
Phone Number 1199
Location .....Center
Air Time .....Daytime
News Service .....UP
Transcription Service .....Standard
Representative .....Hil F. Best
Pres., Pgm. Dir. .....Talbert E. Foster
Gen., Sta. Mgr. .....Tom E. Foster
Commercial Manager .....Grant Pickens
Chief Announcer .....Chuck Hancock
Chief Engineer .....T. McLachlan
Farm Editor .....John Moosberg

KCTX

CHILDRESS—1947—MBS

Frequency: 1510 Kc.....Power: 250 Watts d.
Owned-Oper. By..Golden West Bcstg. Co., Inc.
Bus.-Studio. Address.....217½ N. Main
Phone Number 1085-6
Transmitter Location....1 Mi. W. of Childress
Air Time.....Local sunrise-sunset
News Service .....AP
Representative .....P. W. Seward
President.....R. Malone Hagan
General Manager.....George D. Cowan
Program Director.....LeRoy Carter
Publicity Director .....Nelle Hagan
Chief Announcer.....Bob Pace
Chief Engineer .....John B. Braffett
Consulting Engr. .....Guy Hutchinson

KCLE

CLEBURNE—1947

Frequency: 1120 Kc.....Power: 250 Watts
Owned-Oper. By.....Marti, Inc.
Address.....919 N. Main
Phone Number.....1025-1028
Transmitter Location .....Route 3
Air Time.....Sunrise to Sunset only
News Service .....AP
Representative.....Hil F. Best
Membership .....NARTB, BAB
Pres., Gen., Sta., Comm. Mgr.
George W. Marti
Promotion Manager.....Frank N. Hardgrove
Program Director.....E. D'Voe Lee
Chief Announcer.....E. G. Craig
Musical Director.....Lela F. Tompkins
Chief Engineers.....Loyd E. Rodgers, Walter C. Lacy
Farm Editor.....C. A. Munsch

KSTA

COLEMAN—1947

Frequency: 1000 Kc.....Power: 250 Watts d.
Owned-Oper. By..Coleman County Bcstg. Co., Inc.
Business Address.....Box 432
Phone Number 8406
Studio-Transmitter Address....Abilene Hway.
Air Time .....Daytime
News Service .....UP
Transcription Service .....SESAC

Representative ..... Hil F. Best
President ..... H. H. Jackson
Gen., Sta. Mgr. ..... J. D. Larson
Comm., Prom. Mgr. ..... Dan C. Guthrie
Mus., Pgm., Prod., Chief Anncr. ..... Bill Fox
Farm Edit., News, Pub. Dir. ..... Joann Harris
Chief Engineer ..... Brownie Seals

WTAW

COLLEGE STATION—1922

Frequency: 1150 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... The Agricultural & Mechanical College of Texas
Bus.-Studio Address ..... College Station
Phone Number 66724
Transmitter Location ..... Bet. Bryan & College Sta.
Air Time ..... 6 a.m.-local sunset
News Service ..... AP
Transcription Service ..... World
Representative ..... Hil F. Best
General Manager ..... R. Henderson Shuffler
Sta., Comm. Mgr. ..... Richard L. Webb
Sales Prom. Mgr. ..... Mrs. Elsie Patranella
News, Pgm. Dir., Chief Anncr. ..... John Scogin
Chief Engineer ..... Richard L. Webb
Farm Editor ..... Bob Willis
Consulting Engr. ..... H. C. Dillingham

KVMC

COLORADO CITY—1950

Frequency: 1320 Kc. ..... Power: 500 Watts d.
Owned-Oper. By ..... Colorado City Bcstg. Co.
Address ..... P. O. Box 1251
Phone Number 64
News Service ..... AP
Partners ..... Marshall Formby, Eldon Mahon, Clint Formby
Manager ..... Clint Formby
Comm. Mgr., Pgm. Dir. ..... Walter Grubbs
Chief Engineer ..... Paul Brown

KEYS

CORPUS CHRISTI—1941
CBS-LONE STAR

Frequency: 1440 Ks. ..... Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By ..... Nueces Bcstg. Co.
Phone Number 2-7411
Studio Address ..... Center Theater Bldg.
Transmitter Location ..... Shell Rd.
Air Time ..... 6 a.m.-M.
News Service ..... UP
Transcription Service ..... World
Representative ..... Taylor Co.
Membership ..... NARTB
Pgm., Prom. Comm., Sta. Mgr. ..... Kelly Wofford
Chief Engineer ..... Harold Griffith

KRIS

CORPUS CHRISTI—1935—NBC-TQN

Frequency: 1300 Kc. ..... Power: 1000 Watts
Owned-Oper. By ..... Gulf Coast Bcstg. Co.
Address ..... P. O. Box 840
Phone Number 4-6354
Air Time ..... Unlimited
News Service ..... AP
Transcription Service ..... Standard
Representative ..... Free & Peters
Membership ..... NARTB
Pres., Gen. Mgr. ..... T. Frank Smith
Commercial Manager ..... William Eikner
News Director ..... John Rasco
Pgm. Dir., Prom. Mgr. ..... Charles Nethery
Chief Engineer ..... Buster Harvey
Farm Editor ..... Jack Lozier

KSIX

CORPUS CHRISTI—1947—ABC

Frequency: 1230 Kc. ..... Power: 250 Watts d. 250 Watts n.
Owned-Oper. By Corpus Christi Bdstg. Co., Inc.
Address ..... Show Room Bldg.
Phone Number 2-9242
Transmitter Location ..... Whelan Dr.
Air Time ..... 6 a.m.-1 a.m.
Trans. Serv. ..... RCA Thesaurus, Red Seal
Representative ..... Forjoe & Co.
Membership ..... NARTB
Pres., Gen. Mgr. ..... Vann M. Kennedy
Commercial Manager ..... Charles R. Manning
Program Director ..... Richard Warner
Publicity Director ..... Ardyce Pfansteil
News Director ..... J. K. Wright
Musical Director ..... William Cavness
Chief Engineer ..... W. K. Bridges
Consulting Engr. ..... James H. Burney

KUNO

CORPUS CHRISTI—LBS—MBS

Frequency: 1400 Kc. ..... Power: 100 Watts
Owned-Oper. By ..... Community Bdcstg. Co.
Address-Trans. Loca. ..... 19th & Agnes Sts.
Phone 4-5203
Air Time ..... Unlimited
Transcription Service ..... Capitol
Membership ..... NARTB
President ..... Leslie C. Smith
Cons. Engr., Gen. Mgr., Crief Anncr. ..... J. H. Mayberry
Station Manager ..... Herbert Garrett
Commercial Manager ..... Peggy Lindsay
Program Director ..... Hank White
Chief Announcer ..... Glenn Hunt

KWBU

CORPUS CHRISTI—1944—LBS

Frequency: 1030 Kc. ..... Power: 50,000 Watts d.
Owned-Oper. By ..... Baylor U.
Representative ..... Branham
News Service ..... AP
General Manager ..... Harry Hayes
Station Manager ..... Roy R. Kay
Program Director ..... Ben Blackman
Chief Engineer ..... Nestor Cuesta

KAND
CORSICANA—1937—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Alto, Inc.
Bus.-Studio Address....State Natl. Bank Bldg.
Phone Number 2486-7
Transmitter Location .....No. Hway. 75
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service .....World
Representative .....Branham
Membership .....NARTB, BAB
President.....J. C. West
Station Manager .....Luther A. Johnson, Jr.

KIVY
CROCKETT—1950

Frequency: 1570 Kc.....Power: 250 Watts
Owned-Oper. By.....Pioneer Bctg. Co.
Address .....P. O. Box 478
Phone Number 222
Transcription Service .....Lang-Worth
News Service .....UP
Ptnr., Gen. Mgr., Chief Engr...
Hamilton H. Callen
Ptnr., Comm., Prom. Mgr., Pgm. News Dir.
James H. Gibbs
Farm Editor .....Charles Flager

KCFH
CUERO—1949—LBS

Frequency: 1600 Kc.....Power: 500 Watts d
Owned-Oper. By ....DeWitt Cty. Bdcstg. Co.
Phone Number 700
Air Time .....Daytime
News Service .....UP
Transcription Service .....World
Representative .....Hil Best
Pres., Sta. Mgr., Chief Engr. A. M. Respondek
Gen., Comm., Sales Prom. Mgr.....D. Fleming
Program Director .....Paul Battisti
Traffic Mgr., Pub. Dir.....Helene Fleming
Chief Announcer .....Paul Battisti
News Dir., Farm Editor ....Sammy Middleton

KXIT
DALHART—1948—LIBERTY

Frequency: 1410 Kc.....Power: 500 Watts d.
Owned-Operated By.....Dalrad Associates
Address.....402½ Denrock
Phone Number 740
Air Time .....Daytime
News Service .....UP
Representative .....Best
Transcription Service .....Lang-Worth
Membership .....NARTB
Owner .....Ed Bishop
General Manager.....Ken Bishop
Chief Engineer.....Bill Smith

KIXL
DALLAS—1947

Frequency: 1040 Kc.....Power: 1000 Watts d.
Owned-Operated By....Variety Bcstg. Co., Inc.
Business-Studio Address....1401 S. Akard St.
Phone Number.....Riverside 4521
Transmitter Location.....5500 Parkdale Dr.
Air Time .....Daytime
News Service .....AP
Transcription Service.....Standard, World, MacGregor
Representative .....Forjoe
President, General Manager.....Lee Segall
Asst. Manager.....Tom W. Massey
Commercial Manager.....T. H. Strauss
Program Director.....Charles F. Payne
Production Manager.....John D. Wilson
Chief Engineer.....Bob E. Tripp
Consulting Engineer .....George P. Adair

KLIF
DALLAS—1947—LIBERTY

Frequency: 1190 Kc.....Power: 1000 Watts d.
Owned-Oper. By .....Trinity Bdcstg. Corp.
Business-Studio Address ..2008-A Jackson St.
Phone Number .....PRospect 7251
Transmitter Location.....Scyene Rd.
Air Time .....Unlimited
News Service .....UP
Representative .....John A. Pearson
Membership .....NARTB, BAB
President.....Barton R. McLendon
Exec. Dir., Gen. Mgr. .....Gordon McLendon
Commercial Manager .....Ray Lewis
Station Manager .....Bill Weaver
Program Director .....Joe Roddy
Production Director .....Glenn Douglas
Musical Director.....Johnny Murray
Publicity Director .....Marie Callahan
Chief Anncr., News Dir. .....Bill Pelham
Chief Engineer.....Glenn Callison

KRLD
DALLAS—1926—CBS

Frequency: 1080 Kc.....Power: 50,000 Watts
Owned-Operated By.....KRLD Radio Corp.
Address .....Herald Square
Phone Number .....RA 6811
Transmitter Location .....Garland
Air Time .....5:30 a.m.-12 M.
News Service .....UP, AP, INS
Transcription Service.....Standard, Capitol
Representative .....Branham
Membership .....NARTB, BAB
President.....John W. Runyon
General Manager.....Clyde W. Rembert
Commercial Mgr.....William A. Roberts
Production Director .....Ves Box
Program Director.....Roy George
Pub. Dir., Prom. Mgr. .....A. J. Putnam
Musical Director .....H. W. Giersdorf
Chief Engineer.....Roy M. Flynn

KSKY
DALLAS—1941

Frequency: 660 Kc.....Power: 1000 Watts d.
Owned-Operated By.....SKY Bcstg. Service

Business-Studio Address.....Hotel Stoneleigh
Phone Number .....6193 Randolph
Transmitter Location.....Bruton Rd.
Air Time .....Sunrise-sunset
News Service .....AP
Membership .....NARTB
Partner, Gen. Mgr.....A. L. Chilton
Station Manager.....R. G. Terrill
Commercial Manager .....R. L. Kanatzar
Program Director.....Leonard Holland
Chief Announcer.....Richard F. Parker
Musical Director.....James L. Hughes
Chief Engineer.....Morris M. Ming

WFAA

DALLAS—1922
NBC-ABC-TEXAS QUALITY

Frequency: 820 Kc.....Power: 50,000 Watts
Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By....Dallas Morning News
Business-Studio Address.....1122 Jackson St.
Phone Number.....Riverside 9631
Transmitter Location..WFAA-820, Grapevine; WFAA-570, Arlington
Air Time .....Unlimited
News Service.....AP, UP
Trans. Serv. .....Lang-Worth, Associated
Representative.....Edward M. Petry
Membership .....NARTB
President.....E. M. Dealey
General Manager.....Martin B. Campbell
National Comm. Mgr. ...Ralph W. Nimmons
Local Comm. Mgr. .....Alex Keese
Sales Prom. Mgr. .....Mrs. Wyona Portwood
Program Director.....Kelly Maddox
Publicity Director .....Harry Koenigsberg
News Director .....Sid Pietzsch
Musical Director.....Billy Mayo
Chief Engineer.....J. Raymond Collins
Farm Editor.....Murray E. Cox

WRR

DALLAS—1920—MBS-TEXAS STATE

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Oper. By.....City of Dallas
Business Address.....Municipal Radio Bldg.
Phone Number .....Tenison 6101
Transmitter Location.....White Rock Lake
News Service .....AP
Transcription Service .....Thesaurus
Representative .....John Blair
Membership .....NARTB
Chairman.....E. O. Cartwright
Managing Director.....Dale Drake
Program Director.....Pete Teddlie
Publicity Director .....Carol Weaver
News Director .....James Alderman
Chief Engineer.....D. J. Tucker

KDLK

DEL RIO—1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Del Rio Bcstg. Co.
Business Address.....P. O. Box 1162
Phone Number 1234
Studio-Transmitter Location.....Cypress & E. Second Sts.
Air Time .....Unlimited
News Service .....UP
Representative .....Howard
President.....James A. Clements
Commercial Manager.....Bill D. Guse

KDSX

DENISON—1948—LIBERTY

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Grayson Bcstg. Co.
Address .....Hotel Denison
Phone Number 3-400
Transmitter Location..2 Mi. N. City, Hiway 75
Air Time .....Sunrise-Sunset
News Service .....AP
Transcription Service .....Standard
President .....B. V. Hammond, Jr.
Gen. Mgr., Pgm. Dir. .....L. L. Hendrick
Chief Announcer.....Allan Hundley
Chief Engineer .....Franklin Bailey
Consulting Engr. .....A. Earl Cullum, Jr.

KDNT

DENTON—1938—LBS—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Harwell V. Shepard
Address .....Radio Center
Phone Number 276
Transmitter Location .....Hway 24
Air Time .....6:15 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Thesaurus
Membership .....NARTB, BAB
General Manager.....Harwell V. Shepard

KDDD

DUMAS—1948

Frequency: 800 Kc.....Power: 250 Watts d.
Owned-Oper. By....North Plains Bcstg. Corp.
Address .....Box 545
Trans. Add. ...Hway. 287, No. edge of Dumas
Phone Number 5000
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service .....Standard
Representative .....Hil F. Best
President.....Lucian M. Spencer
Gen., Sta., Comm. Mgr.....Ken Duke
News, Pgm., Prod. Dir. .....Ray Trent
Chief Announcer.....Bill Lask
Musical Director .....Jerry Duke
Chief Engineer .....George Pepin
Farm Editor.....J. B. Wade

KURV

EDINBURG—1947—LBS

Frequency: 710 Kc.....Power: 250 Watts d.
Owned-Operated By.....J. C. Looney

Address .....Edinburg
Phone Number 710
Studio-Transmitter Location..2 Mi. N. State Hy.
Air Time .....Sunrise-Sunset
News Service .....UP
Representative .....Forjoe
Membership .....NARTB, FMA
President.....James Cullen Looney
Gen., Sta. Mgr. .....Allan Dale
Program Director .....Jack Moran
Chief Engineer.....Warren Chase

KULP

EL CAMPO—1949—LIBERTY

Frequency: 1390 Kc.....Power: 500 Watts d.
Owned-Oper. By..Wharton County Bcstg. Co.
Business Address.....P. O. Box 1390
Phone Number 1390
Studio Address.....505 E. Jackson
Air Time.....5 a.m.-5:30 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Hil F. Best
Membership .....NARTB
President .....Culp Krueger
Manager .....Melbadean Wells
Commercial Manager.....Horace Wells
Chief Engineer.....Joe Miller
Farm Editor.....V. L. Sandlin

KELT

ELECTRA—1949

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By.....Oil City Bcstg. Co.
Address.....1050 Radio Rd.
Phone Number 1051
News Service .....UP
Transcription Service .....Standard
Chief Engr., Gen. Mgr.....Bill Lindsay
Comm., Prom. Mgr., Pgm. Dir.....Frank Elkins
News Director.....Thomas Fritz

KELP

EL PASO—1947—KBS-LBS

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Oper. By.....Hill Bldg.
Phone Number 3-3658
Representative .....Pearson
Transcription Service .....Capitol
President.....Raymond T. Richey
Gen., Comm., Pgm. Mgr.
Mrs. L. McCowan Chapman
Program Director.....Richard E. Gillette
Chief Engineer.....V. Cisneros
Director.....Howard W. Davis
News Director.....William Leaming

KEPO

EL PASO—1948—ABC

Frequency: 690 Kc.....Power: 5000 Watts
Owned-Oper. By .....KWFT Inc.
Address .....2419 N. Piedras St.
Phone Number 5-2731
Trans. Loca. ..Hway. 54, 10 Mi. N.E. of City
Air Time .....6 a.m.-11:30 p.m.
News Service .....UP
Transcription Service .....Standard
Representative .....John Blair & Co.
Membership .....NARTB, BAB
Exec. Vice President .....Kenyon Brown
General Manager .....Willard L. Kline
Commercial Manager ...Howard W. Baldwin
Sales Prom. Mgr., Pub. Dir. ...Cecil Sansbury
Pgm., Prod. Dir., Farm Edit. ..E. O. Procter, Jr.
Chief Announcer .....Phil Eakins
News Director .....Charles Amador
Musical Director .....Marlin Haines
Chief Engineer .....E. L. Gemoets

KROD

EL PASO—1940—CBS

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....Roderick Bcstg. Corp.
Business-Studio Address...2201 Wyoming St.
Phone Number 2-6551
Transmitter Location..3½ Mi. N., Newman Rd.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Standard
Representative .....Taylor Co.
Membership .....NARTB
President.....Dorrance D. Roderick
V.P., Gen., Sta. Mgr.....Val Lawrence
Prom., Comm. Mgr. .....Bruce M. Barnard, Jr.
Prod., Pgm. Dir. .....Ted Hunt
Pub., News Dir., Farm Edit. ..Bob P. Canavan
Sales Prom. Mgr., Pub. Dir.....Bob Canavan
Chief Announcer.....Richard Weaver
Chief Engineer.....Edward P. Talbott

KSET

EL PASO—1949—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Sunland Bcstg. Co.
Address.....2223 Montana St.
Representative .....McGillvra
Transcription Service .....Capitol
News Service .....AP
President.....Edward D. Hodge
General Manager.....Vincent W. McConn
Assistant Manager.....George R. Thady

KTSM

EL PASO—1929—NBC

Frequency: 1380 Kc. ...Power: 1000 d., 500 n.
Owned-Oper. By.....Tri-State Bcstg. Co., Inc.
Bus.-Studio Address.....801 N. Oregon St.
Phone Number 2-5423
Transmitter Location.....First St., Ascarate
Air Time .....6 a.m.-11:30 p.m.
News Service .....UP
Transcription Service.....Thesaurus, World
Representative.....George P. Hollingbery
Membership .....NARTB, BAB

EVERY

DEPARTMENT STORE

IN

FORT WORTH

USES

KFJZ

5000 Watts — Mutual



SECOND HIGHEST HOOPERATED STATION IN TOWN

TOTAL RATED TIME PERIODS (December-January, 1951)

President .....Franz Walz Bredberg
Gen., Sta. Mgr. .....Karl O. Wyler
Commercial Manager .....Roy T. Chapman
Program Director.....Jack Chapman
Chief Announcer .....Jack Rye
Chief Engineer.....Kenneth J. Walton
Farm Editor.....Conrey Bryson

KCNC

FORT WORTH—1946
ABC—WESTERN

Frequency: 870 Kc.....Power: 250 Watts d.
Owned-Oper. By....Blue Bonnet Bcstg. Corp.
Bus.-Studio Address .....P. O. Box 629
Phone Number .....Fortune 7175
Transmitter Location.....4000 Lawnwood St.
Air Time .....Daytime
News Service .....AP
Membership .....NARTB
Pres., Gen., Sta. Mgr.....J. H. Speck
Commercial Manager .....J. N. Mullan
Promotion Manager .....Orvin Franklin
Program Director.....Jerry Hahn
Chief Engineer .....Chester Grubbs
Consulting Engr. .....A. Earl Cullum, Jr.

KCUL

FORT WORTH—1949

Frequency: 1540 Kc. ...Power: 5000 Watts d., 1000 Watts n.
Owned-Oper. By .....East-West Bdcstg. Co.
Address .....3607 Camp Bowie Blvd.
Phone Number .....SUnset 6555
Transmitter Location .....Kennedale
Air Time .....6 a.m.-12 M.
News Service .....UP
Trans. Serv. .....Associated, Thesaurus
Pres., Gen., Sta. Mgr. ..W. B. Chambers, Jr.
Commercial Manager .....Homer Hogan
Office Manager .....Miss Maydell Wallace
Program Director .....Bill Hayter
Publicity Director .....Betsy Carr
Chief Announcer .....Brett Allison
News Director .....Duane Ramsey
Chief Engineer .....R. L. McAlister
Consulting Engr. ..William Foss, Wash., D. C.

KFJZ

FORT WORTH
MBS-TEXAS STATE

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Oper. By.....Tarrant Bcstg. Co.
Business-Studio Address....1201 W. Lancaster
Phone Number .....Ed 3-3474
Transmitter Location .....Birdville
News Service .....AP
Transcription Service.....SESAC, World
Representative .....John Blair
Membership .....NARTB
Pres., Gen., Sta. Mgr. .....Gene L. Cagle
Comm., Sales Prom. Mgr...Clyde D. Pemberton
Pgm., Prod. Dir.....Hal Thompson
Chief Engineer.....James T. Peterson

KWBC

FORT WORTH 1946

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Worth Bcstg. Co.
Bus.-Studio Address.....1003½ Houston
Phone Number .....Fa 9231
Transmitter Location .....Kimbo Rd.
Air Time .....Daytime
News Service .....AP
Transcription Service .....Standard
Representative ..... Rambeau
President .....Judge P. W. Seward
General Manager.....Lewis Love
Commercial Manager .....Pat McFathers
Sales Prom. Mgr. .....Charles Lewis
Program Director .....Dean McClain
Prod., Pub. Dir. .....Charles Hobbie
Chief Announcer .....Dean McLain
Musical Director.....Charles Hobbie
Chief Engineer.....Melvin Parsons
Consulting Engr. .....R. W. Chapman

KXOL

FORT WORTH—1947—LIBERTY

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By....Fort Worth Bcstg. Co., Inc.
Bus.-Studio Address..1216 Pennsylvania Ave.
Phone Number .....Edison 1448
Transmitter Location.....Cor. Piper Lane & Gallaway Rd.
Air Time.....6 a.m.-M.
News Service .....AP
Representative.....John E. Pearson
President.....F. M. Skinner
Gen., Sta. Mgr.....Russ N. Lamb
Commercial Mgr.....Herman C. Clark
Program Director.....Phil Vogel
Chief Announcer.....Bill Hightower
News Director .....Joe Wills
Chief Engineer.....John R. Crouse
Consulting Engr. .....Robert T. Silliman

WHY IS AP THE BEST?

BECAUSE—AP has more news correspondents, more news bureaus, more miles of news wire than any other news service.

Speaking of Facilities

"After looking at them all from coast to coast, you get my vote for having the number one station set-up in the country."



WBAP LEADS THE FIELD

YOUR radio and television placements in the rich Southwest are a certainty. Just as certain, after looking over the field, will you be doing business with WBAP (WBAP-570, 5,000 watts, ABC and WBAP-820, 50,000 watts, NBC) and WBAP-TV (Channel 5, ABC and NBC).

At WBAP, as a national advertising agency executive did above, you'll find the "best set-up," the most modern facilities in the business.

To name a few things . . . six large-size radio studios to serve you . . . three great television studios . . . . complete disc and Ampex tape recording facilities for the production of high quality transcriptions . . . completely equipped film commercial production department, including film laboratory for processing and developing film.

WBAP leads the Southwest on all counts. Check the station or Free & Peters for complete station and market information.

Complete Recording Service

Complete Film Service



FREE & PETERS, INC.
Exclusive National Representatives



AMON CARTER, President
HAROLD HOUGH, Director

GEORGE CRANSTON, Manager
ROY BACUS, Commercial Mgr.

3900 BARNETT ST. FORT WORTH, TEXAS
TELEPHONES: FORT WORTH LO-1981 DALLAS TR-9757

WBAP

FORT WORTH—1922
NBC-ABC-LONE STAR

Frequency: 820 Kc.....Power: 50,000 Watts
Frequency: 570 Kc.....Power: 5000 Watts
Owned-Oper. By..Carter Publications, Inc.
Business Address.....3900 Barnett St.
Phone Number .....Ft. Worth LO-1981
Transmitter Location..WBAP-820, Grapevine; WBAP-570, Arlington
Air Time .....5:30 a.m.-12 M.
News Service .....AP
Transcription Service.....Associated, Cole
Representative.....Free & Peters
Membership .....NARTB
President .....Amon Carter
Directors ...Harold Hough, George Cranston
Commercial Manager.....Roy Bacus
Program Director.....Ed Lally
Production Director.....A. M. Woodford
Prom., Pub. Dir.....Thomas Engle
Chief Announcer.....Frank Mills
News Director .....James A. Byron
Musical Director.....Gene Baugh
Chief Engineer.....R. C. Stinson
Farm Editor.....Layne Beaty
Consulting Engineer .....A. D. Ring

KNAF

FREDERICKSBURG—1947—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Gillespie Bcstg. Co., Inc.
Business-Studio Address..Security State Bank Bldg.
Phone Number 311
Transmitter Location.....U. S. Hway. 87
Air Time .....6:45 a.m.-10 p.m.
News Service .....AP
Transcription Service .....SESAC
Representative.....Hil F. Best
President.....Walter T. McKay
Vice-President .....Arthur Stehling
Chief Engr., Sta., Gen. Mgr. .Norbert A. Fritz
Farm Editor .....Oscar Krauskopf

KGAF

GAINESVILLE—1947—KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Gainesville Bcstg. Co.
Address .....Box 222
Phone Number.....248, 1600
Air Time .....Sunrise-Sunset
News Service .....AP
Transcription Service .....Standard, Ullman
President.....Joe M. Leonard, Sr.
General Manager.....Joe M. Leonard, Jr.
Asst. Comm. Mgr. .....Earl Leonard
Program Director .....Jerry Talley
Musical Director .....Lloyd Ridner
Chief Engineer.....Cordell Martin

KGBC

GALVESTON—1947

Frequency: 1540 Kc.....Power:1000 Watts d., 250 n.
Owned-Oper. By....The Galveston Bcstg. Co.
Business-Studio Address.....Commerce Bldg.
Phone Number 3-4329
Transmitter Location..E. end Galveston Island
Air Time.....6:30 a.m.-11:30 p.m.
News Service .....AP
Transcription Service .....Standard
Pres., Gen., Sta. Mgr. ...James W. Bradner, Jr.
Commercial Manager .....Floyd Smith
Chief Announcer .....Tom Dawson
News Director .....Bob Savage
Chief Engineer.....Jesse Simms
Consulting Engr. .....A. Earl Cullum, Jr.

KLUF

GALVESTON—1922—MBS-LIBERTY

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....The KLUF Bcstg. Co.
Business-Studio Address.....300 Haden Bldg.
Phone Number.....6676
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative.....William G. Rambeau
Pres., Gen., Comm. Mgr...George Roy Clough
Chief Engineer.....L. D. Clough

KSIJ

GLADEWATER—1949

Frequency: 1430 Kc. ...Power: 1000 Watts d.
Owned-Oper. By .....Gladewater Bdcstg. Co.
Address .....Box 1426, T. W. Lee Bldg.
Phone Number 516, 613
Transmitter Location .....Kilgore Highway
Air Time .....Sunrise-Sunset
News Service .....UP
Trans. Serv. .....Capitol, Standard
Representative .....Hil F. Best
Membership .....NARTB, BAB
President .....T. W. Lee
General Manager .....Wendell Bedichek
Station Manager .....Joe M. Yowell
Sales Prom. Mgr. .....Tom E. Perryman
Program Director .....Charles Stockley
Chief Announcer .....Douglas Reeh
News Director .....Bob Moore
Chief Engineer .....Lloyd Johnson

KCTI

GONZALES—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Gonzales Bcstg. Co.
Business Address.....425 St. George St.
Phone Number.....770
Transmitter Location..2½ Mi. E. City, Hiway 200
Air Time .....6:30 a.m.-10 p.m.
News Service.....AP

Transcription Service.....Capitol
Representative.....Gene Grant, Cooke
Sta., Comm. Mgr. .....Lawrence M. Walshak
Prom. Mgr., Pgm. Dir., Chief Engr.....
Frank Wilson, Jr.
Consulting Engineer .....George C. Davis

KSWA

GRAHAM—1948

Frequency: 1330 Kc.....Power: 500 Watts d.
Owned-Oper. By .....Southwestern, Inc.
Address.....Box 748
Phone Number.....1200
Studio-Transmitter Location.....Hiway 24
News Service.....UP
Air Time.....6:30 a.m.-Sunset
Transcription Service .....SESAC
Pres., Gen. Mgr. .....Clay Thompson, Jr.
Pgm. Dir., Comm. Mgr. .....W. J. Duncan
Sta. Mgr., Chief Engr. .....Vance Newsom
Consulting Engr. .....Guy Hutcheson

KGVL

GREENVILLE—1946
MBS-TEXAS STATE-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Truett Kimzey
Phone Number 2066
Air Time.....6 a.m.-M.
News Service ....AP
Owner, Pres. .....Truett Kimzey
General Manager .....Leo Hackney
Asst. Manager.....Paul D. Robinson
Program Director.....James D. Jones
Chief Announcer.....Bill Rust
Chief Engineer.....Tom Clyce

KCLW

HAMILTON—1948

Frequency: 900 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Hamilton Bcstg. Co.
Bus.-Studio Address .....Box 592
Phone Number.....500
Transmitter Location..2 Mi. Comanche Hiway
News Service.....UP
Transcription Service .....Standard
Air Time .....Daytime
Membership .....NARTB
President .....Clyde Weatherby
Gen., Sta. Mgr. .....Joe W. Caldwell
Program Director .....Al B. Scott
Chief Engineer .....Carl Knelly

KGBS

HARLINGEN—1941—CBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By ...Harbenito Bcstg. Co., Inc.
Phone Number 2200
Studio-Transmitter Address..U. S. Hway. 83, bet. Harlingen & San Benito
Air Time.....5:30 a.m.-M.
News Service .....UP

Transcription Service....Associated, Standard
Representative .....Ra-Tel
President .....McHenry Tichenor
General Manager .....Troy McDaniel
Commercial Manager.....Dave Bennett
Program Director.....John Harrison
Chief Announcer .....Ed Keane
News Director .....Jerry Fisher
Chief Engineer.....Al Beck

KGRI

HENDERSON—1947

Frequency: 1000 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Henderson Bcstg. Co.
Business-Studio Address.....Box 1111
Phone Number 4528
Air Time .....Daytime
News Service .....UP
Representative .....Best
Transcription Service.....World, SESAC
President.....Roy B. Cannon
Gen., Comm., Prom. Mgr.....W. C. Crawford
Program Director.....James T. Reeves
Chief Engineer.....James Austin

KPAN

HEREFORD—1948

Frequency: 860 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Marshall Formby
Address.....P. O. Box 868
Phone Number 860
Representative .....Best
Transcription Service .....Thesaurus
News Service .....AP
President .....Marshall Formby
General Manager.....Don Boles
Commercial Manager.....Jerry Drennan
Program Director.....Bob Lindsey
Promotion Manager.....Bob Blount
Chief Engineer.....John Ball
Farm Editor.....Don Smith

KHBR

HILLSBORO—1950

Frequency: 1560 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Ross Bohannan
Address.....204 E. Franklin
Phone Number 594
News Service .....UP
Pres., Gen. Mgr.....Ray J. Williams
Sta. Mgr., News Dir., Farm Editor
J. Monroe Coston
Commercial Manager.....Nelson W. Galle
Program Director.....J. K. Lane, Jr.
Promotion Manager.....Frank Bershears
Chief Engineer.....Robert E. Thompson

KATL

HOUSTON—1947—LBS

Frequency: 1590 Kc. ...Power: 5000 Watts d., 5000 Watts n.
Owned-Oper. By .....Texas Bdcsters., Inc.

Address .....412 Main St.
Phone Number .....PReston 3108
Transmitter Location .....Post Oak Rd.
Air Time .....24 Hours
News Service .....UP
Transcription Service .....Lang-Worth
Representative ..... IMS
Membership .....NARTB, BAB
President .....William H. Talbot
Gen., Sta. Mgr. .....King H. Robinson
Sales Promotion Mgr. .....William Hall
Program Director .....Johnny Edwards
Production Director .....Allan McKinley
Publicity Director .....Justin House
Chief Anncr., News Dir. .....Harry Grier
Musical Director .....Jean Franklin
Chief Engineer .....Edward Martin
Farm Editor .....Justin House
Consulting Engineer .....Kear & Kennedy

KCOH

HOUSTON—1948

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Call of Houston, Inc.
Business-Studio Address.....1 Main St.
Phone Number.....Charter 4-1888
Transmitter Location .....Kerr St.
Air Time.....Daytime
News Service.....UP
Transcription Service .....World, Associated
Representative .....Pan American
Pres., Gen. Mgr. .....Robert C. Meeker
Sta. Mgr., Pgm. Dir. .....Shirley Sporcic

KLEE

HOUSTON—1948

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Operated By.....W. Albert Lee
Business-Studio Address.....Milby Hotel
Phone Number.....Preston 1161
Transmitter Location.....1 Mi. from intersection N. Sherperd & Airline
Air Time .....Unlimited
News Service .....UP
Transcription Service.....World, Associated
Representative.....Adam J. Young
Membership .....NARTB
President.....W. Albert Lee
Gen., Sta., Comm. Mgr.....John Pace
Pgm., Prod. Dir.....William Newkirk
Pub. Dir., Chief Anncr.....Bob Stevenson
Musical Director.....Bobbie McMahan
Chief Engineer.....Paul Huhndorff

KNUZ

HOUSTON—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Veterans Bcstg. Co.
Business-Studio Address ....4701 Caroline St.
Phone Number.....Central 8801
Transmitter Location ..N. Ennis & Freund Sts.
Air Time .....24 Hours
News Service.....UP
Transcription Service .....Lang-Worth
Representative .....Forjoe
Membership .....NARTB
President.....Max H. Jacobs
Gen., Sta. Mgr.....Dave Morris
Prom., Comm. Mgr. .....Jack Healy
Program Director.....Walter Colvin
Publicity Director .....E. L. Forrester
Production Director .....Jimmy Young
Chief Announcer .....Webb Hunt
Chief Engineer.....O. C. Crossland
News Dir., Farm Editor .....Bob Brooks
Musical Director .....J. R. Covington, Jr.

KPRC

HOUSTON—1925

NBC—T. Q. N.

Frequency: 950 Kc. ...Power: 5000 Watts d., 5000 Watts n.
Owned-Oper. By .....The Houston Post Co.
Address .....Lamar Hotel
Phone Number .....FAirfax 7101
Transmitter Location .....Deepwater
Air Time .....5:45 a.m.-12 M.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Edw. Petry & Co.
President .....W. P. Hobby
Gen., Sta. Mgr. .....Jack W. Harris
Commercial Manager .....Jack McGrew
Sales Prom. Mgr., Pub. Dir. ..Marsh Callaway
Production Director .....Lee Norton
Chief Announcer .....Francis Sullivan
News Director .....Pat Flaherty
Musical Director .....Paul Schmidt
Chief Engr. .....Harvey T. Wheeler
Farm Editor .....Leon Hale
Consulting Engineer .....Frank McIntosh

KTHT

HOUSTON—1944—MBS

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By.....Texas Star Bcstg. Co.
Bus.-Studio Address .....4005 Travis St.
Phone Number.....Keystone 5535
Transmitter Location.....Nr. Sam Jacinto Battlegrounds
Air Time .....6 a.m.-12 M.
News Service .....UP
Representative .....Avery-Knodel
President.....Roy N. Hofheinz
Asst. to Pres. .....John Erle Stephen
Gen., Comm., Pgm. Mgr. .....Bill Bennett
Production Director .....John Knapp
Publicity Director .....Lauri Schutt
Chief Announcer .....Tim Osborne
Program Director .....Ted Nabors
News Director .....Ray Conaway
Chief Engineer.....O. B. Johnson
Studio Transmitter .....Louis Jelly
Consulting Engineer .....John Creutz

KTRH

HOUSTON—1930—CBS-TEXAS

Frequency: 740 Kc.....Power: 50,000 Watts
Owned-Oper. By.....KTRH Bcstg. Co.
Address .....Rice Hotel
Phone Number.....Preston 4361
Transmitter Location .....Baytown
Air Time .....5 a.m.-12 M.
News Service .....AP, INS
Transcription Service.....World
Representative.....John Blair
Membership .....NARTB
President .....B. F. Orr
Station Manager .....Roy Herndon
Sales Manager .....Ray Bright
Program Director .....Tom Jacobs
Publicity Director .....Anna Jane Fortenberg
News Director .....Corwin Riddell
Engineers.....Tom Hiner, Lester Mullan
Farm Editor .....George Roesener
Consulting Engr. .....George Davis

KXYZ

HOUSTON—1930
ABC—SHAMROCK—BDTG

Frequency: 1320 Kc. .....Power: 5000 Watts
Owned-Oper. By .....Shamrock Bdcstg.
Address .....Gulf Bldg.
Phone Number .....CApitol 6151
Transmitter Location .....Deepwater
Air Time .....Unlimited
News Service .....AP, UP
Transcription Service ..Standard, Lang-Worth
Representative .....Free & Peters, Inc.
Membership.....NARTB, ABD, FMA
President .....Glenn H. McCarthy
V.P., Gen. Mgr. .....Fred Nahas
Commercial Manager .....Howard C. Evans
Program Director .....Ted Hills
Production Director .....Ken Bagwell
Publicity Director .....Jack Saunders
News Director .....George Peters
Musical Director .....Mack McCormick
Chief Engineer .....Gerald Chinski
Farm Editor .....Tim Nolan
Counsulting Engr. ...Dixie B. McKey & Asso.

KSAM

HUNTSVILLE—1938—KBS-MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By..H. C. Bailes, M. B. Cauthen
Address.....Highway 75 So.
Phone Number 686
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Capitol
Membership .....NARTB
Ptnr., Gen. Mgr.....H. C. Bailes
Partner.....M. B. Cauthen
Commercial Manager.....Ray Greer
Program Director.....Don Gulihur
Prom. Mgr., Chief Engr.....Al Sebrong

KEBE

JACKSONVILLE—1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Bill A. Laurie
Bus.-Studio-Transmitter Address.....Box 1071, Pierce Lane & Lake St.
Phone Number 2211-2
Air Time .....6:30 a.m.-10 p.m.
News Service .....UP
Transcription Service.....Lang-Worth, SESAC
Owner, Gen., Sta., Prom. Mgr. .Bill A. Laurie
Commercial Manager .....J. D. Spencer
Program Director .....Mrs. Emo Laurie
News Dir., Chief Anncr. .....Joe Mainz
Chief Engineer .....Eugene R. Kintz
Consulting Engr. .....Guy Hutchinson

KTXJ

JASJER—1948

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Fisher Tonahill
Address.....Texas Theatre Bldg.
Phone Number 580
Transcription Service.....SESAC, Capitol
News Service .....AP
Partners.....Joe Fisher, Joe Tonahill
Gen. Mgr., News Dir.....Mason A. Lewis
Commercial Manager.....Gene Fuller
Program Director.....Betty Klein
Promotion Manager.....Ed Keim
Chief Engineer.....Fred Smith
Farm Editor.....E. V. Weiser

KERB

KERMIT—1950

Frequency: 600 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Sta. KERB, Inc.
Address.....107 So. Mulberry
Phone Number 1080
Transcription Service .....Lang-Worth
News Service .....UP
Pres., Gen. Mgr.....George H. Cook
Sta. Mgr., News Dir.....Clarence M. Games
Commercial Manager.....Jes Stanton
Program Director.....Charles Van Gundy
Promotion Manager.....Glen Duke
Chief Engineer.....Marvin Bowles
Farm Editor.....Robert Simpson

KEVT

KERRVILLE—1948—LIBERTY

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Kerr County Bcstg. Co.
Address .....Junction Hi-Way
Phone Number:.....900, 999
Air Time:.....6 a.m.-11 p.m.
News Service .....AP
Representative .....Best
General, Station Manager.....V. Dean Turner
Commercial Manager.....I. B. Dismukes
Chief Engineer.....Al Mason

KOCA

KILGORE—1936—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Oil Capitol Bcstg. Assn.
Address .....Radio Bldg.
Phone Number 2001
Transmitter Location .....Martin & Ross Sts.
Air Time .....6 a.m.-11 p.m.
News Service .....AP
Representative .....Hil F. Best
President.....Roy G. Terry
General Manager .....L. W. Christie
Station Manager .....H. A. Degner
Program Director .....Richard Wheeler
Chief Engineer.....Karem O. Soule
Farm Editor .....Peggy Rose

KINE

KINGSVILLE—1948

Frequency: 1330 Kc. ....Power: 1000 Watts d.
Address .....205 E. King St.
Phone Number.....1317
Transmitter Location .....Bishop
Air Time .....Daytime
News Service .....UP
Representative.....Hil F. Best
Membership .....NARTB, BAB
President.....Josephine Pate Kidd
General Manager.....Ben A. Glusing
Comm., Sta. Mgr.....Eston R. Pace
Chief Engineer.....R. T. Whitaker

KPET

LAMESA—1946—KBS

Frequency: 690 Kc.....Power: 250 Watts d.
Operated By.....Lamesa Bcstg. Co.
Business Address.....408½ No. Second
Phone Number 671-690
Studio Trans. Location.....2 Mi. S. Lamesa
Air Time.....Local sunrise-sunset
News Service .....AP
Membership .....NARTB
Owners.....R. O. Parker, Ross Woodson
Gen.-Sta. Mgr.....Bob Bradbury
Sales Prom. Mgr.....Clayton Barkhurst
Commercial Mgr.....Clayton Jay
Program Dir. .....Olene Blewett
Chief Announcer .....Bob Harris
Chief Engineer.....Eugene Cornelius
Farm Editor.....Hugh Smith

KHIT

LAMPASAS—1948—LIBERTY

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Lampasas Bcstg. Co.
Address.....P. O. Box 228
Phone Number 721
Representative .....Best
Transcription Service .....Lang-Worth
News Service .....UP
Owner, Gen. Mgr.....W. R. Pierre
Pgm. Dir., Sta. Mgr.....C. E. Harrison
Chief Engineer.....Don Peak

KLVT

LEVELLAND—1949

Frequency: 1230 Kc. ...Power: 250 Watts d., n.
Owned-Oper. By.....Herald Bcstg. Co.
Address .....P. O. Box 866
Phone Number 1030
Transmitter Loc.....Farm to Market Hiway.
Air Time .....6:00 a.m. to 11:00 p.m.
News Service .....AP
Transcription Service .....Standard
Station Representative .....Hil F. Best
Membership .....NARTB, BAB
President, Owner .....Forrest Weimhold
Gen., Sta. Mgr. .....Gerald H. Sanders
Comm., Prom. Mgr. Pub. Dir.....Joe Garrison
Pgm., Prod., Music. Dir. .....Wayne Will
Chf. Anncr., News Dir.....Wayne Robison
Chf. Engr., Farm Edit. .....Joe Lazzeri

KVOW

LITTLEFIELD—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By...J. S. Rothwell, J. B. McShan
Business Address.....Box 192
Phone Number 400
Studio-Transmitter Location.....Clovis Hway.
Air Time.....6.:30 a.m.-10 p.m.
News Service .....AP
Transcription Service .....SESAC
President .....J. C. Rothwell
Gen., Comm. Mgr.....B. McShan
Program Director.....Othell W. Witson
Chief Engineer .....Les Miller

KFRO

LONGVIEW—1934
ABC-KBS-TEX. STATE

Frequency: 1370 Kc.....Power: 1000 Watts
Owned-Oper. By.....Voice of Longview
Bus.-Studio Address.....Curtis Bldg., P. O. Box 792
Phone Number 1370, 411
Transmitter Location.....2118 Marshall Ave
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Donald Cooke
Membership .....NARTB
President.....James R. Curtis

KLTI

LONGVIEW—1948

Frequency: 1280 Kc. ...Power: 1000 Watts d., 500 Watts n.
Owned-Operated By..LeTourneau Radio Corp.
Address .....P. O. Box 1866
Phone Number.....4331
Studio-Trans. Address.....Mobberly Ave. Ext.
Air Time.....6 a.m.-Sunset

News Service ..... UP
Transcription Service ... Associated, Standard
Membership ..... NARTB, BAB
Representative ..... Hil F. Best
President ..... R. G. LeTourneau
Gen., Sta. Manager ..... Lloyd Hawkins
Commercial Manager ..... Art Green
Program, Music Dir. ..... Lawrence Birdsong
Chief Engineer ..... Ken Maxwell

KCBD

LUBBOCK—1947—MBS

Frequency: 1590 Kc. ..... Power: 1000 Watts
Owned-Operated By ..... Caprock Bcstg. Co.
Business-Studio Address ..... 1803 Broadway
Phone Number 6348
Transmitter Location ..... U. S. Hway. 84
Air Time ..... 6 a.m.-12 M.
News Service ..... AP
Transcription Service ..... World
Representative ..... John E. Pearson
Membership ..... NARTB
President, General Mgr. ..... Joe H. Bryant
Prog. Dir., Sta. Mgr. ..... Robert L. Snyder
Commercial Manager ..... Leroy Land
Chief Engineer ..... R. F. Lee
Farm Editor ..... Gene Looper

KFYO

LUBBOCK—1927—ABC-LONE STAR

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Oper. By .. Plains Radio Bcstg. Co., Inc.
Business-Studio Address ..... 914 Ave. J
Phone Number 5567
Transmitter Location ..... 2312 Fifth St.
Air Time ..... 6 a.m.-M.
News Service ..... AP, UP
Transcription Service ..... Standard
Representative ..... Taylor Co.
Membership ..... NARTB, BAB
President ..... Gene A. Howe
General Manager ..... Gordon Thompson
Sta., Comm. Mgr. ..... Gordon Thompson
Sales Prom. Mgr. ..... Leete Lackson
News, Music, Pub., Prod.,
Program Director ..... Noel (Bud) Thompson
Chief Engineer ..... W. S. Bledsoe
Farm Director ..... Jack Creel
Consulting Engr. ..... A. Earl Cullum

KSEL

LUBBOCK—1946

Frequency: 950 Kc. ..... Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By ..... Lubbock Bcstg. Co.
Business Address ..... 1412½ Texas Ave.
Phone Number 6376
Transmitter Loca. ..... ½ Mi. E. of Courthouse
Air Time ..... 6 a.m.-M.
News Service ..... AP
Transcription Service ..... Lang-Worth
Representative ..... Wm. G. Rambeau & Co.
President ..... Walter G. Russell
General Manager ..... David P. Pinkston
Commercial Mgr. ..... M. M. Rochester
Program Director ..... Wayne Allen
News Dir., Farm Edit. ..... Robert A. Nash
Chief Engineer ..... Roger V. Hively

KRBA

LUFKIN—1938—KBS

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Darrell E. Yates
Address ..... Lufkin
Phone Number 272, 1340
Air Time ..... Unlimited
Representative ..... Continental Radio Sales
Membership ..... NARTB
Owner, Promotion Manager ... Darrel E. Yates

KTRE

LUFKIN—1947—MBS-LONE STAR

Frequency: 1420 Kc. ..... Power: 1000 Watts d., 1000 Watts n.
Owned-Oper. By ... Forest Capital Bcstg. Co., Inc.
Address ..... P. O. Box 701
Phone Number 1420
Transmitter Location ..... 114½ N. First St.
Air Time ..... Unlimited: 4:55 a.m.-1 a.m.
News Service ..... AP
Transcription Service ..... World
Representative ..... Taylor Co.
Membership ..... NARTB
President ..... R. W. Wortham, Jr.
Gen., Sta., Comm. Mgr. ..... Richman G. Lewin
Promotion Manager ..... Kenneth Barfield
Program Director ..... Royce Christenson
Prod., Pub. Dir. ..... Murphy Martin
Chief Announcer ..... Hampton Keathley
News Director ..... Roger Sizoo
Musical Director ..... Ernestine Burroughs
Chief Engineer ..... Fred C. Hill
Farm Editor ..... Hampton Keathley
Consulting Engineer ..... Bill Antoney

KMHT

MARSHALL—1947
MBS—TEX. STATE—KBS

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Marshall Bcstg. Co.
Business-Studio Address ..... 109 W. Rusk St.
Phone Number 7826-7
Transmitter Location ..... Old Jefferson Hway.
Air Time ..... Unlimited
News Service ..... AP
Transcription Service ..... Lang-Worth
President ..... F. M. Skinner
General Mgr. ..... Russ Lamb
Station Manager ..... Myrl Stein
Commercial Manager ..... Ray Lawson
Program Director ..... Bill Tompkins
Chief Announcer ..... Bill Merrill
Chief Engineer ..... R. L. Clay

KRIO

McALLEN—1947—ABC
MBS—TEXAS STATE

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....Frontier Bcstg. Co., Inc.
Business Address.....P. O. Box 1551
Phone Number.....1700-1, 1440
Transmitter Location.....3 Mi. W. of Edinburg
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Capitol
Representative .....Weed
President.....Gene L. Cagle
Sta., Gen. Manager.....Ingham S. Roberts
Commercial Manager.....Phillip D. Dixon
Program Director.....Normand Mann
Publicity Director.....Hubbert H. Dancy
Chief Engineer.....Wm. Meiners
Farm Editor .....Don James

KMAE

McKINNEY—1947

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned-Oper. By....McKinney Air Enterprises, Inc.
Bus.-Studio Address.....218 E. Virginia St.
Phone Number 183-4
Transmitter Location..1½ Mi. W. of McKinney
Air Times .....6:30 a.m.-sunset
News Service .....AP
Transcription Service .....Lang-Worth
Membership .....NARTB
Pres., Gen. Mgr.....George W. Smith, Jr.
Sta. Mgr., Prog. Dir.....Denise Adkins
Commercial Manager.....H. J. Porter
Chief Announcer, Engr.....C. W. Rampy

KCRS

MIDLAND—1935—ABC
TEXAS STATE

Frequency: 550 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By....Clarence Scharbauer, Jr., Ruth Scharbauer
Business-Studio Address...112 W. Missouri St.
Phone Number 1080
Transmitter Location.....W., Hiway 80
Air Time .....6:30 a.m.-11:30 p.m.
News Service .....UP
Transcription Service .....Standard
Representative.....John E. Pearson
Membership .....NARTB, BAB
President.....Clarence Jr. & Ruth Scharbauer
General Station Manager.....J. M. McDonald
Commercial Manager .....G. L. McDonald
Sales Prom. Mgr.....Harlan Shade
Program Director .....Wlaly Jackson
Chief Announcer .....Doyce Elliot
News Director .....Wally Jackson
Chief Engineer.....Tom Yates
Consulting Engr.....McIntosh & Inglis

KJBC

MIDLAND—1950

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Jack Cecil
Address.....Radio Sta. KJBC
Phone Number 4066
Representative .....Bowles
News Service .....UP
Pres., Gen. Mgr., Chief Engr.....Jack Cecil
Commercial Manager.....Bill Joyce
Pgm., News Dir.....John Drummond
Promotion Manager.....Bill Mathis

KORC

MINERAL WELLS—1946—LBS

Frequency: 1140 Kc.....Power: 250 Watts d.
Owned-Operated By.....Raymond River
Phone Number.....319, 203
Transmitter Location.....N.E. edge of City
Air Time .....Sunrise-Sunset
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Hil F. Best
Pres., General Mgr.....Raymond River
Commercial Manager .....John Michael
Program Director.....Ellen McDade
Chief Announcer.....Kenneth Tucker
News Director.....Thelma Doss
Chief Engineer .....Jerry Hickman

KVKM

MONAHANS—1946—MBS—LBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.Chas. Stuckey Enterpr., Inc.
Address .....317 So. Hoxie St.
Phone Number 438-9-4
Transmitter Loc.....1½ mi. No. Hway. 82
News Service .....UP
Transcription Service .....World
Representative .....Hil F. Best
Membership .....NARTB, BAB
Pres., Gen. Sta. Mgr.....Charles W. Stuckey
Comm. Mgr.....Woodrow Groves
Program Director.....Jacqui Tipton
Chief Anncr., News Dir. .....Larry Fischer
Chief Engineer .....Clifford La Greide

KIMP

MOUNT PLEASANT—1948

Frequency: 960 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Mt. Pleasant Bcstg. Co.
Business Address.....Box 990
Phone Number 915
Studio Trans. Location...W. on Dallas Hiway
News Service .....AP
Transcription Service .....Lang-Worth
Membership .....NARTB
President, General Manager. Winton O. Ward
Commercial Manager.....Jessie Pate
Program Director.....Lee Dacus
News Director.....Meador Lowrey

KECK

Dial "920"



FIRST in Permian Basin
in Coverage
in Listeners-Conlan survey year in and year out in Local Sports
in Nation's Richest Market

Fastest Growing Market in the U. S. Supply center for over 25,000 Producing Oil Wells in Permian Basin

HOME of the World's Largest Carbon Black Plant

Effective Buying Power—$1,470 per capita

COVERS 18 counties in West Texas, 3 in New Mexico
63,610 radio homes in ½ millivolt area
It costs less than .07 to reach 1,000 homes in KECK's primary area.

Auto registry—first 6 months—60,856

Population—234,500

Total Sales—$232,675,000

Total General Food Sales—$49,622,000

Source—Standard Rate and Data 1950-1951 Consumers' Market

1000 Watts-D-Nondirectional

500 Watts-N-Directional

Ben Nedow,
Owner and General Manager

National Representative

FORJOE AND COMPANY, INC.
19 W. 44th Street, New York 18, N. Y.

KECK

ODESSA, TEXAS

Your Best Buy in Radio

• • • TEXAS • • •

KOSF

NACOGDOCHES—1947—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Kelly Bell
Address.....Box 8
Phone Number 1230
Transmitter Loca.....1½ mi. S. on Hiway 59
Air Time .....5 a.m.-10:30 p.m.
News Service.....UP
Transcription Service .....Lang-Worth
Membership .....NARTB
President.....Kelly Bell
General Manager .....J. C. Stallings
Chief Engineer.....Frank Murray

KSFA

NACOGDOCHES—1947—LBS

Frequency: 860 Kc.....Power: 1000 Watts d.
Owned-Oper. By ...Nacogdoches Br. Co., Inc.
Address .....Box 506, North St. Sta.
Phone Number 860
Transmitter Location .....15 Mi. E. Pruitt Hill
Air Time .....Daytime
Transcription Service .....Capitol
Representative .....Paul Girard
Pres., Gen., Sta., Comm. Mgr...Wilbur C. Fouts
Chief Annor.....Grady Bass
Publicity Director.....Sara Jane Moon
News Director .....J. W. Mitchell
Chief Engineer .....C. C. Taylor
Farm Editor .....J. W. Mitchell

KGNB

NEW BRAUNFELS—1950

Frequency: 1420 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Comal Bcstg. Co.
Address .....184 Castell
Phone Number 1612
Transcription Service.....Thesaurus, Cole
News Service .....AP
President.....Charles W. Scuggs
V.P., Gen., Comm. Mgr.....F. T. Wilson
Pgm., News Dir.....Howard Edwards
Chief Engineer.....Lawrence Krueger
Farm Editor.....Allen Crenwelge

KECK

ODESSA—1947

Frequency: 920 Kc.....Power: 1000 Watts d. 500 Watts n.
Owned-Operated By..Ector County Bcstg. Co.
Business Address .....120 W. 3rd St.
Phone Number 5791-2
Transmitter Location.....Hway. 80, 3 Mi. W.
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service....Lang-Worth, Standard
Representative .....Forjoe
Owner, Gen.-Sta. Comm. Mgr., Pub. Dir. .....Ben Nedow
Prod., Prg. Director.....Roy Elsner

Chief Announcer.....Greg Gregory
News Editor .....Dick Maphet
Musical Director.....Glenda Huffman
Chief Engineer .....John Rowlets, Jr.
Farm Editor .....Tom Rollins
Consulting Engr. .....Lohnes & Culver

KOSA

ODESSA—1947—CBS-SOUTHWEST

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By....Southwestern Bcstg. Corp.
Business-Studio Address.....115 W. 6th
Phone Number 4301
Transmitter Location.....Crane Hway.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Capitol
Representative .....Taylor Co.
Membership .....NARTB
President .....Paul Moss
General Manager .....Cecil L. Trigg
Commercial Manager .....Jay Mehoffey
Sales Prom. Mgr.....Ed Costello
Continuity Director .....John Guffey
Program Manager.....John Vacca
Publicity Director.....Virginia Heflin
Chief Announcer .....Tom Edwards
Musical Director.....Lory Blalock
Chief Engineer.....James Simpson
News Edtior.....Ed Costello
Farm Editor .....Vince Paul
Consulting Engr.....Ed Talbot

KRIG

ODESSA—1945—MBS-LIBERTY CACTUS

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Oper. By....Oil Center Bcstg. Co., Inc.
Business-Studio Address.....111 E. Fifth
Phone Number 6871
Transmitter Location....So. of City, Hway. 51
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative.....Hil F. Best
President.....R. O. Canon
General Manager.....Jack W. Hawkins
Promotion Manager.....Floyd Marshall
Commercial Manager.....Jack Howard
Station Manager.....Marguerite Larue
Program Director.....Robert Smith
Chief Engineer.....Harold Poole

KOGT

ORANGE—1947—LBS—KBS

Frequency: 1600 Kc...Power: 1000 Watts d., n.
Owned-Oper. By....Sabine Area Brcstg. Corp.
Address .....Lucas Bldg.
Phone Number 8-4381
Transmitter Location .....Hiway. 87 No.
Air Time .....6:00 a.m. to 11:00 p.m.
News Service .....UP
Transcription Service .....Associated
Station Repr. .....Hill F. Best
President .....M. L. Jacobs
Gen., Sta. Manager.....Fred LeMieux
Comm. Manager .....Rocky Stone
Sales Promotion Manager....Frank Dusenbury
Program Director.....Hugh Herrington
Prod. Director .....Jerry Oppel
Publicity Director .....Miriam Graham
Chief Announcer .....Eddie Garcia
News Director .....Fred LeMieux
Musical Director .....Jerry Oppel
Chief Engineer .....Wallace Odom
Farm Editor .....Mary Alice Lakey
Consulting Engineer ...Broadcasters Serv. Co.

KNET

PALESTINE—1936—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Palestine Bcstg. Corp.
Business-Studio Address.....Hotel O'Neill
Phone Number 8686
Transmitter Location.....Jacksonville Hway.
Air Time.....6:30 a.m.-10 p.m.
News Service .....UP
President.....B. A. Laurie
Station Manager .....Don Norton
Prog. Dir.-Chief Ann.....Marvin Crain
Publicity Director.....LaVeda Norris
Chief Engineer.....Jimmie Richardson

KPDN

PAMPA—1936—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By C. H. Harry & Jane Hoiles Hardie
Address.....212 N. Ballard
Phone Number 1100
Trans. Location ...Texas Hway. 60 E. of Town
Air Time .....6 a.m.-12 M.
News Service.....AP
Transcription Service .....World
Representative.....Sears & Ayer
Membership .....NARTB
General Manager .....Ralph Julliard
Station Manager .....Coy Palmer
Pgm., News Dir. .....Kay L. Fancher
Musical Director .....Rudi Marti
Chief Engineer .....Garth W. Osborn
Farm Editor .....Robbin Tibbits
Consulting Engineer .....Sillman & Barclay

KPLT

PARIS—1936—ABC—TEXAS STATE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....No. Star Bcstg. Co., Inc.
Address.....Cor. S. Main & W. Austin
Phone Number 1124-5-6
Transmitter Location.....Hway. 271
Air Time .....Unlimited
News Service .....AP
Representative.....John E. Pearson
President.....A. Boyd Kelley

Gen., Sta. Manager.....Fred Kincaid
Commercial Mgr. .....John Allen
Program Director .....Carol Hill
Chief Engineer.....Paul H. Daniels

KLVL

PASADENA—1950

Frequency: 1480 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Felix H. Morales
Address.....Pasadena State Bank Bldg.
Phone Number 7261
Owner, Gen. Mgr.....Felix H. Morales
Commercial Manager...Victor Lara Ortegon
Promotion Manager...Alejandro Santiesteban
Secretary-Treasurer.....Mrs. Felix Morales
Pgm., News, Farm Dir.....Daniel Antoon
Chief Engineer.....Eugene C. McNally

KIUN

PECOS—1935—MBS—LBS—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Jack Hawkins, Barney Hubbs
Business-Studio Address.....306 S. Sedar St.
Phone Number 999-8
Transmitter Location.....1 Mi. N. of Town
Air Time.....7 a.m.-11 p.m.
News Service .....UP
Representative .....Hil F. Best
Gen.-Sta. Mgr.....Jack Hawkins
Comm., Prom. Mgr.....David Martin
Program Director .....Carl Reeves
Publicity Dir. .....Barney Hubbs
Chief Announcer .....James Hurley
News Director .....J. V. Davis
Consulting Chf. Engr....Harry W. Boehemann

KEYE

PERRYTOWN—1948—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Great Plains Bcstg. Co.
Address .....Perryton
Transmitter Location.....½ Mi. W. City
Air Time.....6 a.m.-10:30 p.m.
Transcription Service....Lang-Worth, Capitol
Membership .....NARTB
President.....Carl Ellis
Gen., Sta., Comml. Mgr.....Irvin R. Buchanan
Program Director .....Zeb Williams
Chief Engineer.....Coy Thompson

KVOP

PLAINVIEW—1944—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....KVOP, Inc.
Business-Studio Address.....Veigle Bldg.
Phone Number 400
Transmitter Location.....Wayland College Grounds
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service .....Capitol
Membership .....NARTB

President .....W. J. Harpole
General Manager .....Kermit Ashby
Station Manager.....Rial L. Campbell
Commercial Manager.....Bill Harrell
Pub. Dir., Sales Prom. Mgr....Bob Zallermayer
Program Director.....Keith Loyd
Farm Edit, Chief Anncr.....Jimmy Aiken
News Director .....Bob Ward
Chief Engineer.....Clark Norris
Consulting Engr. .....Comml. Equip. Co.

KOLE

PORT ARTHUR—1947—LIBERTY

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Port Arthur Bcstg. Co.
Business Address.....P. O. Box 1126
Phone Number 2-9436-7-8
Studio Address.....Payne Bldg., Fourth at Fort Worth Sts.
Transmitter.....Pt. Arthur-Beaumont Hiway
Air Time.....5:55 a.m.-M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Friedenberg
Membership .....NARTB
General-Station Manager.....Socs Vratis
Commercial Manager.....Glenn Hewitt
Promotion Manager.....Marianne Baker
Ptnr., Pgm. Dir.....Mary Anne Petru
News Director.....Hal Parkes
Musical Director.....Jerry Oppel
Chief Engineer.....Hulan Smith
Farm Editor.....Katie Pruitt

KPAC

PORT ARTHUR—1934—MBS

Frequency: 1250 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....Port Arthur College
Bus.-Studio Address.....1515 Lakeshore Dr.
Phone Number 5-7458
Transmitter Location.....Orange Hway.
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service .....Standard
Representative .....Pearson
Membership .....NARTB, BAB
Sta., Gen. Manager.....Marjorie R. Vickers
Sales Prom. Mgr.....George Crouchet, Jr.
Program Director.....Corinne Enos
Production Director.....Carrol Vines
Publicity Director.....Mack Newberry
Chief Announcer.....Joel Swanson
News Director .....Glenn Earl
Chief Engineer.....M. Glenn Boatright

KFRD

ROSENBERG—1948

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Ford Bend County Bcstg. Co.
Business Address.....P. O. Box 832
Phone Number 980

Transmitter Location.....Extension of Ave. N.
Air Time.....6 a.m.-Sunset
News Service .....UP
Transcription Service .....Capitol
President .....Mart Cole
News, Pub. Dir., Comm., Gen. Mgr.....Jim Hairgrove
Program. Director .....Bess Elder
Prod., Music Dir., Chf. Ann.....Mark Davis
Chief Engineer.....Frank Wood
Farm Editor .....Jim Hairgrove
Asst. Farm Editor.....Ben Oldag

KGKL

SAN ANGELO—1928—ABC

Frequency: 960 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....KGKL, Inc.
Business-Studio Address....St. Angelus Hotel
Phone Number 6715
Transmitter Location.....Robert Lee Rd.
Air Time .....Unlimited
News Service .....AP
Representative.....John E. Pearson
Membership .....NARTB
President.....H. C. Ragsdale
General-Station Manager....Lewis O. Seibert
Commercial Manager .....Bill Williamson
Program Director .....Patty Scott
Publicity Director.....Jane Bosworth
Chief Engineer.....William Poteet

KTXL

SAN ANGELO—1947
MBS-LONE STAR

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Wes-Tex Bcstg. Co., Inc.
Bus.-Studio Address.....P. O. Box 1565
Phone Number 7183
Transmitter Location.....Robert Lee Rd.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Capitol
Representative .....Taylor
Membership .....NARTB
President.....Armistead D. Rust
General Manager.....Robert McClellan
News Dir., Comm. Mgr.....Walton Foster
Program Director.....Don Phillips
Chief Engineer.....Robert Benson

KABC

SAN ANTONIO—ABC

Frequency: 680 Kc....Power: 50,000 Watts d.; 10,000 Watts n.
Owned-Oper. By.....Alamo Bcstg. Co., Inc.
Business-Studio Address.....Milam Bldg.
Phone Number .....Fannin 3126
Air Time .....5 a.m.-12 M.
News Service .....AP
Transcription Service .....World
Representative .....John Blair
Membership .....NARTB, BAB

President.....Gene L. Cagle
Gen., Sta. Mgr.....Bill Michaels
Asst. Manager .....Earle Fletcher
Program Director .....Jim Wiggins
Musical Director .....Grace Jones
Chief Engineer.....Joseph B. Haigh

KCOR

SAN ANTONIO—1948

Frequency: 1350 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....KCOR, Inc.
Business-Studio Address.....310 S. Flores St.
Phone Number.....Cathedral 1301
Air Time .....Unlimited
Representative .....Everett McKinney
Membership .....NARTB
President.....Raoul A. Cortez
Commercial Manager.....William P. Smythe
Program Director.....Marvin N. Broyles

KITE

SAN ANTONIO—1947

Frequency: 930 Kc.....Power: 1000 Watts d.
Owned-Operated By....Charles W. Balthrope
Business-Studio Address....310 Transit Tower
Phone Number.....Fannin 0335
Transmitter Location.....Dartmouth and Stephenson Rd.
Air Time.....5 a.m.-Sunset
News Service .....AP
Representative .....IMS
General Manager.....Charles W. Balthrope
Commercial Manager.....Alex A. Coe
Program Director.....Alec Chesser
News Director .....Glen Krueger
Chief Engineer.....John Siercovich

KIWW

SAN ANTONIO—1948

Frequency: 1540 Kc.....Power: 250 Watts d.
Owned-Oper. By....Good Neighbor Bcstg. Co.
Address.....518 W. Houston St.
Phone Number.....Fannin 5255
Air Time .....Daylight
Representative .....McGillvra
General Manager.....Manuel D. Leal
Program Director.....Perez Del Rio
Chief Engineer.....L. E. Richards

KMAC

SAN ANTONIO—1926
MBS—TSN—LBS

Frequency: 630 Kc...Power: 5,000 Watts d., n.
Owned-Oper. By.....Howard W. Davis
Address.....222-24 W. Commerce St.
Phone Number .....Cathedral 6211
Transmitter Location...Hwy. 87, Martinez and Converse Road
Air Time.....6:00 a.m. to 1:00 p.m.
Station Representative .....Pearson Co.
Pres., Gen., Sta. Mgr.....Howard W. Davis

Commercial Mgr.....Earl J. Hawthorne
Sales Promotion Manager.....Sam Young
Program Director.....A. S. (Tony) Bessan
Publicity Director .....Sandi Comparine
Chief Announcer .....Ted Johnson
Musical Director .....Kay Underwood
Chief Engineer .....Al Knight
Farm Editor .....Harry O'Connor
Consulting Engineer ....McIntosh and Inglis

KONO

SAN ANTONIO—1927

Frequency: 860 Kc.....Power: 5000 d., 1000 n.
Owned-Operated By.....Eugene J. Roth
Address.....Box 2338, 317 Arden Grove
Phone Number.....Fannin 5171
Transmitter Loc. .....Gembler Rd.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Standard
Representative .....Forjoe
Membership .....NARTB, BAB
Pres., Owner .....Eugene J. Roth
General Manager.....Jack L. Pink
Station Manager .....Bob Roth
Commercial Manager.....James M. Brown
Program Director.....Robert F. Jenkins
Publicity Director .....Jack Roth
News Dir., Chf. Anncr.....Ray Hunt
Chief Engineer.....George Ing
Farm Editor .....Blake McCreless
Consulting Engr. .....Lynne Smeby

KTSA

SAN ANTONIO—1922—CBS

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Operated By.....Sunshine Bcstg. Co.
Business-Studio Address.....Ave. E. & 3rd St.
Phone Number .....Garfield 1251
Transmitter Location.....Eisenhauer Rd.
Air Time.....6 a.m.-M.
News Service.....AP, UP
Transcription Service..Associated, MacGregor
Representative .....Free & Peters
President.....Frank G. Huntress, Jr.
Genl. Station, Comm. Mgr.....Charles D. Lutz
Program Director.....H. H. Carr
Chief Engineer.....W. G. Egerton
Consulting Engr.....Jansky & Bailey

WOAI

SAN ANTONIO—1922—NBC

Frequency: 1200 Kc.; Power: 50,000 Watts d.,n.
Owned-Oper. By....Southland Industries, Inc.
Address .....1031 Navarro St.
Phone Number .....Garfield 4221
Air Time .....Unlimited
News Service .....AP, INS, UP
Transcription Service .....Capitol, Standard
Representative .....Edward Petry & Co., Inc.
President .....Hugh A. L. Halff
General Manager .....Arden X. Pangborn
Commercial Manager .....Jack Keasler
Sales Promotion Manager.....Dallas Wyant
Pgm., Prod. Director.....Jerry Lee
Publicity Director .....Imogene Stanley
News Directors .....Henry Howell (Day),
Austin Williams (Night)
Musical Director .....Melvin Winters
Chief Engineer .....Charles L. Jeffers
Farm Editor .....Bill Shomette
Consulting Engineer .....A. D. Ring & Co.

KCNY

SAN MARCOS—1948

Frequency: 1470 Kc.....Power: 250 Watts
Owned-Oper. By.....Central Brcstg. Co.
Address .....P. O. Box 32
Phone Number 888
Transmitter Location .....1105 McKie St.
Air Time .....6:00 a.m. to Sunset
Station Representative .....Hil F. Best
Pres., Gen. Manager.....Edw. C. James
Sta., Comm. Mgr., Prog.,
Prod. Dir. .....Jim Coston
Chief Ann., News, Mus. Dir.....Bob Burton
Chief Engineer .....Bob Martens
Farm Editor .....Meredith Macfarland
Consulting Engineer .....Joel M. Hirsch

KWED

SEGUIN—1948

Frequency: 1580 Kc. ...Power: 1000 Watts d.
Owned-Oper. By.....W. Lawson, G. Kiel
Business-Studio Address.....200 S. Camp St.
Phone Number 1580
Transmitter.....½ Mi. N. on McQueeney Rd.
Air Time .....Daytime
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Hil F. Best
Gen., Station Mgr.....Garfield Kiel
Comm., Sales Prom. Mgr. ...Stan McKenzie
Prog. Dir., Chief Announcer...Henry Lehnhoff
Chief Engineer.....Richard Zuehl
Farm Editor .....Stan McKenzie
Consulting Engr.....Guy Hutcheson

KSEY

SEYMOUR—1950

Frequency: 1230 Kc.....Power: 100 Watts
Owned-Oper. By.....W. C. Moss, Jr.
Address.....P. O. Box 295
News Service .....AP
Pres., Gen., Comm. Mgr.....W. C. Moss, Jr.
Chief Engineer.....A. E. Turner
Secy.-Bkpr. .....Elizabeth Moss

KEVA

SHAMROCK—1949

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Oper. By...Shamrock Texas Bcstg. Co.
Address.....P. O. Box 20
Phone Number 620
Air Time .....Daytime

News Service ..... UP
Transcription Service ..... Lang-Worth
President ..... Albert Cooper
General Manager ..... Hal Blymiller
Chief Engineer ..... Acton Tillery

KRRV

SHERMAN DENNISON—1936
MBS-TEX STATE

Frequency: 910 Kc. ..... Power: 1000 Watts
Owned-Oper. By Red River Valley Bcstg. Corp.
Address ..... 319 S. Fannin (Dennison)
421 N. Crockett (Sherman)
Phone Number .. 428 (Dennison); 201 (Sherman)
Representative ..... Pearson
Transcription Service ..... Associated, World
News Service ..... UP
President ..... G. H. Wilcox
General Manager .. Tom E. Spellman (Sherman)
W. E. Wilcox (Dennison)
Comm. Mgr. .... Claude Cunningham (Sherman)
Lynn Williams (Dennison)
Program Director ..... Earl Ellington
Promotion Manager ..... Ken Rowe, Jr.
Chi Engineer ..... Tom Johns

KTAN

SHERMAN—1947—KBS

Frequency: 1500 Kc. ..... Power: 250 Watts d.
Owned-Operated By ..... Sherman Bcst. Corp.
Business-Studio Address ..... P. O. Box 661
Phone Number 2910
Transmitter Location .. ½ Mi. N. of Sherman on Hway. 75
Air Time ..... Daytime
Representative ..... Hil F. Best
President ..... E. T. Fant, Jr.
Gen., Sta., Comm. Prom. Mgr. .. William A. Jaco
Prod., Pgm. Director ..... Jim Shelton
Chief Announcer ..... M. C. Followell
Chief Engineer ..... W. Paul Phillips
Consulting Engr. ..... Merle Saxon

KSNY

SNYDER—1949—LBS

Frequency: 1280 Kc. ..... Power: 500 Watts d.
Owned-Oper. By ..... John Blake
Address ..... Snyder
Phone Number 1280
Air Time ..... Daytime
News Service ..... UP
Transcription Service ..... Lang-Worth
Representative ..... Hil F. Best
Owner ..... John Blake
General Manager ..... Charles R. Wolfe
Chief Engineer ..... Don Morris

KDWT

STAMFORD—1946—MBS

Frequency: 1400 Kc.; Power: 250 Watts d., n.
Owned-Oper. By ..... David W. Ratliff
Phone Number ..... 1400 or 866
Transmitter Location ..... Highway 380
Air Time ..... 7 a.m. to 10 p.m.
Membership ..... NARTB
Pres., Gen., Sta. Mgr. ..... David W. Ratliff
Commercial Manager ..... Lahoma Dickson
Sales Prom. Mgr., Pgm. News, Production Director ..... Phil Keener
Pub. Dir., Chf. Eng. ..... Opal Davis
Chief Announcer ..... Ken Skillern
Farm Editor ..... Ken Skillern
Consulting Engineer ..... Guy C. Hutcheson

KSTV

STEPHENVILLE—1950

Frequency: 1510 Kc. ..... Power: 250 Watts d.
Owned-Oper. By ..... John Blake
Address ..... P. O. Box 102
Phone Number 950
Transcription Service ..... Standard
News Service ..... UP
President ..... John Blake
Gen. Mgr., News Dir. ..... Thomas Blake
Program Director ..... William Prince
Chief Engr., Farm Editor ..... Roy Johnson

KSST

SULPHUR SPRINGS—1947
MBS-KBS

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Oper. By .... Hopkins County Bcstg. Co.
Bus-Studio Address ..... Radio Rd.
Phone Number 1230
Transmitter Location ..... Radio Rd.
Air Time ..... 6 a.m.-10:15 p.m.
News Service ..... AP
Representative ..... Hil Best
President ..... William N. Edwards
V.-P., Gen. Sta. Mgr. ..... Bill Bradford
Commercial Manager ..... Clovis Pinion
Publicity Director, Farm Edit. .. Bill McDougall
Pgm. Dir., Chief Anncr. ..... Tom Brubaker
News Director ..... Margaret Thomas
Chief Engineer ..... William E. Bradford, Jr.

KXOX

SWEETWATER—1939—MBS-KBS

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Sweetwater Radio, Inc.
Bus.-Studio-Transmitter Address ..... Box 570, Roby Hway. 70
Phone Number 4655-6
Air Time ..... 6:15 a.m.-11 p.m.
News Service ..... UP
Transcription Service ..... Standard
Representative ..... Hil F. Best
President ..... J. S. McBeath
Gen., Sta. Manager ..... J. Harley Hubbard
Comm., Sales Prom. Mgr. ..... Elwood Fritch
Prod., Pub., Pgm. Dir., Chf. Ann. ..... Al Cobb
Chief Engineer ..... J. T. Allen
Farm Editor ..... Tom Porter

KTAE

TAYLOR—1948—LBS

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....KTAE, Inc.
Business Address.....Box 191
Phone Number 1260
Transmitter Location.....Hway. 95
Air Time .....Daytime
News Service .....UP
Transcription Service .....World
Pres., Gen., Prom., Sta., Comm. Mgr., Pub. Dir. .....Graham Gillis Conoley
Chief Announcer .....Dick Lewis
Prod., Pgm., News Dir. .....R. S. Heller
Chief Engineer.....Gordon W. Rainey
Farm Editor .....Bob Mitchell
Consulting Engr. .....Guy Hutcheson

KTEM

TEMPLE—1936—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Bell Bcstg. Co., Inc.
Business-Studio Address.....17 S. Third St.
Phone Number 5252
Transmitter Location.....½ Mi. N. of Temple
Air Time .....6 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NARTB
President.....Frank W. Mayborn
General Manager.....Burton Bishop
Commercial Manager.....J. E. Callaway
Chief Engineer .....Curtis M. Casey

KTER

TERRELL—1950

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Terrell Bcstg. Corp.
Address.....Walnut & State Sts.
Phone Number 1710
Transcription Service .....SESAC
News Service .....UP
Pres., Gen. Mgr....Frederick I. Massengill, Jr.

KCMC

TEXARKANA—1932
ABC-TEX. STATE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....KCMC, Inc.
Business-Studio Address.....317 Pine St.
Phone Number 3-6151
Transmitter Location.....Summerhill Rd.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service.....Lang-Worth, Cole
Representative .....Taylor
Membership .....NARTB
General Manager.....Frank O. Myers
Commercial Manager.....Thomas Dillahunty
Program Director.....Herman Cecil
News Director.....Robert Jones
Chief Engineer.....Harvey Robertson

KTFS

TEXARKANA—MBS
RAZORBACK-KBS-COTTON BELT

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Texarkana Bcstg. Co.
Bus.-Studio Address....409½ State Line Ave.
Phone Number 3-5123
Transmitter Location .....Robinson Rd.
Air Time .....5a.m.-11 p.m.
News Service .....UP
Transcription Service .....World
Membership .....NARTB
Pres., Gen. Mgr.....David M. Segal
Station Manager .....Dave Chapman
Commercial Manager .....Tom Alford
Chf. Ann., Prod. Dir.....Bill Mitchell
Musical Director .....Jim Citty
Chief Engineer .....Orvil Johnson

KTLW

TEXAS CITY—1948—KBS

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Texas City Bcstg. Service
Business-Studio Address...Showboat Theater Bldg.
Phone Number 5-4418
Transmitter Location.....Moses Lake
Air Time.....Sunup to Sunset
News Service .....UP
Transcription Service.....Capitol, Thesaurus
President.....J. G. Long
Prom., Gen. Mgr.....Joe Brown
Station Manager.....John F. Miller
News, Pgm. Dir.....Randy Evans
Chief Engineer.....M. D. Wagner

KGKB

TYLER—1930—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Lucille Buford
Business-Studio Address.....P. O. Box 548
Phone Number 23875
Transmitter Location.....N. Church & Carlyle
Air Time.....5:30 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative.....Pearson, Grant, Girard
Membership .....NARTB
General Manager.....Lucille Buford
Chief Announcer.....Sam Matthews
Program Director.....J. Edwin Smith
Chief Engineer.....Hudson C. Collins

KTBB

TYLER—LIBERTY-LONE STAR

Frequency: 600 Kc.....Power: 500 Watts d.
Owned-Operated By....Blackstone Bcstg. Co.
Business-Studio Address.....Blackstone Hotel
Phone Number 4-7278-9
Transmitter Location .....Omen Rd.
Air Time.....6 a.m.-sunset
News Service .....UP
Transcription Service .....Thesaurus

Representative .....Taylor Co.
Membership .....NARTB, BAB
Director.....S. H. Bothwell
Prom., Comm., Gen., Sta. Mgr...M. E. Danbom
Pgm. Dir., Chief Anncr.....Don Tausch
Production Director.....Dana W. Adams
Publicity Director .....Virginia Morrow
Chief Engineer.....Robert A. Wileman
Farm Editor.....Sam Whitlow
Consulting Engr. .....A. Earl Cullum, Jr.

KVOU

UVALDE—1947—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Uvalde Bcstrs., Inc.
Address.....1450 Batesville Rd.
Phone Number.....717
Air Time.....6:15 a.m.-11 p.m.
News Service .....UP
Membership .....NARTB
Representative .....Continental
Ptnr., Gen. Mgr.....Edward J. Harpole
Partner.....W. J. Harpole
Commercial Manager.....Joe Watson, Jr.
Program Director.....Eldon Coward
Pgm., Prom. Mgr.....Burney Jones
Chief Engineer.....Bob Hicks
News, Farm Dir.....Les Miller

KVWC

VERNON—1939—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Northwestern Bcstg. Co.
Business-Studio Address.....1813 Wilbager
Phone Number 1048-9
Air Time .....Unlimited
Representative .....Clark
Commercial Manager.....Ken Kendrick

KNAL

VICTORIA—1949—LBS

Frequency: 1410 Kc.....Power: 500 Watts d.
Owned-Operated By.....Victoria Bcstg. Co.
Address .....118 W. Forrest St.
Phone Number 1410
Transmitter Location .....So. of town
Air Time .....Daytime
News Service .....UP
Transcription Service .....World
Representative.....Hil F. Best
Pres., Gen. Mgr.....Truman Belcher
Sta., Mgr., Chf. Ann.....Jack Allen Shefrin
Commercial Manager .....Lynwood Boehm
Chief Engineer .....Charles Lewis
Consulting Engr.....Guy C. Hutcheson

KVIC

VICTORIA—1940—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....KVIC Bcstg. Co.
Business Address..Victoria Bank & Trust Bldg.
Phone Number 1106-7
Studio-Transmitter Location.....Cuero Hway.
Air Time.....5 a.m.-M.
News Service .....AP
Transcription Service .....World
President.....J. G. Long
Gen., Sta. Mgr., Pub. Dir.....Robert Thorp
Commercial Manager.....Bill Jackson
Prom. Mgr., Pgm. Dir.....Robert Cutting
Production Director.....Patricia Breech
Chief Anncr., News Editor .....Jim Traber
Chief Engineer.....Robert McCown
Farm Editor .....Clif Berkman

KWTX

WACO—1946—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KWTX Bcstg. Co.
Business-Studio Address.....108½ So. 6
Phone Number 3-7331
Transmitter Location.....35 Mi. S.W. of 12th on Pierrard Rd.
Air Time.....6 a.m.-M.
News Service .....AP
Representative .....Everett McKinney
Membership .....NARTB
President .....W. W. Callan
General Manager.....M. N. Bostick
Commercial Manager.....J. M. Brinegar
Program Director.....C. L. Hinkle
Production Director.....Al Mankin
Chief Announcer.....Byron Lowrey
Musical Director .....Barbara Lowrey
Chief Engineer.....L. R. Grubbs

WACO

WACO—1922—ABC-TEXAS STATE

Frequency: 1460 Kc.....Power: 1000 Watts
Owned-Operated By.....Frontier Bcstg. Co.
Business-Studio Address.....Amicable Bldg.
Phone Number 2-6571
Transmitter Location.....So. 12th St. Rd.
Air Time.....6a.m.-M.
News Service .....AP
Representative .....Weed
Membership .....NARTB
President .....Gene Cagle
Vice-President.....Charles B. Jordan
General Manager.....R. Lee Glasgow

KRGV

WESLACO—1927—NBC-LONE STAR

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Oper. By.....Taylor Radio & TV Corp.
Bus.-Studio-Transmitter Address..201 Border St.
Phone Number 375
Air Time .....6 a.m.-12 M.
News Service.....AP, UP
Transcription Service.....Lang-Worth, SESAC
Representative .....Taylor Co.
Membership .....NARTB
President.....O. L. Ted Taylor
Sta., Gen. Mgr.....Byron W. Ogle
Commercial Manager .....Aubrey Jackson
Program Director.....Jim Cook
Publicity Director.....Ted Cressner

Farm Edit., Chf. Anncr.....Dick Harwell
News Director .....Bob McDonald
Chief Engineer.....O. L. Hartwig
Consulting Engr. .....A. L. Cullum, Jr.

KFDX

WICHITA FALLS—1947
ABC-LONE STAR

Frequency: 990 Kc.....Power: 10,000 Watts d., 1,000 Watts n.
Owned-Oper. By ..Wichtex Radio and Tel. Co.
Address.....City Natl. Bldg.
Phone Number 2-8668
Transmitter Location .....Iowa Pk. Rd.
Air Time.....5:30 a.m. to 12 M.
News Service .....AP, UP
Transcription Service .....World
Station Representative .....Taylor Co.
Membership .....NARTB, BAB
President .....Darrold A. Cannan
General Manager .....W. P. Hood
Commercial Manager.....Mott M. Johnson
Local Sales Mgr.....John R. White
Sales Promotion Manager .....Howard Fry
Asst. Mgr., Pgm., Prod. Dir.....George Craig
Publicity Director .....Howard Fry
Chief Announcer .....Warren Silver
Next Director .....Mike Carpenter
Musical Director .....Jay Warren
Chief Engineer .....John Adams
Farm Editor .....Mike Carpenter
Consulting Engineer .....George Davis

KTRN

WICHITA FALLS—1948—MBS-TSN

Frequency: 1290 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....Texoma Bcstg. Co.
Address.....917½ Scott St.
Phone Number 2-5214
Transmitter Loc.....City View Lane
Air Time .....6 a.m.-11:59 p.m.
News Service .....AP
Transcription Service .....Ullman, Capitol
Membership .....NARTB
President.....James B. Barnett
General Manager .....Boyd Kelley
Commercial Manager .....Sid Grayson
Program Director .....Bill Richie
News Director .....Leo Dougherty
Chief Engineer.....Bob Harmon
Farm Editor .....Glen Shelton

KWFT

WICHITA FALLS—1939—CBS

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.....KWFT, Inc.
Business-Studio Address.....P. O. Box 420
Phone Number 4182
Transmitter Location.....3½ Mi. W. of town
Air Time .....5:30 a.m.-11:30 p.m.
News Service .....UP
Transcription Service .....Standard
Representative .....John Blair
Membership .....NARTB
President, General Manager....Kenyon Brown
Station Manager.....Charles E. Clough
Comm. Sales Prom. Manager.....A. L. Pierce
Program Director .....Blaine Cornwell
Production Director .....Eddie Edwards
Musical Director.....Lillie Mae Comiskey
Publicity Director .....A. L. Pierce
News Director .....Pat Halverson
Chief Engineer.....Herbert T. Wiley
Farm Editor .....Bill Tipton
Consulting Engr. .....A. Earl Cullum, Jr.

UTAH

Population 688,862—Increase + 25.2% (1940-1950)—Radio Homes 173,810
Families 176,630—Stations in State 18

KBUH

BRIGHAM CITY—1948

Frequency: 800 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Samuel L. Stephens, Sr.
Address.....948 W. Forest St.
Phone Number 948
Air Time .....Sunrise-sunset
Representative .....Continental
News Service .....UP
Membership .....NARTB
President.....Samuel L. Stephens, Sr.
Comm. Mgr., Pgm. Dir.....Wade Ebeling
News Director.....Weston Vernon
Gen. Mgr., Chief Engr.....Sam Stephens, Jr.

KSUB

CEDAR CITY—1937—CBS
INTERMOUNTAIN

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By.....So. Utah Bcstg. Co.
Phone Number 398-9
Transmitter Location...7 Mi. W. of Cedar City
Air Time .....Unlimited
Transcription Service .....World
Membership .....NARTB, BAB
President .....Ivor Sharp
Sta. Mgr. .....Arthur Higbee
Chief Engr., Pgm. Dir.....Robt. L. Heyborne
Consulting Engr. .....Cutler R. Miller

KVNU

LOGAN—1938
MBS-INTERMOUNTAIN-KBS

Frequency: 610 Kc.....Power: 1000 Watts
Owned-Oper. By...Cache Valley Broadg. Co.
Address .....1393 N. Main St.
Phone Number 1400
Air Time .....6:00 a.m. to 12:00 p.m.
News Service .....UP
Transcription Service .....World
Station Representative .....Avery-Knodel
President .....Herschel Bullen
Gen., Sta. Mgr.....Reed Bullen
Comm. Mgr.....A. George Raymond
Pgm., Prod. Dir.....Paul Coburn
Chief Announcer.....Don Reber
Chief Engineer .....Delmonte Olesen

KMUR

MURRAY—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Murray Bcstg. Service
Address .....4646 So. State St.
Phone Number.....Murray 1360
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service.....Langworth, Capitol
Membership .....NARTB
Pres.-Gen. Mgr.....Oral J. Wilkinson
Station Manager.....James Petersen
Commercial Manager.....Howard Pingree
Pgm.-Prod. Dir.....Mitzi Patterson
Chief Engineer.....Fred Weibell

KLO

OGDEN—1924
MBS-INTERMOUNTAIN

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Oper. By.....Interstate Bcstg. Corp.
Address.....425 25th St. Hotel Ben Lomond
Phone Number 5721
Transmitter Location .....Kanesville
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....Avery-Knodel
President .....Edris Glassmann
General Manager.....George C. Hatch
Station Manager.....George B. Morgan
Comm. Mgr., Prog. Dir.....Collin W. Lowder
Sales Prom. Manager.....Kay Sevillier
Production Director.....Doug Stringfellow
Publicity Director .....Clinton Raymond
Chief Announcer, Musical Dir...Dean Thueson
Chief Engineer.....Wayne T. Boothe
Consulting Engr.....W. D'Orr Cozzens

KOPP

OGDEN—1947—KBS

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....KOPP, Inc.
Address .....Route 2
Air Time .....Daytime
News Service .....AP
Transcription Service .....Lang-Worth
General Manager.....King Harmon

KVOG

OGDEN—1948—ROCKY MTN.

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....United Bcstg. Co.
Business Address.....1538 Gigson Ave.
Phone Number 2-7535
Studio-Transmitter Location..1538 Gibson Ave.
Representative .....Biddick
Transcription Service .....Standard
President, General Mgr.....Arch G. Webb
Commercial Manager.....Joe T. Johnson
Chief Engineer.....L. Smith
Promotion Manager.....Paula M. Cune

KOAL

PRICE—1936
MBS-INTERMOUNTAIN—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Eastern Utah Bcstg. Co.
Address .....Price
Phone Number.....Price 200
Transmitter Location.....U. S. Hiway 50
Air Time.....6:30 a.m.-11:30 p.m.
News Service .....UP
Representative .....Avery-Knodel
Pres., Gen.-Sta. Manager.....Jack Richards
Sls. Prom. Mgr.-Pub. Dir.....Carl P. Wolfrom

KCSU

PROVO—1947—ROCKY MT.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Central Utah Bcstg. Co., Inc.
Address .....P. O. Box 550
Phone Number 2802
Representative .....Biddick
Transcription Service.....Standard, Capitol
News Service .....UP
Partner.....Frank A. Van Wagenen
Ptnr., Pgm. Dir., Prom. Mgr.
Harold E. Van Wagenen
Commercial Manager.....John T. Hyde
Chief Engineer.....Dallin O. Oaks
News Director.....Dale Brown
Farm Editor.....Robert Hough

KNEU

PROVO—1949

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Lester Taylor
Address.....307 So. 17th W.
Phone Number 3426
President .....Lester Taylor
General Manager.....Myron May
Commercial Manager.....Garn Carter
Program Director.....J. D. Jones
Promotion Manager.....Larry Steppe
Chief Engineer.....Kenneth Smith

KOVO

PROVO—1939
MBS-INTERMOUNTAIN

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Operated By.....KOVO Bcstg. Co.
Business-Studio Address....108 W. Center St.
Phone Number 1680
Transmitter Location.....651 W. 16th So.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....Avery-Knodel
Membership .....NARTB
President.....Clifton A. Tolboe
General-Station Mgr.....Arch L. Madsen
Commercial Manager .....L. H. Curtis
News Director .....Le Grange Young
Pgm.-Prod. Dir.....James H. Lawrence
Musical Director .....Byron Jensen
Chief Engineer.....Henry Keyes

KSVC

RICHFIELD—1947
INTERMOUNTAIN

Frequency: 690 Kc.....Power: 1000 Watts d.
Owned-Operated By..Sevier Valley Bcstg. Co.
Business Address .....Richfield
Phone Number 620
Transmitter Location.....East on 4th South
Air Time .....Sunrise-Sunset
News Service.....UP
Transcription Service.....World, SESAC
Representative .....Avery Knodel
Gen., Comm. Mgr.....William L. Warner, Jr.
Pgm. Dir., Prom. Mgr.....Frank Peacock
Chief Engineer.....Ralph A. Ross
News Director.....Bill King
Farm Editor.....Harvey Dastrup

KALL

SALT LAKE CITY—1945
MBS-INTERMOUNTAIN

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....Salt Lake City Bcstg. Co.
Business-Studio Address.....146 S. Main St.
Phone Numbers 4-3561, 4-1843, 5-6951
Transmitter Location.....334 W. Gregson
Air Time.....6 a.m.-1 a.m.
News Service.....UP
Representative.....Avery-Knodel, Inc.
President.....George C. Hatch
Comm. Mgr. .....Thomas H. Anderson
Sales Promotion Mgr.....Mel Standage
Pgm., Prod. Dir.....Jack Paige
Publicity Director .....Jack Goodman
Chief Announcer .....Vern Bruggeman
News Director .....Paul Sullivan
Musical Director .....Earl Donaldson
Chief Engineer .....W. D'Orr Cozzens
Farm Editor .....Jean Paul King
Consltg. Engr... Haley, McKenna & Wilkinson

KDYL

SALT LAKE CITY—1922
NBC

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Oper. By.....Intermountain Bcstg. & Telev. Corp.
Business-Studio Address.....143 S. Main
Phone Number 5-2991
Transmitter Location.....33rd So. & 9th W.
Air Time .....Unlimited
News Service .....INS, UP
Transcription Service ..Associated, Thesaurus
Representative .....John Blair
Pres.-General Mgr.....S. S. Fox
Commercial Manager.....George A. Provol
Exec. Vice-Pres.....Easton Woolley
Program Director.....Emerson Smith
News, Prom. Dir.....Del Leeson
Chief Engineer.....John M. Baldwin

KNAK

SALT LAKE CITY—1945

Frequency' 1280 Kc...Power: 10000 Watts, d.: 500 n.
Owned-Operated By....Granite District Radio Bcstg. Co.
Business-Studio Address.....1042 So. 6th W.
Phone Number.....4-3685
Air Time.....6:30 a.m.-1 a.m.
Representative .....Forjoe
President.....Howard D. Johnson
General Mgr.....Richard F. Connor
Asst. Mgr., News Dir.....Thomas M. Ivory
Commercial Manager.....Richard I. Nicholes
Sls. Prom. Mgr.....Thomas M. Ivory
Program Director.....Robert P. Crawford
Farm Editor.....Gloria Whitney
Promotion Manager.....Robert Rampton
Chief Engineer.....Lyle Wahlquist

KSL

SALT LAKE CITY—1922—CBS

Frequency: 1160 Kc.....Power: 50,000 Watts
Owned-Oper. By..Radio Service Corp. of Utah
Bus.-Studio Address.....10 S. Main St.
Phone Number 5-4641
Transmitter Location .....Saltair
Air Time.....6 a.m.-1 a.m.
News Service.....AP, UP
Transcription Service.....World, Associated, Lang-Worth
Representative .....Radio Sales
Membership .....NARTB
President.....J. Reuben Clark, Jr.
General Manager.....C. Richard Evans
Sales Manager.....Frank B. McLatchy
Sls. Prom. Mgr.-Pub. Dir.....Sherril Taylor
Prog.-Prod. Dir.....Edward Kimball
Chief Engineer.....Vincent Clayton
Farm Director.....Elvon Orme

KUTA

SALT LAKE CITY—1938
ABC-ROCKY MOUNTAIN

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Oper. By.....Utah Bcstg. & Telev. Co.
Business-Studio Address.....29 S. State St.
Phone Number 3-2737
Transmitter Location.....No. Salt Lake City
Air Time .....6 a.m.-1 M.
News Service.....AP, UP
Transcription Service.....World, Standard
Representative .....Hollingbery
Membership .....NARTB, BAB
President, General Mgr.....Frank C. Carman
Sta. Mgr., Prog. Dir.....Ray Fadel
Commercial Manager.....John Schile
Sales Prom. Mgr., Pub. Dir.....Al Thomas
Production Director.....Harold Collapriest
Chief Announcer.....Marshall Small
Musical Director.....Ed Stoker
News Director .....John Barlow
Chief Engineer.....Wendell Bell
Farm Editor.....Harry Warren
Consulting Engr. .....McNary & Wrathall

KJAM

VERNAL—1947—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....James C. Wallentine
Address .....120 E. Main St.
Phone Number 494
Air Time..... Unlimited
News Service .....UP
Representative .....W. S. Grant
President.....James C. Wallentine
Gen.-Sta. Mgr. .....Lee Walker
Comm.-Sales Prom. Mgr.....Grant E. Parry
Program Director.....Buchanan Fulmore
Chief Engineer .....Compton C. Mitchell

VERMONT

Population 377,747—Increase + 5.2% (1940-1950)—Radio Homes 92,690
Families 377,747—Stations in State 9

WTSA

BRATTLEBORO—1950—MBS
YANKEE-GRANITE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Granite State Bcstg. Co.
Address .....Putney Rd.
Phone Number 1700
Representative .....Bolling
Transcription Service .....SESAC
News Service .....UP
President.....W. J. Barkley
General Manager.....W. F. Rust, Jr.
Program Director.....James Simmonds
Chief Engineer.....Joe Rich

WCAX

BURLINGTON—1931—CBS

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.....WCAX Bcstg. Corp.
Business-Studio Address.....135 Main St.
Phone Number.....Burlington 2000
Transmitter Location .....Colchester
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative .....Weed
Membership .....NARTB
Pres., Gen.-Station Mgr.....C. P. Hasbrook
Sta.-Sales Prom. Mgr.-Pub. Dir.....J. D. Swan
Commercial Manager.....T. B. Braine
Prog.-Prod.-Musical Dir.....Milton Slater
Chief Engineer.....James W. Tierney
News Director .....L. F. Killick
Consulting Engr..... S. T. Murtin

WJOY

BURLINGTON—1946—ABC—UBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Vermont Bcstg. Corp.
Bus.-Studio-Transmitter Location..633 Main St.
Phone Number.....Burlington 5400
Air Time .....Unlimited
News Service .....AP
Representative.....William G. Rambeau
Membership .....NARTB, BAB
President.....David W. Howe
Sta. Mgr., Prog. Dir.....Alfred E. Spokes
Pub. Dir.-Chief Engineer.....John C. Quill
Farm Editor .....Dick Wall

WSKI

MONTPELIER-BARRE—1947—NBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Montpelier-Barre Bcstg. Co.
Business Address.....Union Mutual Bldg.
Phone Number.....Montpelier 1740
Transmitter Location.....Country Club Dr.
Air Time .....6 a.m.-11p.m.
News Service.....AP
Transcription Service.....Lang-Worth
Representatives....Kettell-Carter, W. S. Grant
Membership .....NARTB, BAB
President.....B. M. Jacobsen
General Manager.....Paul H. Martin
Publicity Director.....Olga S. Wackerman
Pgm., News Dir. .....Robert Bannon
Musical Director.....Frank Chatterton
Chief Engineer.....L. C. Davis

WHWB

RUTLAND—1949

Frequency: 1000 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Central Vt. Bcstg. Corp.
Address.....24½ Center St.
News Service .....AP
Phone Number 3200
Transcription Service .....Capitol
Pres., Gen. Mgr.....Herbert Wilson
Vice-President.....Vena M. Bates
Treasurer.....Helen M. Wilson
Program Director.....Lewis L. Carter, Jr.
Chief Engineer.....Willard H. Buttles
News Director.....Robert Herr
Farm Editor.....Harold Andrews

WSYB

RUTLAND—1930—MBS-YANKEE KBS-UNION

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By.....Philip Weiss Music Co.
Bus.-Studio Address.....35 Washington St.
Phone Number 1247
Transmitter Location.....Door Dr.
Air Time .....Unlimited
Representative.....Joseph Hershey McGillvra,
Station Manager.....J. H. Weiss

WWSR

ST. ALBANS—1940

Frequency: 1420 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Vermont Radio Corp.
Business-Studio Address.....75 N. Main St.
Phone Number 1390
Transmitter Location.....Twanton Rd.
Air Time .....daytime
News Service .....UP
Transcription Service .....World
Representative.....Walker, Bertha Bannan
Membership .....NARTB
President-Gen. Mgr.....Lloyd Squier
Sta.-Comm.-Sales Prom. Mgr...Warren Marsden
Prog.-Prod. Dir.....C. Stuart Perry
Chief Engineer.....Theodore Boisvert
Consulting Engr. .....Russell P. May

WTWN

ST. JOHNSBURY—1949 KEYSTONE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Twin State Bcstrs. Inc.
Address .....Concord Ave.
Phone Number 2344
Air Time .....Unlimited
News Service .....UP
Transcription Service.....SESAC, Lang-Worth
Representative .....McGillvra
Membership .....NARTB, BAB
President.....E. Dean Finney
Co-Mgrs.....J. F. McKernan, E. D. Finney
Program Director .....Robert Webster
News Director .....George Peterson
Chief Engineer.....James F. McKernan

WDEV

WATERBURY—1931—MBS

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Oper. By.....Lloyd E. Squier
Business-Studio Address.....8 Stowe St.
Phone Number 400-1
Transmitter Location.....Blush Hill
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative .....Walker
Owner, Gen.-Sta.-Comm. Mgr...Lloyd E. Squier
Program Director.....Thomas L. Dodd, Jr.
Production Director.....Craig S. Parker
Chief Anncr. .....John Woods
Chief Engineer .....Theodore Boisvert

WHY IS AP THE BEST?

BECAUSE—AP has more news correspondents, more news bureaus, more miles of news wire than any other news service.

VIRGINIA

Population 3,318,680—Increase + 23.9% (1940-1950)—Radio Homes 702,450
Families 790,160—Stations in State 55

WPIK

ALEXANDRIA—1945

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Potomac Bcstg. Corp.
Address.....Virginia Theatre Bldg.
Phone Number .....OVerlook 3000
Transmitter Location.....504 Telegraph Rd.
News Service .....AP
Transcription Service .....Lang-Worth
Pres., Gen., Comm. Mgr.....Carl L. Lindberg
Traffic Manager.....Dorothy E. Mack
Musical Director.....Barbara Power
Technical Director.....Bernard A. Terrien

WARL

ARLINGTON—1947

Frequency: 780 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....No. Virginia Bcstrs., Inc.
Bus.-Studio Address.....3102 10th Road No.
Phone Number.....OWens 7800
Transmitter Location...Nr. Bailey's Crossroads
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service.....Standard, Capitol
Representative .....IMS
Membership .....NARTB
Co-Owners.....R. Kilbourne Castell, Frank U. Fletcher
General Manager.....R. W. Baker
Commercial Manager....William W. Jefferay
Prog. Dir.....Phil Long
Chief Engineer.....John E. Strong

WEAM

ARLINGTON—1947—MBS

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Oper. By.....WEAM, Inc.
Address.....2030 N. 16th St.
Phone Number.....OW 7100
News Service .....AP
Representative.....Donald Cooke, Inc.
President.....Harold H. Thoms
Gen., Sta., Comm. Mgr.....Howard Stanley
Prom. Mgr. Pub. Dir.....Phoebe Hudson
Pgm., Prod. Dir.....Matthew Warren
Chief Announcer.....Jack Ridge
News Director.....Matthew Warren
Musical Director.....Phil Zoppi
Chief Engineer.....Sammie T. Aed
Farm Editor.....Jack Ridge

WKLV

BLACKSTONE—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Nottaway Bcstg. Corp.
Phone Number 478
Transmitter Location.....Community Bldg.
Air Time.....6 a.m.-11 p.m.
News Service .....AP
President.....H. S. Robertson
General Manager.....Walter F. Wilkerson
Commercial Manager....Edward J. Silverman
Program Director.....James T. Barker
Chief Engineer.....Eddie T. Tatum

WCYB

BRISTOL—1946

Frequency: 690 Kc.....Power: 10,000 Watts d.
Owned-Oper. By....Appalachian Bcstg. Corp.
Address .....Front & Cumberland Sts.
Phone Number.....North 3560
Transmitter Location.....Washington County
Air Time .....Daytime
News Service.....AP, UP
Transcrip. Service ....Associated, World, Cole
Representative .....Bolling
Membership .....NARTB, BAB
Pres., Gen Mgr.....Robert H. Smith
Sales Mgr.....J. Fey Rogers
Program Spvr.-Farm Editor.....W. T. Lane, Jr.
News Editor .....Ralph Randall

WFHG

BRISTOL—1946—MBS

Frequency: 860 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Bristol Bcstg. Co.
Address .....Hotel Bristol
Phone Number 3620
News Service .....UP
Transcription Service .....Standard
General Manager.....Willam L. Mininger
Commercial Manager.....Homer Worley
Program Director.....Rex Raney
Prom. Mgr., News Dir.....Jack Martin
Chief Engineer.....John Hughlett
Farm Editor.....Verlin Mays

WCHV

CHARLOTTESVILLE—1933—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Station WCHV
Bus.-Studio-Transmitter Address..Rose Hill St.
Phone Number 2-5121
Air Time .....6 a.m.-1 a.m.
News Service .....AP
Transcription Service .....World
Representative.....Joseph Hershey McGillvra
Pres., Gen. Mgr.....Charles Barham, Jr.
Commercial Manager.....Robert C. Walker
Program Director.....R. G. Sketchley, Jr.
Promotion Manager.....Charles Smith
Chief Engineer.....Walter W. Gray
News Editor.....Bill Gentry

WINA

CHARLOTTESVILLE—1949
LIBERTY

Frequency: 1280 Kc....Power: 1000 Watts, d.
Owned-Oper. By..Charlottesville Bcstg. Corp.
Address....4th & Main Sts.
Phone Number....2-6177
Air Time....Daytime
News Service....UP
Transcription Service....Standard, Capitol
Pres., Gen., Comm. Mgr...Thos. W. Carruthers
Pgm. Dir.-Oper. Mgr....Charles W. Freeman
Chief Engineer....Lawrence Kennedy
Chief Anncr., News Dir....Edward Desmond
Film Editor....Norman Kelsey

WCFV

CLIFTON FORGE—1950

Frequency: 1230 Kc....Power: 250 Watts
Owned-Oper. By...Clifton Forge Bcstg. Corp.
Address....P. O. Box 214
Phone Number....1230
Transcription Service....Standard
News Service....AP
President....Dr. G. R. Stevens
Gen. Mgr., Pgm. Dir....E. A. Schellhous
Commercial Manager....Nancy Jorhson
Chief Engineer....John H. Wilson

WKEY

COVINGTON—1941—ABC-KBS

Freqeuncy: 1340 Kc....Power: 250 Watts
Owned-Operated By....Earl M. Key
Business Address....Main St. at Bridge
Phone Number....8351
Transmitter Location....Fairlawn
Air Time....7 a.m.-11:15 p.m.
News Service....UP
Representative....DeVrey
Transcription Service....World
Membership....NARTB
Pres., Gen. Mgr....Earl M. Key
Commercial Mgr....Kenneth L. Bryant
Program Director....John Lee Davis
Promotion Manager....Willis Shawver
Chief Engineer....John H. Wilson

WSVS

CREWE—1947—KBS

Frequency: 800 Kc....Power: 1000 Watts d.
Owned-Oper. By....So. Virginia Bcstg. Corp.
Business Address....117 Carter St.
Phone Number....Crewe 5000
Transmitter Location....RFD, Crewe
Air Time....Sunrise-sunset
News Service....AP
Transcription Service....World
President....Calvin S. Willis
General Manager....John E. Sadler
Ass't Manager....Freeman H. Stewart
Commercial Manager....Brown Hoffler
Pgm., Pub. Dir....Bob Dickson
Music., Prod. Director....George Phillips
Chief Announcer....Tubby Walthall
Chief Engineer....Everett Wilson

WCVA

CULPEPER—1949—KBS

Frequency: 1490 Kc....Power: 250 Watts
Owned-Operated By....Culpeper Bcstg. Co.
Address....P. O. Box 672
Phone Number....8338
Transmitter Location....Hendricks Ave.
Air Time....Unlimited
News Service....UP
Transcription Service....Standard
President....Ira C. Hopkins
Gen., Comm. Mgr....Anthony C. Thornton
Program Director....Woody Powell

WBTM

DANVILLE—1930—ABC

Frequency: 1330 Kc....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By....Piedmont Bcstg. Corp.
Bus.-Studio Address....Hotel Danville Bldg.
Phone Number....2350
Transmitter Location....Mt. Cross Rd.
Air Time....Unlimited
News Service....AP
Transcription Service....Lang-Worth
Representative....George P. Hollingbery
Membership....NARTB
President....L. N. Dibrell
General Mgr....R. Sanford Guyer
Prod. Dir., Asst. Mgr....Edward G. Gardner
Comm. Mgr....E. M. Hurd
Program Director....Betty Allen
Farm Ed., Pub. Dir....Charles Holmes
Chief Announcer....Wally Ausley
News Director....William Howard
Musical Director....Harry W. Spencer
Chief Engineer....Lyle C. Motley

WDVA

DANVILLE—1947—MBS

Frequency: 1250 Kc....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By....Va.-Carolina Bcstg. Corp.
Address....American Natl. Bank Bldg.
Phone Number....5300
Transmitter Location....Martinsville Rd.
Air Time....6 a.m.-M.
News Service....UP
Transcription Service....Standard
Representative....Burn-Smith; Dora Didson
Membership....NARTB, BAB
President....J. D. Pruitt
General Manager....Emerson J. Pryor
Commercial Mgr....Stover Morris, Jr.
Prog.-Prod. Director....Richard Campbell
Publicity Director....Herbert F. Hodge
Musical Director....Harold Stephens
News Dir....Charles Craig
Chief Engineer....Rush Sawyers
Farm Editor....Frank Raymond

WFAX

FALLS CHURCH—1948

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Operated By.....Lamar A. Newcomb
Address.....Box L
Phone Number.....FA-0900
Transmitter Location.....Seven Corners
Air Time.....Daytime
News Service.....UP
Transcription Service.....Thesaurus
Membership.....NARTB
Pres., Gen. Mgr.....Lamar A. Newcomb
Commercial Manager.....Jeane Russell
Program Director.....Genevieve Newcomb
Chief Engineer.....Emmett Murphy

WFLO

FARMVILLE—1947

Frequency: 870 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Colonial Bcstg. Co.
Business Address.....P. O. Box 238
Phone Number.....870
Transmitter Location.....Cumberland Rd.
News Service.....UP
Transcription Service.....Capitol, Associated
Representative.....Clark
General Manager.....Carla B. Keys
Manager.....Charles R. Maillet
Program Director.....Danny Shaver
Chief Engineer.....Charles K. Chrismon

WFVA

FREDERICKSBURG—1939—ABC-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Fredericksburg Bcstg. Corp.
Business Address.....P. O. Box 269
Phone Number.....1261
Studio-Transmitter Location.....King's Hway.
Transcription Service.....Lang-Worth
Representative.....Burn-Smith
Exec. V.P., Gen. Mgr.....Richard F. Lewis, Jr.
Manager.....Walter F. Harris, Jr.
Chief Engineer.....William S. Candler

WFTR

FRONT ROYAL—1948—MBS

Owned-Oper. By.....Sky Park Bcstg. Corp.
Address.....P. O. Box 192
Phone Number.....750
Transcription Library.....Thesaurus
News Service.....UP
President.....Thomas J. Owens
Gen., Comm. Mgr.....Kenneth Gordon
Pgm. Dir., Farm Editor.....Tom Gibson
Chief Engineer.....Charles N. Joliffe
News Director.....Claude Jones

WBOB

GALAX—1947—MBS—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Carroll-Grayson Bcstg. Corp.
Address.....Poplar Knob Rd.
Phone Number.....300
Air Time.....6 a.m.-11:30 p.m.
News Service.....AP
Membership.....NARTB
President.....Robert V. Morris
Gen., Comm. Manager.....Joseph P. Crockett
Program Director.....Muriel Bell
Prod. Dir.....Jewell Cullop
Chief Announcer.....Dick Perry
Musical Director.....Alice Spear
Chief Engineer, Farm Editor..W. Edward Boyer
Pub., News Dir.....Herman Reavis
Consulting Engr.....George Davis

WVEC

HAMPTON—1948—KBS
LIBERTY

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By.....Peninsula Bcstg. Co.
Business Address.....P. O. Box 481
Phone Number.....6332
Studio-Trans. Address.....Hampton Ave.
Air Time.....Sunrise-Sunset
News Service.....AP
Transcription Service.....Associated
Membership.....NARTB, BAB
President.....Thomas P. Chisman
Gen., Sta. Mgr.....Harrol A. Brauer, Jr.
Comm. Manager.....Charles L. Coker, Jr.
Sales Promotion Mgr.....George B. Field, Jr.
Program Director.....Peter Edman
Production Director.....William L. Erickson
Publicity Director.....Beverly Hillery Kolcum
Chief Anncr., News Dir.....Duff Kliewer
Musical Director.....Gene Andrews
Chief Engineer.....James E. Swafford
Farm Editor.....John Oxman

WSVA

HARRISONBURG—1935—NBC

Frequency: 550 Kc.....Power: 1000 Watts d.
Owner-Oper..Shenandoah Valley Bcstg. Corp.
Business-Studio Address.....Rawley Pike
Phone Numbers.....550, 875
Air Time.....6 a.m.-M.
News Service.....UP
Representative.....Devney & Co.
Membership.....NARTB, BAB
President.....Frederick L. Allman
Sta., Comm. Mgr.....Robert B. Harrington
Sales Promotion Manager.....Lee Dechert
Program Director.....Richard H. Johnson
Chief Anncr., Prod. Dir.....Alvin Mullinax
Publicity Director.....Lee Dechert
News, Music Dir.....R. H. Johnson
Chief Engineer.....Warren L. Braun
Farm Editor.....Homer Quann

WHAP

HOPEWELL—1949—PBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..The Hopewell Bcstg. Co.

Business Address.....City Point Rd.
Phone Number 801
Studio-Trans. Location..City Point & River Rds.
Air Time.....7 a.m.-11:05 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Donald S. Cook
President.....Augustus Robbins, Jr.
Gen., Sta. Mgr.....Charles M. Mark
Pgm. Dir., Chief Anncr.....Johnny Mercer
Chief Engineer.... Robert E. Anthony, Jr.

WREL

LEXINGTON—1948—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Rockbridge Bcstg. Co.
Business-Studio Address.....22 S. Main St.
Phone Number.....Lexington 6000
Transmitter Location..Rt. 11, One Mi. No. City
Air Time .....6 a.m.-11:05 p.m.
News Service .....AP
Representative .....Donald Cooke
Transcription Service .....Capitol
Membership .....NARTB, BAB
President.....Marshall L. Wilmer
Gen.-Sta.-Comm. Mgr.....Philip B. Hirsch
News Dir. .....Bob Rauch
Prog.-Prod. Dir.....Andrew Petersen
Musical Director.....Wayne Scott
Chief Engineer.....Lindley H. Leggett

WLVA

LYNCHBURG—1930—ABC

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By.....Lynchburg Bcstg. Corp.
Address .....925 Church St.
Phone Number 2-1242
Transmitter Location ..... Boonesboro
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....George P. Hollingbery
Membership .....NARTB, BAB
President.....Edward A. Allen
General Manager.....Philip P. Allen
Commercial Manager.....Joseph F. Wright, Jr.
Prog.-Prom. Dir.....William H. Loren
Chief Anncr., News Dir.....Wayne Tyler
Chief Engineer.....John T. Orth
Form Editor .....Eric Lund
Consulting Engr.....George Bailey

WWOD

LYNCHBURG—1947—MBS

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Oper. By....Old Dominion Bcstg. Corp.
Address .....First Natl. Bank Bldg.
Phone Number 2-3441
Transmitter Location.....Boonsboro Rd.
Air Time .....Unlimited
News Service.....AP, UP
Transcription Serivce .....World
Representative .....Walker
Membership .....NARTB, BAB
President.....David Hugh Dillard
V.P.-General Manager.....Jack Weldon
Commercial Manager.....Norman T. Simpson
Prog.-Pub. Director.....Jay Seibel
Prod.-Musical Dir.....Don Jarvis
Chief Engineer.....Forest J. Pinkerton
Consulting Engr. .....Goutney & Roy

WMEV

MARION—1948—LIBERTY

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Oper. By.Mountain Empire Bcstg. Corp.
Address .....Park Boulevard
Phone Number 9001
Air Time .....Daytime
News Service .....AP
Transcription Service .....World
Representative .....Cooke
Membership .....NARTB, BAB
President.....Robert Lane Anderson
Gen.-Comm. Mgr.....Robert C. Wolfenden
Pgm., Prod. Dir.....Mrs. R. C. Wolfenden
Chief Anncr. .....Lee Reynolds
Chief Engineer .....Edward Surface
Farm Ed., News Dir.....Fran Russell
Consulting Engr.....Phil Hedrick

WMVA

MARTINSVILLE—1941—NBC-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By..Martinsville Bcstg. Co., Inc.
Address .....Box 831
Phone Number.....Virginia 2152
Air Time.....6 a.m.-11:30 p.m.
News Service .....AP
Membership .....NARTB
President.....William C. Barnes
General-Station Manager.....John W. Shultz
Comm.-Sls. Prom. Mgr.....Charles F. Adams
Program Director.....Barbara Harding
Chief Anncr. .....Tom Stewart
News Director .....Maynard Dillaber
Musical Director.....Paul E. Zimmerman
Chief Engineer.....Dewey W. Muse
Consulting Engr.....George Davis

WGH

NEWPORT NEWS—1928—ABC

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Oper. By..Hampton Roads Bcstg. Corp.
Bus.-Studio Address.....500 Portlock Bldg.
Phone Number Norfolk-2-7031
Transmitter Location.....Military Hiway
News Service .....AP
Transcription Service .....Associated
Representative.....Free & Peters
Membership .....NARTB, BAB
President.....Raymond B. Bottom
V.P., Gen.-Sta. Manager....Edward E. Bishop
Comm. Mgr.....Edward E. Edgar
Prog. Director .....Jay Caldwell
Publicity Director.....Bill Rhyne
News Dir.....G. Edward Travis
Chief Engineer .....Lou Braun

WHYU

NEWPORT NEWS—1947

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Eastern Bcstg. Corp.
Business-Studio Address.....114 W. 24th St.
Phone Number 3-1632
Trans. Loca. .....Respass Beach, Churchland
Air Time .....daytime
News Service .....UP
Transcription Service .....Capitol
Representative .....Devney
President, General Mgr.....John Doley
Sta. Mgr., ...Frederic F. Clair
Program Dir. .....Tom Bradshaw, Jr.
Technical Dir. .....Maurice Charles

WCAV

NORFOLK—1947

Frequency: 850 Kc.....Power: 1000 Watts
Owned-Operated By.....Cavalier Bcstg. Corp.
Bus.-Studio Address.....Helena Bldg.
Phone Number 2-3266
Transmitter Location.....W. Norfolk
News Service .....UP
Transcription Service .....Long-Worth
Representative .....Bolling Co.
Membership .....NARTB
President .....Joseph Light
President .....Joseph Light
Gen., Sta. Mgr.....H. A. Seville
Sales Prom., Comm. Mgr.....A. F. Hammer
Program, Music Director.....Earl Caton
Production Director .....Bob Lee
Chf. Anncr., News Dir.....Ray Penner
Chief Engineer .....W. M. Manrov

WLOW

NORFOLK—1947—VA. SPTS.

Frequency: 1410 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Commonwealth Bcstg. Corp.
Bus.-Studio Addr.....105 Brooke Ave.
Phone Number 4-5678
Transmitter Location.....Columbus Circle, Portsmouth
Air Time .....24 hrs. daily
News Service .....UP
Transcription Service .....Capitol
Representative .....Forjoe
V-P, Gen. Mgr.....Robert E. Wasdon
Station Manager .....William M. Carpenter
Commercial Manager....James W. Campbell
Business Manager .....Joseph B. Matthews
Program Director .....Del Frank
Production Director .....Robert Drepperd
Technical Director .....Jack Siegel
Chief Engineer .....Preston Spear

WNOR

NORFOLK—1949

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Norfolk Bcstg. Co.
Address.....1019 Boissevain Ave.
Phone Number 56761
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Walker
President.....Louis H. Peterson
General Manager.....Earl Harper
Commercial Manager.....Bob Rodgers
Sales Promotion Mgr.....Don Gordon
Pgm., Prod. Dir.....Milton Green
News Director .....Milton Green
Musical Director.....Bill King
Chief Engineer .....Howard Sheets
Consulting Engr.....Craven, Lohnes & Culver

WTAR

NORFOLK—1923—NBC

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By.....WTAR Radio Corp.
Bus.-Studio Address.....720-724 Boush St.
Phone Number 56711
Transmitter Location.....Glen Rock
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....Standard
Representative .....Edward Petry
Membership .....NARTB, BAB
Pres., Gen.-Sta. Mgr.....Campbell Arnoux
Comm.-Sales Prom. Mgr.....John W. New
Sales Prom., Pub. Dir.....Fred Lowe
Program Director.....Joel Carlson
Chief Announcer.....Blair Eubanks
News Director .....Emilleigh Maxwell
Chief Engineer.....Dick Lindell
Consulting Engr.....Jansky & Bailey

WNVA

NORTON—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Blaufox Radio Co., Inc.
Bus.-Studio Address..Coalfield Progress Bldg.
Phone Number.....700-1, Transmitter: 565
Transmitter Location .....Josephine
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service...Lang-Worth, Keystone
Membership .....NARTB
President.....Richard B. Helms
General Manager .....Jack T. Helms
Comm.-Sls. Prom. Mgr.-Pub. Dir....Bill Holland
Chf. Anncr., Music Dir.....Bill Stallard
Chief Engineer.....Gene Tommerdahl
Farm Editor.....Ray Sidga

WJMA

ORANGE—1949—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..James Madison Bcstg. Corp.
Address .....Orange
Phone Number 7263
Air Time .....Unlimited
News Service .....UP
Transcription Service .....SESAC

President.....W. A. Sherman, Jr.
Gen.-Comm. Mgr.....A. C. Livick, Jr.
Asst. Manager.....Joseph Quinn
Program Director.....Lee Tulley
Chief Engineer.....Arthur Snowberger
Farm Editor.....Joseph Trivette
Consulting Engr.....Warren Braun

WSSV

PETERSBURG—1945—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Southside Virginia Bcstg. Corp.
Business-Studio Address.....112 W. Tabb St.
Phone Number 3881-2
Transmitter Location.....Lieutenant Run
Air Time.....6:30 a.m.-M.
News Service .....AP
Transcription Service .....Capitol
Membership .....NARTB
President.....Louis H. Peterson
Gen.-Sta. Mgr.....Ray L. Moss
Comm. Mgr. & Pub. Dir.....J. E. Lowell
Sls. Prom. Mgr.....N. W. Andrews
Pgm.-Prod. Dir.....Paul Hennings
Chief Announcer.....Joe B. Smith
Chief Engineer.....Edward F. Schwarz

WSAP

PORTSMOUTH—1943—MBS

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Oper. By.....Portsmouth Radio Corp.
Bus.-Studio Address....205 Professional Bldg.
Phone Number 7-3488
Transmitter Location.....Craney Island
Air Time.....6:00 a.m.-1 a.m.
News Service .....UP
Transcription Service.....Thesaurus, World
Representative .....Ra-Tel
Membership .....NARTB
President.....Tom E. Gilman
Gen.-Sta.-Comm. Mgr.....Jack Norfleet
Pgm.-Prod. Dir.....David Nelson
Chief Engineer.....Charles R. Sledge
Consulting Engr.....George Davis

WPUV

PULASKI—1946—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Southwest Bcstg. Corp.
Address .....Dora Highway
Phone Number 3-3931
Air Time.....6 a.m.-11:15 p.m.
News Service .....AP
Transcription Service .....World
Representative .....Sears & Ayer
Membership .....NARTB
President.....Howard R. Imboden
General-Station Mgr.....William R. Murray
Program Director.....Alfred Lee Mills
Chief Engineer.....Charles E. Fauson
Farm Editor.....E. C. Grigsby

WRAD

RADFORD—1950—LBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Rollins Bcstg., Inc.
Phone Number 2461
Representative .....Devney
Transcription Service .....Thesaurus
News Service .....AP
President.....John W. Rollins
Vice-Pres., Gen. Bgr.....O. Wayne Rollins
Comm. Mgr., News Dir.....Wendell H. Siler
Pgm. Dir., Farm Editor....Richard R. Morgan
Promotion Manager...James T. Rutherford, Jr.
Chief Engineer.....Fitzgerald McDaniel

WBBL

RICHMOND—1924

Frequency: 1480 Kc.....Power 5000 Watts
Owned-Operated By.....Grace Covenant Presbyterian Church
Address.....1627 Monument Ave.
Phone Number 842465
Air Time.....Specified Hours
Representative .....Witcher
General Manager.....C. H. Liesfield
Chief Engineer.....R. W. Raabe

WLEE

RICHMOND—1945—MBS

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Operated By.....Lee Bcstg. Corp.
Bus.-Studio Address.....Broad-Grace Arcade
Phone Number 3-6741
Transmitter Location.....Colorado Ave. & Sumpter St.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Forjoe
President.....Thomas G. Tinsley, Jr.
Gen.-Comm. Mgr.....Irvin G. Abeloff
Program Director.....Harvey Hudson
News Director.....Lud Sterling
Musical Director.....Stephen Paul
Chief Engineer.....George W. McGuigan, Jr.
Consulting Engr.....Chambers & Garrison

WMBG

RICHMOND—1926—NBC

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Oper. By.....Havens & Martin, Inc.
Bus.-Studio Address.....3301 W. Broad St., P. O. Box 5229
Phone Number 5-8611
Transmitter Location.....Staples Mill Rd.
Air Time .....Unlimited
News Service .....Transradio
Transcription Service .....Lang-Worth
Representative .....John Blair
Pres., Gen.-Sta. Mgr.....Wilbur M. Havens
Comm.-Sales Prom. Mgr...Walter A. Bowry, Jr.
Prog.-Prod. Dir.....Allan J. Phaup, Jr.

Chief Announcer.....John V. Shand
Musical Director.....J. H. Kellogg
Chief Engineer.....James Kyle

WRNL

RICHMOND—1937—ABC

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Oper. By..Richmond Newspapers, Inc.
Business-Studio Address..107-111 N. Fourth St.
Phone Number.....3-3436
Transmitter Location.....Wilkinson Rd.
Air Time.....5:30 a.m.-1 a.m.; 7 a.m. Sun.
News Service.....AP
Transcription Service.....Standard
Representative.....Edward Petry
Membership .....NARTB
President.....D. Tennant Bryan
Gen. Sta.-Commercial Mgr.....E. S. Whitlock
Program Director.....Don Martin
Chief Engineer.....Vincent Wolstenholme

WRVA

RICHMOND—1925—CBS

Frequency: 1140 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Larus & Brother Co.
Business Address.....Hotel Richmond
Phone Number 3-6633
Transmitter Location.....Edgeworth, Henrico County
News Service .....UP
Transcription Service.....World, Lang-Worth
Representative .....Radio Sales
Membership .....NAB
General Manager.....C. T. Lucy
Commercial Manager.....Barron Howard
Promotion Manager.....Jack Stone
Sales Manager.....James D. Clark
Program Service Mgr.....Samuel S. Carey
Production Manager.....John B. Tansey
Public Relation Dir.....Walter R. Bishop
Musical Director.....Burt T. Repine
Chief Engineer.....David C. Woods
Farm Editor.....Alden Aaroe

WXGI

RICHMOND—1947

Frequency: 950 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Radio Virginia, Inc.
Bus.-Studio Address.....100 W. Franklin St.
Phone Number 7-4684
Transmitter Location.....German School Rd., Chesterfield County
Air Time.....6 a.m.-Sunset
News Service .....AP
Representative.....Indep. Met. Sales
President.....Ralph A. Elmore
General Manager.....Graeme Zimmer
Commercial Manager.....Morris T. Longo
Program Director.....John Sinclair
Production Director.....Joe Guidi
Chief Announcer.....Harry Curran
Chief Engineer.....Kay Redd

WDBJ

ROANOKE—1924—CBS

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Oper. By.....Times-World Corp.
Address.....124 W. Kirk Ave.
Phone Number.....8131
Transmitter Location.....Colonial Ave.
Air Time.....6 a.m.-12:05 a.m.
News Service.....AP, UP
Transcription Service.....World, Lang-Worth
Representative.....Free and Peters, Inc.
Membership .....NAB, BAB
President.....J. P. Fishburn
President of Times-World Corporation
General Manager.....Ray P. Jordan
Commercial Manager.....John W. Harkrader
Program Director.....Paul E. Reynolds
Production Director.....Charles A. Ballou
Publicity Director.....Benton B. Boggs
News Director.....John W. Eure
Musical Director.....Evelyn Nininger
Chief Engineer.....J. Edward Newman

WROV

ROANOKE—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Roanoke, Inc.
Bus.-Studio Address..600 Mountain Trust Bldg.
Phone Number 3-4444
Transmitter Location....Cleveland Ave., S.W.
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Burn-Smith
Membership .....NAB, BAB
President.....Leo F. Henebry
Gen.-Sta.-Comm. Mgr.....Frank E. Koehler
Asst. Mgr.-Prog.-Prod. Dir...Gordon R. Phillips
Chief Engineer.....Frank A. Hall

WSLS

ROANOKE—1940—ABC

Frequency: 610 Kc.....Power: 1000 Watts
Owned-Oper. By.....Roanoke Bcstg. Corp.
Business-Studio Address....Shenandoah Bldg.
Phone Number 9227
Transmitter Location.....2 Mi. N. of Salem & 6.5 Mi. N.W. of Roanoke
Air Time .....Unlimited
News Service .....AP
Transcription Service...Thesaurus, Associated
Representative .....Weed
Membership .....NARTB
President.....Paul C. Buford
Exec. Vice President.....James H. Moore
Asst. & Sta. Mgr.....Horace Fitzpatrick
Program Director.....Bill Saunders
Musical Director.....Mavis Overstreet
Chief Engineer.....J. P. Briggs
Farm Editor.....Glenwood Howell
Prom. & Pub. Mgr.....Bill Ashworth

WHLF

SOUTH BOSTON—1947—KBS—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Halifax Bcstg. Co.
Address.....P. O. Box 490, Webster St.
Phone Number 2-9988
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Capitol
Gen.-Sta.-Comm. Mgr.....John L. Cole, Jr.
Sales Prom. Manager....Warren C. Parkinson
Pgm. & Prod. Dir.....Ella L. Poindexter
Chief Announcer.....Preston Young
Musical Director.....Ella L. Poindexter
Chief Engineer.....John Doherty

WTON

STAUNTON—1945—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Charles P. Blackley
Business-Studio Address.....Morrison Bldg.
Phone Number 5-5555
Transmitter Location.....U. S. Route 250
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Associated
Membership .....NARTB
General-Station Mgr.....Charles P. Blackley
Comm.-Sales Prom. Mgr.,
Publicity Director.....Charles E. Seebeck
Prog.-Prod. Dir.-Chief Anncr.....Fulton A. King
News Director.....Robert Sterrett
Chief Engineer.....Rex C. Houser

WLPM

SUFFOLK—1940—ABC—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Suffolk Bcstg. Corp.
Business-Studio Address.....P. O. Box 626
Phone Number 2394
Transmitter Location.....Richmond Hiway
Air Time .....6:30 a.m.-M.
News Service .....AP
Transcription Service .....Thesaurus
Representative.....Sears & Ayer
Pres., Gen.-Sta. Manager.....Fred L. Hart
Pgm. & News Dir.....Earl Hundley
Production Director.....Helen Buffkin
Publicity Director.....Lee Williams
Chief Announcer.....Bill Walker
Musical Director.....San Ronald
Chief Engineer.....Veryl W. Rupp
Farm Editor.....L. E. Pettyjohn

WNNT

WARSAW—1949

Frequency: 690 Kc.....Power: 250 Watts d.
Owned-Oper. By.....No. Neck & Tidewater Bcstg. Co.
Address .....Warsaw
Phone Number 690
News Service .....UP
Representative .....Devney
Transcription Service .....Standard
Pres.-Gen. Mgr.....Grayson Headley
Commercial Manager.....William Redd
Pgr. Dir.-Sta. Mgr.....Charles E. Springer
Chief Engineer.....Lawrence Bittner
Consulting Engr.....Dixie McKay

WAYB

WAYNESBORO—1947—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Waynesboro Bcstg. Corp.
Address.....526 Main St.
Phone Number 6066
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NARTB
Representative .....Cooke
President.....Judson T. Phillips
Gen. Mgr.....N. Wilbur Kidd
Program Director.....Richard A. Rhodes
Chief Engineer.....Edward R. Goodwin

WINC

WINCHESTER—1941—ABC-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Richard Field Lewis, Jr.
Business Address.....Box 605
Phone Number 4855
Studio-Transmitter Location.....514 Kerr St.
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Associated
Pres.-
Gen. Mgr..Richard Field Lewis, Jr. (Licensee)
Comm. Mgr.-Prog. Dir.....John Carl Morgan
Sales Prom. Mgr.....Winslow Porter
Chief Engineer.....Phil Whitney

WYVE

WYTHEVILLE—1949

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Wythe County Bcstg. Co.
Address.....P. O. Box 452
Phone Number 840
Air Time .....Daylight
News Service .....UP
Membership .....NARTB, BAB
Transcription Service .....Lang-Worth
Owner.....A. M. Gates
General Manager.....A. M. Gates, Jr.
Commercial Manager.....Sidney Tear
Program Director.....Charles Carter
Chief Engineer.....Luther Norris

WHY IS AP THE BEST?

BECAUSE—AP is faster, more complete, more accurate than any other news service.

WASHINGTON

Population 2,378,963—Increase + 37.0% (1940-1950)—Radio Homes 727,080
Families 743,430—Stations in State 52

KBKW

ABERDEEN—1949—LBS

Frequency: 1450 Kc. ....Power: 250 Watts d., 250 Watts n.
Owned-Oper. By .....KBWK, Inc.
Address ..701 E. Heron St., Aberdeen, Wash.
Phone Number 1015, 1016
Transmitter Location .....701 E. Heron St.
Air Time .....6:15 a.m.-11 p.m.
News Service .....AP
Trans. Serv.....Associated, World
Representative .....Art Moore
Membership .....NARTB, BAB
President .....Ben K. Weatherwax
Gen., Sta. Comm. Mgr. .....James H. Lawson
Sales Promotion Manager .....Sam Whitacre
Program Director .....George Edgar
Production Director .....Ralph Peyton
News Director .....Ben K. Weatherwax
Chief Engineer .....Dick Pooley

KXRO

ABERDEEN—1927—MBS—DON LEE KBS

Frequency: 1320 Kc. ...Power: 1000 Watts d., 1000 Watts n.
Owned-Oper. By .....KXRO, Inc.
Address .....207½ E. Market St.
Phone Number .....Aberdeen 4098
Transmitter Location .....1308 Coolidge Rd.
Air Time .....6:45 a.m.-11 p.m.
News Service .....UP
Representative .....W. S. Grant Co.
Membership .....NARTB, BAB
Pres., Gen. Mgr. .....Harry R. Spence
Sta., Comm. Mgr. .....Fred G. Goddard
Sales Promotion Mgr. .....Roy Johnson
Pgm., Prod. Dir. .....Stanley Craft
Publicity Director.....Paul R. Spechko
Chief Announcer .....Ronald O. Forsell
News Director .....Stanley Craft
Musical Director .....Lois Johnson
Chief Engineer .....Philip True
Farm Editor .....Floyd Svinth
Consulting Engineer .....J. B. Hatfield

KPUG

BELLINGHAM—1948—MBS

Frequency: 1170 Kc.....Power: 1000 Watts
Owned-Operated By.....KPUG, Inc.
Business Address.....P. O. Box 655
Telephone 6200
Studio-Transmitter Address..2340 E. Sunset Dr.
Air Time.....6 a.m.-M.
News Service .....AP
Representative ..... Cooke
President .....Jessica L. Longston
Station Manager .....Robert E. Pollack
Program Director .....Jerome G. Smith
Publicity Director .....Catherine Lick
News Director .....John Dimeo
Chief Engineer .....Donald E. Pinney
Farm Editor .....Ken Jackson

KVOS

BELLINGHAM—1927—ABC

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Operated By.....KVOS, Inc.
Bus.-Studio Address.....1321 Commercial St.
Phone Number.....Bellingham 790
Transmitter Location.....Yew St.
News Service .....UP
Transcription Service .....MacGregor, World
Representative .....McGillvra, Keating
President, General Mgr.....Rogan Jones
Sta., Comm., Prom. Dir. .....Jack Clarke
Pub., Pgm. Dir. .....Jim Goodrich
Prod., Musical Dir. .....Tom Haveman
Sports Director .....Haines Fay
Chief Engineer.....Ernest Harper
News Director .....Bert Jackson
Farm Editor.....Hal Reeves

KBRO

BREMERTON—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Bruce Bartley
Address.....205 Washington St.
Phone Number 3-5095
Transmitter Location ....205 Washington Ave.
News Service .....AP
Transcription Service .....World
Representative .....John Keating
General Manager .....Jack H. Rogers
Program Director.....Bob Gleason
Chief Engineer.....Bert Hallberg

KGIB

BREMERTON—1950

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Kitsap G.I. Bcstrs., Inc.
Address.....124 N. Callow St.
Phone Number 7-3757
Transcription Service .....Standard
News Service .....UP
President.....G. A. Weyland
General Manager.....James Munro
Comm., Prom. Mgr., News Dir.....Mel Keely
Program Director.....Don Edlund
Chief Engineer.....Paul Crittenden

KELA

CENTRALIA-CHEHALIS—1937-MBS KBS

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Oper. By.....Central Bcstg. Corp.

Business Address....P. O. Box 720, Centralia; P. O. Box 827, Chehalis
Phone Numbers.....Centralia 6-3321, Chehalis 8-3321
Studio Address....On Hway. 99 midway bet. Centralia & Chehalis
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative.....John Keating, W. S. Grant
Membership .....NARTB, BAB
President.....J. Elroy McCaw
Sec.-Treas.....Mabel A. McGwinn
Gen., Comm. Mgr. .....Joe Chytil
Prod., Pgm. Dir. .....Eugene Miller
Publicity Director .....Schuyler C. Hill
Chief Announcer .....Duane White
News Dir., Farm Editor .....Robert Cleland
Musical Director .....Eugene Miller
Chief Engineer.....John L. Kelley

KCLX

COLFAX—1950—KBS-INTERSTATE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Interstate Radio, Inc.
Address .....P. O. Box 710
Phone Number 780
Representative .....Biddick
Transcription Service.....Cole, SESAC
News Service .....AP
President.....T. R. Farrier
Gen. Mgr., Pgm., News Dir.....Bert McAllister
Commercial Manager.....W. L. Hopkins
Chief Engineer.....H. D. Young

KXLE

ELLENSBURG—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..Central Washington Bcstrs.
Bus. Add. Trans. Loc. .....Rte 2, Box 600
Phone Number 1440
Studio-Transmitter Location.....Route 1
Air Time .....6:30 a.m.-10:30 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Walker, Tracy-Moore
Membership .....NARTB
President.....Goodwin Chase, Jr.
Station Manager.....Joe Kendall
Commercial Manager.....Darrel Burns
Program Director .....Don Bevilacqua
News Dir., Farm Editor .....Joe Jaeger
Chief Engineer .....Darrel Burns

KULE

EPHRATE—1950

Frequency: 730 Kc.....Power: 250 Watts d.
Owned-Oper. By...Columbia Basin Bcstg. Co.
Phone Number 730
News Service .....UP
Manager.....M. P. Monson
Chief Engineer.....Wm. Edward Smith

KRKO

EVERETT—1922—MBS

Frequency: 1380 Kc. .....Power: 1000 Watts
Owned-Oper. By....The Everett Bcstg. Co., Inc.
Bus.-Studio-Transmitter Address...KRKO Bldg.
Phone Number.....Cedar 1144
Air Time .....6 a.m.-M.
News Service .....UP
Transcription Service .....World, SESAC
Representative ....Joseph Hershey McGillvra
Membership .....NARTB, BAB
Pres., Gen., Sta. Mgr. .....William R. Taft
Program Director.....Earl Gerdon
Chief Engineer.....Dave Foley

KFDR

GRAND COULEE—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Carl F. Knierim

KELS

KELSO—1949

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By ...N.W. Public Services, Inc.
Address .....P. O. Box 90
Phone Number 4900
Trans. Loca. .....Kelso Elks Golf Course
News Service .....UP
Trans. Serv. .....Capitol, Standard
President .....Roscoe A. Day, Jr.
General Manager .....Claire O. Banks
Comm., Prod. Dir. .....Lowell Gibson
Sales Promotion Manager .....James Miller
Production Director .....Art Kulman
Pub., Music Dir.....Edward Warmoth
Chief Announcer.....Bill Fanning
Chief Engineer .....John Holmes
Farm Editor .....Lacey Peoples

KWIE

KENNEWICK—1949

Frequency: 610.....Power: 1000 Watts
Owned-Oper. By .....KWIE, Inc.
Address .....11 S. Cascade St.
Phone Number 6961
Transmitter Location .....Perkins Rd.
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service .....World, Associated
Representative .....Art Moore
Pres., Gen., Sta. Mgr. .....Harold A. Clark
Commercial Manager .....Allen B. Cooke
Program Director .....Marvin E. Johnston
News Director .....Ken Waddell
Chief Engineer .....C. J. McCredie
Farm Editor .....Marvin E. Johnston

KRKL

KIRKLAND—1947

Frequency: 1050 Kc. ....Power: 250 Watts d.
Owned-Oper. By .....Eastside Pdcstg. Co.

Address Trans. Loca. .....Civic Center
Phone Number 22-1201
Air Time .....Daylight Hours
Trans. Serv. .....Capitol, Eells, Mayfair
Membership .....NARTB, BAB
Presidents ..L. N. Ostrander, W. A. Chamness
Gen., Sta. Mgr. .....Bob Davies
Comm., Sales Prom. Mgr. .....Bert Demers
Pgm., Prod. Mgr., Chief Anncr. ..J. McCumber
Chief, Consulting Engr. ...Sherwin Goodwin

KWLK

LONGVIEW—1938—MBS-DON LEE

KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Twin City Bcstg. Corp.
Business-Studio Address.....14th & Hudson
Phone Number.....Longview 1500
Transmitter Location.....Ocean View Hway.
Air Time.....6:30 a.m.-M.
News Service .....UP
Transcription Service.....Associated, World
Representative.....W. S. Grant, John Keating
Membership .....NARTB, BAB
President, Gen.-Sta. Mgr.....C. O. Chatterton
Commercial Manager .....Austin Ragle
Program Director.....Ellen Hammond
Production Director.....Bob Moran
Publicity Director.....F. Chatterton
Chief Engineer.....Ralph Brown

KSEM

MOSES LAKE—1947—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....KSEM, Inc.
Address .....Box 276
Phone Number 234
Transmitter Location .....Capistrano Park
Air Time.....7 a.m.-10 p.m.
News Service .....UP
Transcription Service .....World
Representative .....Donald Cooke
Pres., Gen. Mgr. .....Jessica L. Langston
Sta., Comm., Prom. Mgr. .....Don G. Bennett
Program Director.....Mrs. R. L. Seymour
Chief Announcer .....James Tellen
News Director .....Ray Robinson
Musical Director .....Ann Brerton
Chief Engineer.....Roland Kissler
Farm Editor.....Ralph Walton

KBRC

MOUNT VERNON—1946

Frequency: 1430 Kc.....Power: 500 Watts d.
Owned-Operated By.....Beckley Radio Co.
Bus.-Studio Add.-Trans. Loca. ..P. O. Box 240
Phone Number 8995
Air Time .....6 a.m.-10 p.m.
News Service .....UP
Transcription Service .....World
Representative .....John Keating
Membership .....NARTB, BAB
Pres., Gen., Sta. Mgr. .....Leo H. Beckley
Commercial Manager.....Fred Grant
Chief Anncr., Pgm., Dir. .....Alan Miller
News Director .....Marilyn Anderson
Musical Director .....Julie Yearsley
Chief Engineer.....Orris Vanerstrom
Farm Editor .....Alan Miller
Consulting Engineer .....J. B. Hatfield

KGY

OLYMPIA—1922—MBS—DON LEE

KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By .....Tom Olsen
Address Trans. Loca. ..Rockway Leland Bldg.
Phone Number 6636
Air Time .....6 a.m.-11 p.m.
News Service .....UP
Transcription Service .....World
Representatives .....Grant, Keating
Membership .....NARTB, BAB
Owner, Pres., Gen. Mgr. .....Tom Olsen
Sta., Comm. Mgr. .....Elmer J. Holmberg
Sales Promotion Manager .....Sam Crawford
Pgm., Prod., Pub. Dir. .....Joseph Hiley
Chief Announcer .....Charles A. Roark
News Director .....William Fox
Chief Engineer .....Charles A. Roark

KOMW

OMAK—1947

Frequency: 680 Kc.....Power: 1000 Watts d.
Owned-Operated By.....KOMW, Inc.
Business-Studio Address.....Box 151
Phone Number 00
Transmitter Location .....Omak
Air Time .....Daytime
News Service .....UP
Transcription Service.....Lang-Worth, Capitol
Representative .....John Keating
Membership .....NARTB, BAB
President.....R. L. McNett
General Manager .....Dean Nichols
Commercial Manager .....Grover D. Allen
Program Director .....Nola Malone
News Director.....Nick Cain
Chief Engineer .....Kirk W. Springer

KPKW

PASCO—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By .....Western Radio Corp.
Address Trans. Loca. .....Pasco
Phone Number 3337
Air Time .....6 a.m.-12 M.
News Service .....UP
Transcription Service .....Capitol
Representative .....Keating
Membership .....NARTB
Pres., Gen. Mgr.....V. B. Kenworthy
Sta., Comm. Mgr. .....A. G. Sanborn
Sales Promotion Manager .....Ken Buda
Program Director .....Bruce Malle
Chief Engineer .....Joseph Muench

KONP
PORT ANGELES—1945—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Pacific, Inc.
Bus.-Studio-Transmitter Address..313 W. First St.
Phone Number 4200
Air Time .....6:45 a.m.-10.:30 p.m.
News Service .....UP
Transcription Service .....World
Representative .....John Keating
General Mgr.....C. N. Webster
Station Manager .....Keith Patterson
Chief Engineer .....Bevin Roth

KBKH
PULLMAN—1950

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Bayton & Hicks
Address.....P. O. Box 356
Phone Number 1-5251
Transcription Service.....Lang-Worth
News Service .....UP
Partners.....J. Ronald Bayton, Maynard Hicks
General Manager.....J. Ronald Bayton
Commercial Manager.....Frank Saraceno
Pgm. Dir., Farm Editor.....Robert Concil
Promotion Manager.....B. J. Bayton
Chief Engineer.....David Graham
News Director.....Mel Strom

KAPA
RAYMOND—1950

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Pacific Bcstg. Corp.

KXRN
RENTON—1947

Frequency: 1220 Kc. .....Power: 250 Watts
Owned-Oper. By .....Interlake Bdcstg. Corp.
Address Trans. Loca. .....7th Ave. & N. Pk.
Phone Number .....Renton 5-3424
Air Time .....7 a.m.-5:15 p.m.
News Service .....UP
Transcription Service .....Cola
Membership .....NARTB
Pres., Gen. Mgr. .....R. S. McCaw
Sta., Prom. Mgr. .....C. H. Williams
Commercial Manager .....O. W. Simpson
Pgm., Mus. Dir., Farm Editor ...F. J. Jensen
Production Director.....D. L. Moberly
Publicity Director .....V. L. Hase
Chief Anncr., Engr. .....F. C. Cook
News Director .....V. L. Hase
Consulting Engineer .....Wm. Foss

KALE
RICHLAND—1950—LBS

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Yakima Bcstg. Corp.
Address .....P. O. Box 367
Phone Number.....Pasco 5579
Representative .....Grant
Transcription Service .....Cole
News Service .....UP
President.....Robert S. McCaw
Gen., Comm., Prom. Mgr.....Lawrence G. Dix
Pgm. Dir., Chief Engr.....Dave K. Darris
Traffic Manager.....Edythe Roiko
News Director.....Ben T. Weaver

KING
SEATTLE—1927

Frequency: 1090 Kc.....Power: 50,000 Watts
Owned-Oper. By.....KING Bcstg. Co.
Address.....2111 Smith Tower
Phone Number.....Mutual 1090
Representative .....Blair
Transcription Service .....Associated
News Service .....AP
President.....Henry B. Owen
Co-Owners.....Mrs. A. S. Bullitt
General Manager.....Hugh M. Feltis
National Sales Manager.....Roger D. Rice
Program Director.....Grant Merrill
Chief Engineer.....Arthur A. Schultz
Operations Director.....Hal Moon

KIRO
SEATTLE—1935—CBS

Frequency: 710 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Queen City Bcstg. Co.
Business-Studio Address.....66 Cobb Bldg.
Phone Number.....Seneca 1500
Transmitter Location .....Burton
Air Time.....18 Hrs.
News Service .....UP
Transcription Service .....Standard
Representative.....Free & Peters
President .....Saul Haas
General Manager.....Loren B. Stone
Commercial Manager.....William F. Tucker
Program Director.....Kenneth Yeend
News Director.....Maury Rider
Publicity Director.....Antia Busek
Chief Engineer.....James Hatfield

KJR
SEATTLE—1923—ABC

Frequency: 950 Kc. .....Power: 5000 Watts
Owned-Oper. By.....Totem Bcstrs., Inc.
Business-Studio Address.....Skinner Bldg.
Phone Number .....Elliot 5890
Transmitter Location.....2600 26th Ave., S.W.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative .....Avery-Knodel
Membership .....NARTB, BAB
President.....Marshall Field, III
General-Station Mgr.....J. Archie Morton
Sales Manager.....Arthur Gerbel, Jr.
Program Director .....Roland Bradley
Publicity Director.....Don Reed
Chief Engineer.....L. S. Bookwalter
Farm Editor.....Bill Moshier

KOL

SEATTLE—1922—LBS

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Oper. By.....Seattle Bcstg. Co.
Bus.-Studio Address.....Northern Life Tower
Phone Number.....MA. 2312
Transmitter Location.....1110 W. Florida
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Capitol, World
Representative .....Headley-Reed
President .....Archie Taft
Sta., Comm. Mgr. .....Archie Taft, Jr.
Prom. Mgr., Pgm. Dir. .....Frank Anderson
Publicity Director .....Pat Wilkinson
Chief Announcer.....Wheeler Smith
News Director .....Ed Scott
Musical Director.....Frances Smith
Chief Engineer.....Perry Lind
Consulting Engineer .....A. G. Sparling

KOMO

SEATTLE—1926—NBC

Frequency: 1000 Kc.....Power: 50,000 Watts
Owned-Oper. By....Fisher's Blend Station, Inc.
Bus.-Studio Address.....100 4th Ave. No.
Phone Number.....SEneca 6000
Transmitter Location.....Vashon Island
Air Time .....Unlimited
News Service .....UP
Transcription Serv. ..Associated, Lang-Worth
Representative .....Edward Petry
Membership .....NARTB
President, General Mgr.....O. W. Fisher
Commercial Manager.....Ray Baker
Mgr., Natl. Sales & Sales, Prom. Mgr.....
Richard E. Green
Program Manager.....W. W. Warren
Publicity Director .....Margaret Frey
Production Mgr.....Frederick J. Patterson
Chief Engineer.....F. J. Brott

KRSC

SEATTLE—1926

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Operated By.....Radio Sales Corp.
Add., Trans. Loca.....2939 Fourth Ave. So.
Phone Number.....ELiot 2480
Air Time.....6 a.m.-3 a.m.
News Service .....AP
Transcription Service .....Lang-Worth
Membership .....NARTB, BAB
President .....J. Elroy McCaw
Gen., Sta. Mgr. .....H. E. Riddalls
Comm., Prom. Mgr. .....William L. Simpson
News, Pgm. Dir. .....Ted Bell
Chief Engineer .....Les Cabe

KTW

SEATTLE—1920

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Oper. By.....The First Presbyterian Church of Seattle, Wash.
Add. Trans. Loca. ....7th Ave. & Spring St.
Phone Number.....Mutual 1250
Air Time .....Unlimited
President.....W. T. Whitney
Sta., Gen. Mgr.....Don Bevilacqua
Consulting, Chf. Engineer.....James S. Ross
Pgm., Prod. Dir. .....A. G. Atworth, Jr.
Chief Announcer.....William Lehnhoff

KVI

SEATTLE—1928—MBS-DON LEE

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Oper. By..Puget Sound Bcstg. Co., Inc.
Business Address.....Camlin Hotel
Phone Number.....SEneca 4848
Transmitter Location .....Vashon Island
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service .....Thesaurus
Representative.....George P. Hollingbery
Membership .....NARTB, BAB
Pres., Gen.-Sta. Mgr.....Vernice Irwin
Vice President .....Laura M. Doernbecher
Comm.-Sales Prom. Mgr.....Earl T. Irwin
News, Pgm. Dir., Chief Anncr.....Harry Long
Chief Engineer.....D. M. McDonough

KXA

SEATTLE—1926

Frequency: 770 Kc.....Power: 1000 Watts
Owned-Operated By.....KXA, Inc.
Bus.-Studio Address.....312 Bigelow Bldg.
Phone Number.....Seneca 1000
Transmitter Location .....2nd & Union
Air Time .....Unlimited
News Service .....AP
Representative ..... Rambeau
Membership .....NARTB, BAB
President.....Wesley I. Dumm
General Manager .....Lincoln W. Miller
Program Director .....Patti O'Day
News Director .....Bob Ackerley
Chief Engineer.....John Dubuque

KSPO

SPOKANE—1922—LBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By .....Louis Wasmer
Address, Trans. Loca.....526 Riverside Ave.
Phone Number.....Riverside 8033
News Service .....UP
Transcription Service ....Thesaurus, Capitol
Representative .....Headley Reed Co.
President .....Louis Wasmer
Gen., Sta. Mgr. .....R. G. McBroom
Pgm. Mgr., Prod. Dir. .....Darrel Holt
Production Director.....Dave Gordon
Chief Engineer .....E. P. Antosyn

KGA

SPOKANE—1926—ABC

Frequency: 1510 Kc.....Power: 50,000 Watts
Owned-Operated By...Corp. of Gonzaga U.

Bus.-Studio Address.....Radio Central Bldg.
Phone Number.....MAin 5383
Transmitter Location.....Moran Prairie, Rt. 3
Air Time .....6 a.m.-12 M.
News Service .....UP
Transcription Service .....Standard
Representative .....Edward Petry
President .....Rev. Francis E. Corkery, S. J.
Gen., Sta., Comm. Mgr.....Harvey Wixson
Pgm., Prod., Pub. Dir. .....Hub Warner
Chief Announcer .....H. Hartley Sater
News Director .....John Fahey
Musical Librarian.....Marilyn Stanton
Chief Engineer.....A. G. Sparling
Farm Editor .....Del Cody

K H Q

SPOKANE—1922—NBC

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By.....KHQ, Inc.
Bus.-Studio Address.....Radio Central Bldg.
Phone Number.....MAin 5131
Transmitter Location.....4102 So. Regal
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Capitol, Associated
Representative .....Katz
Membership .....NARTB
Pres., Gen.-Sta. Mgr.....Richard O. Dunning
Comm. Sales Prom. Mgr.....Robert H. Wesson
Production Director.....Herb Hess
Chief Announcer.....Richard Godon
Chief Engineer.....John Walker
Farm Editor.....Glenn C. Lorang

K N E W

SPOKANE—1947—MBS-DON LEE

Frequency: 790 Kc. .....Power: 5000 Watts
Owned-Oper. By....Coeur d'Alene Bcstg. Co.
Bus.-Studio Address.....Sprague & Wall
Phone Number.....Riverside 8035
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative.....George P. Hollingbery
Membership .....NARTB
Pres., Gen. Mgr. .....Burl C. Hagadone
Station Manager .....C. E. Rodell
Sales Manager .....W. C. Rhodes
Program Director .....Paul Crain
Chief Engineer.....C. W. Evans

K R E M

SPOKANE—1947

Frequency: 970 Kc. .....Power: 1000 Watts
Owned-Operated By.....Cole E. Wylie
Address.....215 Realty Bldg.
Phone Number.....MAin 3333
Transmitter Location .....Moran Prairie
News Service .....AP
Transcription Service.....Lang-Worth, Cole
Representative.....Forjoe & Co.
Pres., Gen., Sta. Mgr.....Cole E. Wylie
Commercial Manager.....Robert H. Temple
Program Director.....Erwin W. Thomas
Chief Engineer .....Cole E. Wylie

K X L Y

SPOKANE—1922—CBS-PNB

Frequency: 920 Kc.....Power: 5,000 Watts
Owned-Operated By.....Symons Bcstg. Co.
Address .....Television Center
Phone Number.....MAin 1218
Transmitter Location ..... So. Regal St.
Air Time.....Unlimited
News Service .....UP
Transcription Service..Lang-Worth, MacGregor
Representative .....Walker, PNB
Pres., Sta., Gen. Mgr. .....E. B. Craney
Commercial Manager.....B. E. Woolston
Natl. Sales Manager.....John Funk
Program Director.....George McGowan
Musical Director .....Del Yandon
Chief Engineer.....George Langford
Farm Editor .....Ernie Jorgenson

K R E W

SUNNYSIDE—1950

Frequency: 1050 Kc.....Power: 250 Watts d.
(C.P.: 1230 Kc.....Power: 250 Watts)
Owned-Oper. By.....Cole E. Wylie
Address .....Outlook Rd.
Phone Number 2277
Transcription Service .....Standard
News Service .....AP
Representative .....Forjoe
President.....Cole E. Wylie
General Manager.....C. Nat Harris
Commercial Manager.....Sam Churchill
Program Director.....Louise Barton
Chief Engineer.....Donald R. Manning

K M O

TACOMA—1922

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Oper. By.....Carl E. Haymond
Bus.-Studio Address.....914½ Broadway
Phone Number.....MAin 4144
Transmitter Location....Colonial Garden Area
Air Time .....6 a.m.-12 p.m.
News Service .....UP
Transcription Service.....Capitol, Standard
Representative .....McGillvra, Scott
Membership .....NARTB
Pres., Gen. Mgr. .....Carl E. Haymond
Station Manager.....Jerry Geehan
Comm.-Sales Prom. Mgr.....Ray T. McKenzie
Prog.-Prod. Dir.....Ted Knightlinger
Chief Announcer .....Vern Sawyer
News Director .....Dan Seymour
Musical Engineer .....Andriene Lewis
Chief Engineer.....John Boor
Farm Editor.....Claude Doran

KTBI

TACOMA—1941

Frequency: 810 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Tacoma Bcstrs., Inc.
Address.....2715 Center St.
Phone Number.....BRoadway 2241
Air Time.....Daytime
News Service .....UP
Transcription Service.....Cole, World
Representative .....IMS, Grant
Membership .....NARTB
President.....Harold J. Quilliam
General Manager.....Ed Lovelace
Commercial Manager.....A. B. Van Arsdale

KVAN

VANCOUVER—1939

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....Vancouver Radio Corp.
Phone .....3-4717, Twin Oaks 7323
Studio Address.....707½ Main St.
Transmitter Location .....Smith Lake
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service.....World, Standard
Representative .Keating, Western Radio Sales
President.....Sheldon F. Sackett
General-Station Mgr.....Fred F. Chitty
Commercial Manager .....Mark F. DeLaunay
Sales Prom. Mgr. .....George F. Conner
Program Director .....Rickey Bras
Prod., Pub., News Dir. .....George F. Conner
Musical Director .....Ann Gilronan
Chief Engineer.....Edgar Means
Farm Editor .....Jess Mason
Consulting Engineer .....Paul Leake

KUJ

WALLA WALLA—1928—MBS

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By.....KUJ, Inc.
Business-Studio Address.....55 E. Main St.
Phone Number 1230
Transmitter Location.....U. S. Hway 410 & Sudbury Rd.
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Thesaurus
Representative.....W. S. Grant, John Keating
Membership .....NARTB
Pres., Gen. Mgr.....H. E. Studebaker
Comm. Mgr.....(National) Don Wike, (Local) Norval Armes
Pgm. Dir., Chief Anncr. .....Howard Rhoads
Musical Director.....Don Keith Van Velzer
Chief Engineer.....M. L. MacLafferty
Farm Editor .....LaVerne Russell

KWWB

WALLA WALLA—1946—KBS-ABC

Frequency: 1490 Kc. .....Power: 250 Watts
Owned-Oper. By ....Walla Walla Bdcstg. Co.
Address .....1st & Main
Phone Number 4103
Transmitter Location.....2nd & Cordiner
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representatives .....McHugh, Moore
Membership .....NARTB
President .....John W. Kendall
General Manager .....Elliot B. Behrens
Sales Promotion Manager .....Don Harris
Program Director .....Don Parks
Chief Announcer.....Carl Hebenstreit
News Director.....Tom Decker
Chief Engineer.....Ty McFadden
Consulting Engineer .....Harold Singleton

KPQ

WENATCHEE—1929—ABC

Frequency: 560 Kc. .....Power: 5000 Watts
Owned-Oper. By.....Wescoast Bcstg. Co., Inc.
Bus.-Studio Address.....2nd & Columbia Sts.
Phone Number 2757
Transmitter Location..Wenatchee & Columbia Rivers Junct.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Cole, World
Representative.....Joseph Hershey McGillvra, John Keating
Membership .....NARTB, BAB
President .....Rogan Jones
V. P., Gen. Mgr. .....James W. Wallace
Prom., Comm. Mgr. .....Pat O'Halloran
Program Director .....Emerson Elder
Traffic Manager.....Dorothy Lee
Publicity Director .....Charlotte Tochterman
Chief Engineer.....George Frese
Chief Announcer .....Gerry Alfred
News Dir., Farm Editor .....Stuart Maus

KWNW

WENATCHEE—1948—MBS

Frequency: 1340 Kc. .....Power: 250 Watts d., 250 Watts n.
Owned-Oper. By ....Appleland Bdcsters, Inc.
Address .....P. O. Box 1510
Phone Number 2468-2469
Trans. Loca. .....1119 No. Wenatchee Ave.
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service .....Standard
Representative .....Walter Biddick
Membership .....NARTB
President .....James B. Hatfield
Gen. Mgr., News Dir. .....James W. Thain
Sales Prom. Mgr. .....Ronald D. Satterwhite
Pgm., Prod. Pub. Dir. .....Virginia Thompson
Chief Anncr., Mus. Dir. .....Donald D. Brown
Chief Engineer .....William R. McCoy
Consulting Engineer.....James Hatfield

KIMA

YAKIMA—1944
CBS-COLUMBIA PACIFIC

Frequency: 1460 Kc. ...Power: 1000 Watts d., 500 Watts n.
Owned-Oper. By .....Cascade Bdcstg. Co.
Address .....210 Ward Bldg.
Phone Number 6197
Transmitter Location .....Terrace Hgts. Rd.
Air Time .....5 a.m.-12M.
News Service .....AP
Trans. Serv. .....Lang-Worth, SESAC
Representative .....Weed & Co.
President.....A. W. Talbot
Gen., Sales Prom. Mgr. .....R. Lee Black
Sta. Opera., Pgm. Dir. .....Tom C. Bostic
Commercial Manager .....Ted Morrow
Production Director .....Joe Ryan
Publicity Director .....Helen Traub
Chief Announcer .....Dick Stokke
News Director .....Bob Amick
Musical Director .....M. D. Lambert
Chief Engineer .....J. Barry Watkinson
Farm Editor.....John Haigh
Consulting Engineer .....Jim Hatfield

KIT

YAKIMA—1929—ABC—NBC

Frequency: 1280 Kc. .....Power: 5000 Watts
Own.-Oper. By ..Valley Bcstrs, C. E. Haymond
Business-Studio Address..414 E. Yakima Ave.
Phone Number 8115
Transmitter Location.....Washington Ave.
Air Time .....6 a.m.-12 M.
News Service .....UP
Transcription Service.....Capitol
Representative .....McGillvra, Hollingsberry
President .....Carl E. Haymond
Comm., Gen., Sta. Mgr. .....James A. Murphy
Sales Prom. Mgr., Pub. Dir.....William Moody
Chief Anncr., Pgm., Prod. Dir. ..Jas. W. Nolan
News Director .....Peder Wick
Musical Director.....Harrison A. Miller
Chief Engineer.....H. B. Murphy
Farm Editor.....Pete Wick
Consulting Engineer ...Chambers & Garrison

KYAK

YAKIMA—1947—MBS

Owned-Oper. By.....Yakima Bcstg. Co.
Address.....P. O. Box 172
Phone Number 2-7143
Transcription .....World
News Service .....UP
President.....Robert S. McCaw
Gen., Comm. Mgr.....H. G. Fearnhead
Program Director.....Gerald Webb
Chief Engineer.....Donald E. Gardner
Farm Editor.....Dick Passage
News Director.....Tony Maucione

WEST VIRGINIA

Population 2,005,552—Increase + 5.4% (1940-1950)—Radio Homes 428,160
Families 466,410—Stations in State 38

WCFC

BECKLEY—1950—KBS

Owned-Oper. By.....Beckley Newspapers Bcstg. Service
Address.....305 Reservoir Rd.
Phone Number 8361
Transcription Service .....Associated
News Service .....AP
President .....Charles Hodel
General Manager.....E. J. Hodel
Commercial Manager.....George W. Yazell
Program Director.....Arnauld Fleming
Chief Engineer.....Angelo Gonzalez

WJLS

BECKLEY—1939
CBS-PERSONALITY

Frequency: 560 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By.....Joe L. Smith, Jr., Inc.
Bus.-Studio Address.....WJLS Bldg., Main & Kanawha St.
Phone Number 7311
Transmitter Location.....Routes 19-21
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Cole
Representative .....Weed
Membership .....NARTB
President.....Joe L. Smith, Jr.
General-Station Mgr.....Virginia N. Cooper
Sales Prom. Mgr., Pub. Dir.....W. R. Barrett
Pgm., Prod. Dir.....R. C. Brown
Chief Announcer.....Jack Pevora
Musical Director.....Bob Rush
Chief Engineer.....Al J. Ginkel
Farm Editor.....William R. Barrett

WWNR

BECKLEY—1946—MBS

Frequency: 620 Kc. .....Power: 1000 Watts
Owned-Operated By.....Rahall Bcstg. Co.
Business-Studio Address.....1565 Harper Rd.
Phone Number 9309
Transmitter ..... Williams Farm
Air Time..... 6a.m.-12:30 a.m.
News Service .....AP
Transcription Service .....Lang-Worth
Representative ..... Walker

President.....N. Joe Rahall
Gen., Sta., Comm. Mgr.....Tom Douds
Production Director .....Don Hays
Chief Announcer .....Gene Moorehouse
Chief Engineer.....Estil Wills
Traffic Director .....William G. Francks
Consulting Engineer .....E. C. Page

WHIS

BLUEFIELD—1928—NBC

Frequency: 1440 Kc.....Power: 5000 Watts
Owned-Oper. By....Daily Telegraph Prtg. Co.
Business-Studio Address....623 Commerce St.
Phone Number 7114
Transmitter Location.....Harry Heights
Air Time .....Unlimited
News Service .....AP
Transcription Service.....World, Cole
Representative .....Katz
General Manager.....P. T. Flanagan
Pgm., Pub. Dir.....William Hostetter
Prod.-Musical Dir.....Barnes Nash
Chief Announcer .....O. C. Young
Chief Engineer.....P. T. Flanagan
Consulting Engineer .....Ring & Co.

WKOY

BLUEFIELD—1948—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By .....WKOY, Inc.
Address.....West Virginian Hotel
Phone Number 7405
Air Time .....6:30 a.m.-12 M.
News Service .....UP
Representative .....Devney & Co.
Transcription Service.....Associated
Pres., Gen. Mgr.....J. Lindsey Alley
Program Director.....E. E. Ebersole
Chief Announcer .....C. H. Gentry
Chief Engineer .....Roy Yost

WCAW

CHARLESTON—1947—SBN

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Capitol Bcstg. Corp.
Business Address.....P. O. Box 2791
Studio-Transmitter Location.....16th St. & MacCorkle Ave., S.E.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....McGillvra
President.....Garland F. Wilkinson
General Manager.....John S. Phillips
Commercial Manager.....Selma Pierson
Program Director.....Al Walker
News Director.....Michael Blancard
Chief Engineer.....William Stone

WCHS

CHARLESTON—1927—CBS

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Oper. By .....The Tierney Co.
Address .....1016 Lee Street
Phone Number 28-131
Transmitter .....So. Charleston
Air Time .....5:30 a.m.-1:05 a.m.
News Service.....AP, UP
Transcription Service .....Standard
Representative .....Branham
Membership .....NARTB
President.....Lewis C. Tierney
Gen., Sta., Comm. Mgr. ...John T. Gelder, Jr.
Pub. Dir., Prom. Mgr. .....Harry M. Brawley
Production Director .....Frank Annand
Program Director.....Morton S. Cohn
News Director .....Ross Edwards
Chief Engineer .....William E. Dixon
Farm Editor .....Frank Welling
Musical Director .....Dorothy Gay
Consulting Engineer .....Dixie B. McKey

WGKV

CHARLESTON—1939—NBC

Frequency: 1490 Kc. .....,Power: 250 Watts d., 250 Watts n.
Owned-Oper. By ....The Kanawha Valley Bdcstg. Co.
Address .....210 Dickinson St.
Phone Number 3-7541
Transmitter Location .....Coal Branch Hgts.
Air Time .....6 a.m.-12:30 a.m.
News Service .....AP
Transcription Service .....Associated
Representative ....Robert Meeker Assos., Inc.
President .....R. M. Venable
Gen., Sta. Mgr. .....Henry V. Diefenbach
Sales Prom. Mgr., Mus. Dir. .Charles Coleman
Pgm., Prod., News Dir. .....C. P. Vogel, Jr.
Publicity Director .....Col. Ben W. Venable
Chief Announcer .....Wm. R. Schillings
Chief Engineer .....George Whiteman
Consulting Engineer .....George C. Davis

WKNA

CHARLESTON—1946—ABC

Frequency: 950 Kc...Power: 5000 d., 1000 n.
Owned-Oper. By.....Joe L. Smith, Jr., Inc.
Bus.-Studio Address.....804 Kanawha Blvd.
Phone Number 39-971
Transmitter Location.....Tyler Mountain Rd.
Air Time .....6 a.m.-12:05 a.m.
News Service .....AP
Representative .....Weed
Pres., Gen. Mgr. .....Joe L. Smith, Jr.
Station Manager .....George J. Gray
Commercial Manager .....C. Alden Baker
Program Director .....Robert Provence
Chief Engineer.....A. J. Ginkel

WTIP

CHARLESTON—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Chemical City Bcstg. Co.
Bus.-Studio Address.....Capitol & Fife
Phone Number 23-136
Transmitter Location.....Stricker Rd.
Air Time.....6 a.m.-1 a.m.

News Service ..... UP
Representative ..... Forjoe
Membership ..... NARTB, BAB
President ..... Gus Zaharis
Gen., Sta., Comm. Mgr. ..... Berton Sonis
Program Director ..... Joseph J. Herget
Publicity Director ..... Bob Bower
Chief Engineer ..... Paul Sullivan

WBLK

CLARKSBURG—1937—NBC

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... News Publishing Co. of Wheeling
Phone Number 4-7571-2
Transmitter Location ..... Pinnickinnick Hill
News Service ..... AP
Transcription Service ..... Lang-Worth
Representative ..... Branham
President ..... Austin Wood
General Manager ..... George H. Clinton
Station-Comm. Mgr. ..... Fred Zimmerman
Promotion Director ..... Richard Duncan
Program Director ..... Russell Bonasso
Musical Director ..... Dean Boyer
Chief Engineer ..... Harry S. Brown

WHAR

CLARKSBURG—1946—MBS-KBS ABC

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Oper. By .... Mountain State Bcstg. Co.
Address Trans. Loca. ..... Radio Plaza
Phone Number 4-5525-6
News Service ..... UP
Representative ..... Joseph Hershey McGillvra
Membership ..... NARTB
Pres., Gen., Sta. Mgr. ..... Glacus G. Merrill
Commercial Manager ..... F. T. Gregg
Sales Promotion Manager ..... Robert Edge
Program Director ..... James Harper
Publicity Director ..... Sybil Cochrane
Chief Announcer ..... Robert Toothman
News Director ..... Roger Harte
Chief Engineer ..... Ralph MacCormack

WPDX

CLARKSBURG—1947

Frequency: 750 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... Clarksburg Bcstg. Corp.
Business-Studio Address ..... 339 W. Main St.
Phone Number 4-8425
Transmitter Location ..... 3½ Mi. S. of Clarksburg on Weston Rd.
News Service ..... UP
Transcription Service ..... World, Capitol
President ..... O. L. Billingsley
Gen., Sta. Mgr. ..... R. C. Warden
Comm., Sales Prom. Mgr. ..... Joe M. Larosa
Prog. Dir., Farm Editor ..... Dewitt Wyatt
Production Director ..... John Peters
Musical Director ..... Nancy Wheeler
Chief Engineer ..... R. D. Hough

WDNE

ELKINS—1948—MBS-KBS

Frequency: 1240 Kc. .... Power: 250 Watts d., 250 Watts n.
Owned-Oper. By ..... W. Va. Radio Corp.
Address ..... P. O. Box 867, Morgantown
Phone Number 1300
Trans. Loca. ..... Washington & Davis Sts.
Air Time ..... 6:30 a.m.-11:15 p.m.
News Service ..... UP
Transcription Service ..... World
President ..... Mrs. H. C. Greer
Gen., Sta., Comm. Mgr. ..... G. C. Blackwell
Sales Promotion Manager ..... Bill Wilson
Chief Engineer ..... Clarence Rulong

WMMN

FAIRMONT—1927—CBS

Frequency: 920 Kc. .... Power: 5,000 Watts d., 5,000 Watts n.
Owned-Oper. By ..... The Fort Industry Co.
Address ..... 208 Adams Street
Phone Number 3100
Transmitter Location ..... Monongah
Air Time ..... Unlimited
News Service ..... UP
Transcription Service ..... Lang-Worth, Cole
Representative ..... Katz Agency
President ..... George B. Storer
General Manager ..... Lee B. Wailes
V. P., Sta. Mgr. ..... Allen L. Haid
Commercial Manager ..... Charles E. Smith
Sales Prom. Mgr., News Dir. .. Wm. W. Powell
Program Director ..... Frank Lee
Publicity Director ..... E. Yvonne Richards
Chief Announcer ..... Robert B. Frazier
Chief Engineer ..... Joseph C. Strelauski
Farm Editor ..... Francis T. Lauzau
Consulting Engineer ..... Jansky & Bailey

WVVW

FAIRMONT—1947—MBS ABC-SBN-ATLANTIC

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Fairmont Bcstg. Co., Inc.
Bus.-Studio Address ..... 119 Fairmont Ave.
Phone Number 5000-1-2
Transmitter Location ..... Radio Pw.
Air Time ..... 6:55 a.m.-1:05 a.m.
News Service ..... AP
Transcription Service ..... World
Representative ..... Donald Cooke
President ..... J. Patrick Beacom
Gen., Sta. Mgr. ..... Numa Fabre, Jr.
Commercial Manager ..... Robert Drummond
Chief Engineer ..... June Drummond

WHTN

HUNTINGTON—1947—LBS

Frequency: 800 Kc. ..... Power: 1000 Watts d.
Owned-Oper. .. Greater Huntington Radio Corp.
Business-Studio Address .... 1112½ Fourth Ave.

Phone Number 3-3453
Transmitter Location .....Harveytown Rd.
Air Time .....Daytime
News Service .....UP
Transcription Service .....Standard
Representative .....Ind. Met. Sales
President.....A. B. Hyman
Gen., Comm. Mgr. .....Lan Singer
Program Director .....R. Dean Sturm
Chief Engineer.....Harold F. Sturm
Consulting Engineer.....Jansky & Bailey

WPLH

HUNTINGTON—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Huntington Bcstg. Corp.
Business-Studio Address.....1105 Fourth Ave.
Phone Number 3-3421
Transmitter Location .....1050 McCoy Road
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Capitol
Representative .....Transit Radio, Walker
Membership .....NARTB
Pres., Gen., Sta. Mgr. .....F. J. Evans
Program Director .....Charles T. Snowdon
Commercial Manager .....Ralph S. Hatcher
News Director .....Bill Austin
Chief Engineer .....Robert L. Nixon
Consulting Engr. ..Craven, Lohnes & Culver

WSAZ

HUNTINGTON—1923—ABC

Frequency: 930 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....WSAZ, Inc.
Business-Studio Address.....912½ Third Ave.
Phone Number 38-401
Transmitter Location.....28th St. & Park at C. & O. R. R.
Air Time .....6 a.m.-1 a.m.
News Service .....AP
Transcription Service.....Lang-Worth, SESAC
Representative .....Branham
Membership .....NARTB, BAB
President.....Col. J. H. Long
Gen., Sta. Mgr. .....Marshall Rosene
Commerical Manager.....Tom Garten
Sales Prom. Mgr., Pub. Dir. .....Jack Gary
Prod. Dir., Chief Anncr.....Bert Shimp
News Director .....Ron Miller
Pgm., Music. Dir., Farm Edit. .....Ted Eiland
Chief Engineer.....Leroy Kilpatrick
Consulting Engineer .....Odes Robinson

WLOG

LOGAN—1940

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By...C. H. Frey, R. O. Greever
Address .....Logan
Phone Number 540
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World

WEPM

MARTINSBURG—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Martinsburg Bcstg. Co.
Business Address.....P. O. Box 874
Phone Number 5252
Transmitter Location .....Red Hill
Air Time.....6:28 a.m.-11 p.m.
News Service .....AP
Transcription Service .....World
Representative .....Burn-Smith
Membership .....NARTB, BAB
Co-Partners.....C. M. Zinn, C. Leslie Golliday
Gen., Sta. Mgr.....C. Leslie Golliday
Comm., Sales Prom. Mgr. ..Ames L. Harper
Pgm. Dir., Chief Anncr.....Charles Rand
Production Director.....Robert Brown
News Director .....Oscar Luria
Chief Engineer.....Sterling Heil
Consulting Engineer .....A. D. Ring

WMON

MONTGOMERY—1946—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Fayette Associates, Inc.
Address.....Box 750, 1028 1st Ave.
Phone Number 620
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....World
President.....Arnold M. Vickers
Comm.-Sales Prom. Mgr., Publicity Director.....Andrew W. Vickers
Pgm., Prod. Dir. .....Ted Nelson
Chief Announcer .....Jack Moran
News Director .....John Evans
Chief Engineer.....Campbell J. Craver
Musical Director .....Betty Kitchen
Consulting Engineer .....Odes E. Robinson

WAJR

MORGANTOWN—1941—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By...West Virginia Radio Corp.
Business-Studio Address.....446 Spruce St.
Phone Number 9488
Transmitter Location.....100 Charleston Ave.
Air Time.....6:30 a.m.-M.
News Service .....UP
Transcription Service .....World
Membership .....NARTB, BAB
President .....Agnes J. Reeves Greer
General Manager .....Ford Billings
Commercial Manager .....John W. Johns
Program Director.....Bos Johnson
Chief Announcer.....Nick Basso
Chief Engineer.....Clarence Rulong

WMOD

MOUNDSVILLE—1950

Frequency: 1470 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....James D. Sinyard
Address .....P. O. Box 308

Phone Number 1730
News Service .....UP
Pres., Gen., Comm. Mgr. .....James D. Sinyard
Program Director .....Bob Clark
Promotion Manager .....Helen Sandy
Chief Engineer .....Jerry Boles
Technical Supervisor .....Andrew H. Kovlan
News Director .....Bill Hawley

WOAY

OAK HILL—1947

Frequency: 860 Kc. .....Power: 1000 Watts d.
Owned-Oper. By .....Robert R. Thomas, Jr.
Business Address .....Oak Hill
Phone Number 651
Studio-Transmitter Location .....1 Mi. So. of Oak Hill on Hway. 21
News Service .....AP
Transcription Service .....Capitol
Membership .....NARTB, BAB
Pres., Sta., Gen. Mgr., Chief Engineer .....Robert R. Thomas, Jr.
News Director .....Curt Blair
Consulting Engineer .....Odis Robinson

WCOM

PARKERSBURG—1947—ABC-LBS

Frequency: 1230 Kc. .....Power: 250 Watts
Owned-Operated By .....Parkersburg Bcstg. Co.
Business-Studio Address .....317 Ninth St.
Phone Number 7-4991-2
Transmitter Location .....New York Ave.
Air Time .....6 a.m.-1:30 a.m.
News Service .....UP
Transcription Service .....World
Representative .....Joseph Hershey McGillvra
President .....Joseph M. Handlan
General Mgr. .....Richard S. Cotterman
Commercial Manager .....A. N. Archer
Chief Engineer .....Buford Barickman

WPAR

PARKERSBURG—1935—CBS

Frequency: 1450 Kc. .....Power: 250 Watts
Owned-Oper. By .....Ohio Valley Bcstg. Corp.
Business-Studio Address .....211½ 5th St.
Phone Number 75-475
Transmitter Location .....Route 2
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Branham
Membership .....NARTB
President .....Austin V. Wood
Gen., Sta., Comm. Mgr. .....George H. Clinton
Sales Prom. Mgr. .....Lawrence V. Murphy
News, Pgm. Dir. .....Sherman Grimm
Publicity Director .....Joyce S. Burdette
Musical Director .....Frank Hains, Jr.
Chief Engineer .....V. G. Brooks

WWYO

PINEVILLE

Frequency: 970 Kc. .....Power: 1000 Watts
Owned-Oper. By .....Wyoming Bdcstg. Co., Inc.
Address .....P. O. Box 184
Phone Number 2711
Air Time .....Local Sunup-Sunset
News Service .....UP
Transcription Service .....MacGregor, Cole
Representative .....McGillvra, Inc.
President .....R. D. Bailey
Gen., Sta., Comm., Prom., Pub. Dir. .....Erle G. Howery
Program Director .....Theodore W. Wolfe
Chief Announcer .....Van Darby
Chief Engineer .....William Stone

WLOH

PRINCETON—1947—KBS-LBS

Frequency: 1490 Kc. .....Power: 250 Watts
Owned-Oper. By .....Mountain Bcstg. Service, Inc.
Phone Number 2151-2
Studio-Trans. Loca. .....Lilly Grove Addition
Air Time .....6 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NARTB
President .....Harold P. Hunnicutt
Gen., Sta. Mgr., News Dir. .....Melvin F. Barnett
Comm., Sales Prom. Mgr. .....James M. Angel
Prod., Pub., Pgm. Dir. .....James H. Mayes, Jr.
Chief Announcer .....Al Rich
Chief Engineer .....Earl H. Graham
Farm Editor .....James H. Mayes
Consulting Engineer .....Bevins-Caldwell

WRON

RONCEVERTE—1947—MBS-KBS

Frequency: 1400 Kc. .....Power: 250 Watts
Owned-Oper. By .....William E. Blake
Address .....Ronceverte
Phone Number 300
Air Time .....Unlimited
News Service .....AP
Transcription Service .....SESAC
Representative .....Joseph Hershey McGillvra
Membership .....NARTB
Pres., Gen. Mgr. .....William E. Blake
Commercial Manager .....Carl E. Lipps
Program Director .....John Morrissey
Chief Engineer .....Herbert S. Jackson

WEIR

WEIRTON—1950

Frequency: 1430 Kc. .....Power: 1000 Watts
Owned-Oper. By .....Tri-State Bcstg. Co.
Address .....234 No. 4th St., Steubenville
Phone Number .....Steubenville 2-9721
Transcription Service .....Associated, Thesaurus
News Service .....AP
President .....Thomas E. Millsop
General Manager .....Paul G. White
Commercial Manager .....Charles H. McFarland
Pgm. Dir., Prom. Mgr. .....James M. Flenniken
Chief Engineer .....Frank W. Schaefer, Jr.
News Director .....Paul Harris

WBRW

WELCH—1940—MBS—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....McDowell Service Co.
Address.....10 Riverside Drive
Phone Number.....818
News Service .....AP
Transcription Service.....Standard
Membership .....NARTB, BAB
President.....J. G. Hunt
Sta., Gen., Comm. Mgr. .....Ellis Landreth
Pgm., News Dir. .....John J. Villani
Chief Engineer.....Dallas P. Boyd

WELC

WELCH—1950

Frequency: 1150 Kc....Power: 1000 Watts d.
Owned-Oper. By.....Pocahontas Bcstg. Co.
Address.....King Coal Bldg.
Phone Number 1150
Representative .....McGillvra
Transcription Service .....Capitol
News Service .....UP
Pres., Chief Engr.....Howard R. King
Vice-President .....Sammy Sidote
General Manager.....Tom Hicks
Commercial Manager.....Luther G. Bassett
Program Director.....Jim Runyon
Secy.-Treas.....D. C. Bradberry

WHAW

WESTON—1948—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By .....Lewis Service Corp.
Address .....Main Avenue
Phone Number 1555
News Service .....AP
Transcription Service .....World, Associated
Representative .....Donald Cooke, Inc.
Pres., Gen. Mgr. .....Harold McWhorter
Sta., Comm. Mgr. .....Carl Loose
Sales Promotion Manager .....Glenn Short
Program Director .....Louis B. Homel
Production Director .....Dolores R. Homel
Chief Announcer .....Fred Pell
Chief Engineer.....George W. Waggoner

WHLL

WHEELING—1949

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Wheeling Bcstg. Co.
Address .....Box 989
Phone Number 6700
News Service .....UP
Transcription Service .....Capitol
Owners.....K. H. Forney, G. A. Forney, E. L. Freeman
Gen. Mgr., Chf. Engr.....K. H. Forney
Program Director.....Edward G. Trisler

AP SELLS
For Stations and Sponsors —

For instance . . . . WSAZ

"The S. S. Lawrence drug store has sponsored more than 2,500 consecutive AP newscasts over WSAZ—seven each week since 1943.

"Associated Press news is a very important factor in WSAZ's revenue. It gives us easy-to-sell programming—programming that helps listener-wise and dollar-wise. We carry 59 AP newscasts every week."

MARSHALL ROSENE,
General Manager,
WSAZ, Huntington, W. Va.

WKWK

WHEELING—1941—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Community Bcstg., Inc.
Trans. Add. ..Pythian Bldg. 16th & Market Sts.
Phone Number.....5320
Air Time.....Unlimited
News Service.....UP
Station Representative.....Weed
President.....Joe L. Smith
General Manager.....John B. Reynolds
Commercial Manager.....Alfred C. Ihlenfeld
Program Director.....Nancy A. Hilmes
News Director.....Dale Schussler
Chief Announcer.....Ray Vingi
Chief Engineer.....Fred A. Baker

WWVA

WHEELING—1926—CBS

Frequency: 1170 Kc.....Power: 50,000 Watts
Owned-Operated By....The Fort Industry Co.
Address.....Hawley Bldg.
Phone Number.....Wheeling 5383
Transmitter Location.....St. Clairsville, Ohio
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Lang-Worth, Cole
Representative.....Petry
Membership.....NARTB
President.....George B. Storer
V.-P., Managing Director.....Wm. E. Rine
Sales Promotion Mgr.....Howard W. Meagle
Ass't Mgr.-Dir.....Paul J. Miller
Program Director.....Paul A. Myers
Chief Engineer.....Edwin L. Keim

WBTH

WILLIAMSON—1939—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Williamson Bcstg. Corp.
Business Address.....Williamson
Phone Number.....1241-2
Studio-Transmitter Location.....5½ E. Second Ave.
Air Time.....6a.m.-M.
News Service.....UP
Transcription Service.....World
Membership.....NARTB
President.....Clarence Lovitch
Gen.-Sta.-Comm. Mgr.....Alice Shein
Program Director.....John T. Blair, Jr.
Chief Engineer.....Robert W. Bullio

WISCONSIN

Population 3,434,575—Increase + 9.5% (1940-1950)—Radio Homes 882,140
Families 903,840—Stations in State 48

WATK

ANTIGO—1947

Frequency: 900 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Antigo Bcstg. Co.
Business-Studio Address.....Antigo
Transcription Service.....Standard
President.....Artemas F. Burner
Manager.....G. McElrone
Commercial Manager.....Ted Homerding
Program Director.....R. Stake
Chief Engineer.....Harry Wardwell

WHBY

APPLETON—1924—MBS
WISCONSIN

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WHBY, Inc.
Bus.-Studio Address.....600 So. Lawe St.
Phone Number.....3-6639
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Everett-McKinney
Membership.....NARTB
Comm., Gen., Sta. Mgr.....Earl H. Huth
Sales Promotion Manager...Richard Moore
Program Director.....Robert Petrie
Production Director.....Anne Rohowetz
Publicity Director.....Lewis Process
Chief Announcer.....Harry Krane
News Director.....Ann Fieweger
Music Director.....Ray Brock
Chief Engineer.....George Merkl
Farm Editor.....Ed Pepan

WATW

ASHLAND—1940—MBS-KBS

Frequency: 1400 Kc. ....Power: 250 Watts d., 250 Watts n.
Owned-Oper. By ..Upper Michigan-Wisconsin Broadcasting System, Inc.
Address.....321 2nd Street W.
Phone Number.....1680
Transmitter Location.....South Ellis Ave.
Air Time.....6:55 a.m.-12 M.
News Service.....UP
Transcription Service.....World
Representative.....Walker
Membership.....NARTB
President.....William L. Johnson
Sta., Comm., News Dir.....Todd Hogan
Sales Prom. Mgr., Prod. Dir. ..Arnold Peterson
Pgm., Pub., Music. Dir.....Mary Jean Anno
Chief Announcer.....Clyde Johnson
Chief Engineer.....Otto Link
Farm Editor.....Paul Ruse

WBEL

BELOIT—1948

Frequency: 1380 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Beloit Bcstrs., Inc.
Business-Studio Address....335 E. Grand Ave.
Phone Number .....College 1380
Transmitter Location.....900 E. Elmwood Ave.
Air Time .....Daytime
News Service .....AP
President .....Lloyd Burlingham
Gen., Sta. Mgr. .....L. O. Fitzgibbons
Commercial Manager .....Joe Moen
Program Director.....John Rhodes
Musical Director .....Irving Tingley
Chief Engineer.....Leo Wilson
Consulting Engineer .....Nathan Williams

WGEZ

BELOIT—1948—MBS-WISCONSIN

Frequency: 1490 Kc.....Power: 100 Watts
Owned-Oper. By.....Beloit Bcstg. Co.
Business-Studio Address.....Hotel Hilton
Phone Number.....College 6024
Transmitter Location .....U. S. Hway. 51
Air Time .....6 a.m.-11 p.m.
News Service .....AP
Transcription Service .....World
Representative.....William G. Rambeau
Owner, Gen., Sta., Prom. Mgr. .Sidney H. Bliss
Commercial Manager ...Charles W. Bessire
Pgm., Prod., Pub., News Dir.....R. K. Brown
Chief Engineer .....Stanley Holmes
Musical Director .....Ruth Barr

WBIZ

EAU CLAIRE—1947—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WBIZ, Inc.
Bus.-Studio-Transmitter Address..609 Cameron St.
Phone Number 5111-2
Air Time .....6:30 a.m.-12 M.
News Service .....UP
President, General Mgr.....James J. Conroy
Station Manager.....Alvina Britz
News, Prod., Pgm., Dir. .....Jack Davis
Chief Engineer .....Kenneth Bergum
Commercial Manager ...Comml. Radio Equip.

WEAU

EAU CLAIRE—1937—NBC

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By.....Central Bcstg. Co.
Business-Studio Add. ...203½ S. Barstow St.
Phone Number 6149
Transmitter Location.....County Trunk QQ
Air Time .....6 a.m.-1 a.m.
News Service .....UP
Trans. Serv. ..Associated, Lang-Worth, World, SESAC
Representative.....Ra-Tel, Bullmer & Johnson
Membership .....NARTB, BAB
President .....Morgan Murphy
General Manager.....W. C. Bridges
Station-Comm. Mgr.....Harry S. Hyett
Sales Prom. Mgr., Pgm., Prod., Dir., Chief Announcer .....Robert E. Nelson
News, Pub. Dir. .....Dick Vogel
Musical Director .....Robert Montgomery
Chief Engineer.....T. O. Jorgenson
Farm Editor.....Carl Johnson

WRFW

EAU CLAIRE—1948

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Chippewa Valley Radio & Telev. Corp.
Bus.-Studio-Transmitter Address...Rudolph Rd.
Phone Number 2-1629
Air Time .....Daytime
News Service .....AP
Transcription Service .....Standard
Representative .....Forjoe
President.....Thomas K. Werner
Gen. Mgr., News Dir. .....John E. Kelly
Pgm. Dir., Chief Anncr. ...Robert Froemming
Comm., Sales Prom. Mgr.....Richard Werner
Publicity Director .....Lowell Christison
Musical Director .....Barbara Werner
Chief Engineer.....Oscar Sielaff
Farm Editor .....Jack Kelly

KFIZ

FOND DU LAC—1922
MBS-WISCONSIN

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....KFIZ Bcstg. Co.
Bus.-Studio-Transmitter Address..18 W. First St.
Phone Number 356
Air Time .....6:30 a.m.-10 p.m.
News Service .....UP
Membership .....NARTB
President.....A. H. Lange
Exec. Vice Pres.....Emery W. Martin
General Manager.....Lynn N. Fairbanks
Program Director.....Lucille Fairbanks
Chief Engineer.....Wendell S. Meyers

WBAY

GREEN BAY—1925—CBS

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Operated By.....WHBY, Inc.
Business-Studio Address.....Bellin Bldg.
Phone Number.....Adams 1
Transmitter Location.....W. De Pere
News Service .....AP
Representative .....Weed
Managing Director .....Rev. M. J. Beemster
General-Station Mgr.....Haydn R. Evans
Sales Prom. Manager.....Lee Stinson
Program Director.....Clair Stone
News Director .....Michael Griffin
Musical Director .....Clarence Edges
Chief Anncr., Prod. Dir. .....Roger Muller
Publicity, Promotion Director....Karl Gorsche
Chief Engineer.....Wallace Stangel
Farm Editor .....Eddy Jason

WDUZ

GREEN BAY—1947—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Green Bay Bcstg. Co.
Business-Studio Address.....Nicolet Bldg.
Phone Number.....Howard 6300
Transmitter Location..Cass St., Town of Preble
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Ted Taylor Co.
Membership.....NARTB
President.....Ben A. Laird
Sta., Gen. Mgr.....Robert G. Nelson
Commercial Manager.....John Harvey
Prog.-Prod. Director.....Don Arthur
Pub. Dir., Chief Announcer..John R. Kessenich
News Director.....Robert Houle
Musical Director.....Roy Hessler
Chief Engineer.....Paul C. Tyrrell
Consulting Engineer.....Nathan Williams

WJPG

GREEN BAY—1947—WISCONSIN

Frequency: 810 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Green Bay Newspaper Co.
Business Address.....Green Bay
Phone Number.....Howard 6400
Transmitter Location.....Bellevue
Air Time.....6 a.m.-local sunset
News Service.....AP
Transcription Service.....Standard
Membership.....NARTB, BAB
President.....V. I. Minahan
General Manager.....A. B. Turnbull
Station Manager.....John M. Walter
Prom., Comm. Mgr.....Glen R. Holznecht
Program Director.....Bob Kelly
Publicity Director.....Ann Weizenegger
Production Director.....Lester Sturmer
Musical Director.....Vi Govin
News Director.....John M. Walter
Chief Engineer.....Elmo Reed
Farm Editor.....Les Sturmer
Consulting Engineer.....George Davis

WCLO

JANESVILLE—1930
MBS-WISCONSIN

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By....Southern Wisconsin Radio, Inc.
Business-Studio Address..200 E. Milwaukee St.
Phone Number.....3311
Transmitter Location.....1436 So. Oakhill Ave.
Air Time.....6 a.m.-11 p.m.
News Service.....AP
Transcription Service.....World, Capitol
Representative.....William G. Rambeau
Membership.....NARTB, BAB
Pres., Gen. Mgr.....Sidney H. Bliss
Sta., Prom. Mgr., News Dir....V. W. Williams
Commercial Manager.....Charles W. Bessire
Pgm., Prod., Pub. Dir.....Joseph G. Urban
Musical Director.....Stanley Neuberger
Chief Engineer.....Wayne Clay
Farm Editor.....Grant A. Ritter

WLIP

KENOSHA—1947

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By.....Kenosha Bcstg. Co.
Bus.-Studio-Transmitter Address....625 57th St.
Phone Number.....6162-3, 3021
Air Time.....Daytime
News Service.....UP
Transcription Service.....World
Representative.....Everett-McKinney
Membership.....NARTB, BAB
General Manager.....William L. Lipman
Sta., Comm. Mgr.....Hugh Gately
Sales Promotion Manager.....Emil Olson
Program Director.....Jerome Golden
Production Director.....Steve Kelley
Chief Engineer.....Casimir Lubinsky
Pub., News Dir.....Virginia Taylor
Farm Editor, Chief Anncr...Leo Porwaniecki

WKBH

LA CROSSE—1923—NBC

Frequency: 1410 Kc.....Power: 5000 Watts
Owned-Operated By.....WKBH, Inc.
Business-Studio Address.....409 Main St.
Phone Number.....2-4678
Transmitter Location.....Gillette St.
Air Time.....6 a.m.-M.
News Serivce.....AP
Transcription Service.....World
Representative.....The Taylor Co.
Membership.....NARTB
President, Station Mgr.....Howard Dahl
Program Director.....Berneice Callaway
Publicity Director.....Paul Ziemer
Chief Engineer.....Al Leeman

WKTY

LA CROSSE—1948—MBS—MBN

Frequency: 580 Kc.....Power: 1000 Watts
Owned-Operated By.....La Crosse Bcstg. Co.
Business-Studio Address.....112 N. 4th St.
Phone Number.....2-6042
Transmitter Location..On Stoddard Rd. Hway. 53, 4 Mi. So. of La Crosse
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....Thesaurus
Representative.....Weed
V. P., Comm., Sta., Gen. Mgr....Verl Bratton
Asst. Mgr., Pgm., Pub., Prod. Dir. .J. Bondeson
Chief Engineer.....J. Harold White

WLCX

LA CROSSE—1947—MBS

Frequency: 1490 Kc.....Power 250 Watts
Owned-Operated By.....Bermac Radio, Inc.

Business-Studio Address.....State Bank Bldg.
Phone Number 4-4521
Transmitter Location.....Lang Drive
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Standard
President.....James J. Conroy
General Manager.....Milo Knutson
Commercial Manager.....Jerry Moen
Sales Promotion Mgr.....Paul G. Osborne
Prog. Dir.-Production Mgr.....S. O. Torgerson
News Director.....Dean Osmundson
Chief Engineer.....Elphin G. Rinn
Farm Editor.....Clifford Lue

WLDY

LADYSMITH—1948—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Flambeau Bcstg. Co.
Bus.-Studio-Transmitter Address.Westlake Ave.
Phone Number 584
Air Time .....6 a.m.-12 M.
News Service .....UP
Transcription Service .....World
Represenative .....Thomas Clark, O. Lawson
Membership .....NARTB, BAB
President.....O. J. Falge
Gen., Sta. Mgr.....A. T. Shields
Commercial Manager.....R. I. Foreman
Sales Prom. Mgr., Pub. Dir.....Corinne Kopp
Prog., Prod. Dir.....Joseph Dahlvig
Chief Anncr., News Dir. .....Jeff Evans
Musical Director .....Jeanne Brown
Chief Engineer.....Darrel Holbrook
Farm Editor.....Orrin Garwood

WIBA

MADISON—1925—NBC

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Operated By.....Badger Bcstg. Co.
Business-Studio Address.....3800 Regent St.
Phone Number 3-5311
Transmitter Location .....Fitchburg
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Avery-Knodel
Membership .....NARTB, BAB
President.....William T. Evjue
General Manager.....Kenneth F. Schmitt
Business Manager.....Howard A. Johnson
Program Director.....Robert N. Dick
News Director .....Jack Newman
Chief Engineer.....Norman Hahn
Farm Editor.....Frank Mayfield

WISC

MADISON—1948
ABC-ARROWHEAD

Frequency: 1480 Kc. ...Power: 1000 Watts d., 1000 Watts n.
Owned-Oper. By .....Radio Wisconsin, Inc.
Address .....Comm. State Bank Bldg.
Phone Number 7-2588
Transmitter Location .....Seyene Rd., Route 4
Air Time .....6 a.m.-12 M.
News Service .....UP
Transcription Service .....Associated Library
Representative .....Ra-Tell, Inc.
President .....Morgan Murphy
Executive Director .....W. C. Bridges
General Manager .....Ralph O'Connor
Commercial Manager....Richard S. Nickeson
Sales Promotion Manager ...Morton Wagner
Program Director .....Robert Swanson
Prod., Pub. Dir. .....Charles Dickoff
Chief Announcer .....Ray Streeter
News Director .....Michael Hinn
Musical Director .....Beverly White
Chief Engineer .....W. M. Greely

WKOW

MADISON—1948—CBS

Frequency: 1070 Kc....Power: 10,000 Watts d., 5,000 Watts n.
Owned-Oper. By.....Monona Bcstg. Co.
Address.....215 W. Washington Ave.
Phone Number 7-2261
Transmitter Location .....MacFarland
Air Time.....5:30 a.m.-12 M.
News Service .....UP
Transcription Service .....Capitol
Representative .....Headley Reed
President .....Stewart Watson
Gen., Sta., Comm. Mgr.....Michael Henry
Program Director.....Mary Casey
Chief Announcer.....Pat Hernon
News Director.....Jack Davis
Chief Engineer.....Vince Vanderheiden
Farm Editor.....Roy Gumtow

WOMT

MANITOWOC—1926—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Francis M. Kadow
Business-Studio Address.....Radio Bldg.
Phone Number 6015
Transmitter Location..3600 Block, Marshall St.
Air Time.....7 a.m.-6 a.m.
News Service .....UP
Transcription Service .....World
Representative .....Ra-Tel
Membership .....NARTB
Owner, General Mgr.....Francis M. Kadow
Asst. Mgr., Prog. Dir.....George H. Erdman
Comm.-Sales Prom. Mgr....John M. Kadow, Jr.
Prod. Dir., Chief Announcer.....G. H. Todd
Publicity Director.....Ralph Norman
Musical Director.....El Roy
Chief Engineer.....W. C. Duben

WMAM

MARINETTE—1939—NBC

Frequency: 570 Kc.....Power: 250 Watts d.; 100 Watts n.
Owned-Oper. By.....M. & M. Bcstg. Co., Inc.
Bus.-Studio-Transmitter Address....Radio Park

Phone Number 2-6631
Air Time ..... Unlimited
News Service ..... UP
Transcription Service ..... Capitol
Representative ..... Robert Meeker
Membership ..... NARTB, BAB
President ..... William E. Walker
General-Station Mgr. ..... Joseph D. Mackin
Commercial Manager ..... Howard L. Emich
Sales Promotion Manager ..... Pat Kehoe
Program Director ..... Bob Southard
Production Director ..... Edward Marshall
News Director ..... Robert Macaulay
Chief Engineer ..... A. L. Stewart
Farm Editor ..... John Bell
Consulting Engineer ..... A. D. Ring

WDLB

MARSHFIELD—1946—KBS

Frequency: 1450 Kc. ...Power: 250 Watts d., 250 Watts n.
Own.-Oper. By Dairyland's Bdcstg. Serv., Inc.
Add. Trans. Loca. ..... 1710 N. Central Ave.
Phone Number 1212
Air Time ..... 6:30 a.m.-11 p.m.
News Service ..... UP
Transcription Service ..... Capitol, SESAC
Membership ..... NARTB, BAB
President ..... Lloyd L. Felker
Gen., Sta. Mgr., Pub. Dir. ..Robert W. Behling
Commercial Manager ..... Duane Allen
Sales Promotion Manager ...Roger Thompsen
Program Director ..... Bob Hansen
Prod., Music. Dir. ..... Ulamae Knutson
Chief Anncr., Farm Editor ...Larry Sundquist
News Director ..... Ted Moore
Chief Engineer ..... Jerry Boos
Consulting Engr. ..N Williams, Oshkosh, Wis.

WIGM

MEDFORD—1941—MBS-KBS

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Operated By ..... George F. Meyer
Bus.-Studio-Transmitter Address ..... Medford
Phone Number 5147
Air Time ..... Unlimited
News Service ..... UP
Transcription Service ..... SESAC
Representative ..... Continental
Pres., Comm., Gen., Mgr. ..... George F. Meyer
Program Director ..... Irma Meyer
Chief Engineer ..... Ray Bohnert

WLIN

MERRILL—1948—MBS

Frequency: 550 Kc. ..... Power: 1,000 Watts
Owned-Operated By ..... Alvin E. O'Konski
Business Address ..... Merrill
Phone Number 1444
Air Time ..... 6:30 a.m.-12 M.
Transmitter Location ..... Hway. 51 and 17
News Service ..... AP
Membership ..... NARTB, BAB
Transcription Service ..... Standard, Capitol
Representative ..... Rambeau
President ..... Alvin E. O'Konski
Sta., Comm., Prom., Gen'l Mgr. ..... Tony Marta
Chf. Anncr., News Dir. ..... Jack Larkin
Chief Engineer ..... Chris Zercher
Consulting Engr. ..... John Creutz

WEMP

MILWAUKEE—1935

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Milwaukee Bcstg. Co.
Bus.-Address ..... 710 N. Plankinton Ave.
Phone Number ..... MArquette 8-7722
Studio Trans. Location ..... 5407 W. Martin Dr.
Air Time ..... 24 Hours
News Service ..... UP
Representative ..... Headley Reed
Membership ..... NARTB
President ..... Glenn D. Roberts
General Manager ..... Hugh K. Boice, Jr.
Commercial Manager ..... John C. Gagliano
Sales Prom. Manager ..... Tom Dyson
Pgm. Dir., Chief Announcer ..... Tom Shanahan
News Director ..... Hal Prey
Musical Director ..... Elmer Ihrke
Chief Engineer ..... Rolland Paske

WOKY

MILWAUKEE—1947

Frequency: 920 Kc. ...Power: 1000 Watts d.
Owned-Oper. By ..... Bartell Bdcsters, Inc.
Bus.-Studio Address ..... Empire Bldg.
Phone Number ..... Broadway 1-8428
Air Time ..... 24 Hours
Transmitter Location ....Town of Greenfield
News Service ..... UP
Representative ..... Weed & Co.
Pres., Gen. Mgr. ..... Gerald A. Bartell
Chief Engineer ..... Ralph Evans

WFOX

MILWAUKEE—1946

Frequency: 860 Kc. ..... Power: 250 Watts d.
Owned-Oper. By ....Wisconsin Bcstg. System, Inc.
Bus.-Studio-Transmitter Address ..... 739 No. Broadway
Phone Number ..... Broadway 2-1272
Air Time ..... Sunrise-sunset
News Service ..... AP
Representative ..... Ra-Tel
Pres., Gen.-Sta. Mgr. ..... Charles J. Lanphier
Program Director ..... John Van Osch
Prod., Pub. Dir. ..... Charles La Force
Chief Announcer ..... Paul Bartell
Chief Engineer ..... George Dodge
Musical Director ..... Sammy Madden

WISN

MILWAUKEE—1922—CBS

Frequency: 1150 Kc. ..... Power: 5,000 Watts
Owned-Oper. By ..... Hearst Radio, Inc.

Address .....540 N. Plankinton Ave.
Phone Number .....Division 2-3000
Transmitter Location .....5001 So. 60th St.
Air Time .....Unlimited
News Service .....INS, UP
Transcription Service .....World
Representative .....The Katz Agency
Membership .....NARTB
President .....Charles B. McCabe
V. P., Gen. Mgr. Hearst Radio, Inc.
Tom A. Brooks
V. P., Gen., Comm., Mgr. WISN .G. W. Grignon
Promotion Director .....George DeGrace, Jr.
Program Director .....Jack Raymond
Chief Announcer .....Milt Brandl
Musical Director .....Elmer Krebs
Chief Engineer .....Donald A. Weller
Farm Editor .....Frances X. Haggerty
Consulting Engr. .....A. Earl Cullum, Jr.

WMAW

MILWAUKEE—1947—ABC

Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Oper. By.....Midwest Bcstg. Co.
Business-Studio Address.....723 N. Third St.
Phone Number.....DAly 8-2154
Transmitter Location.....Hales Corners
Air Time .....6 a.m.-12 M.
News Service .....UP
Representative .....Bolling Co.
President.....Clifford C. Randall
Gen.-Sta.-Comm. Mgr.....Jack Bundy
Sales Prom. Mgr., Pub. Dir. .....Doris Jacob
Program Director.....Donald McClellan
Production Director.....Hal Walker
Musical Director.....Ralph Herman
Chief Engineer.....Raymond Host
Farm Editor .....Bob Frisch

WMIL

MILWAUKEE—1947

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Cream City Bcstg. Co., Inc.
Bus.-Studio Address..2625 W. Wisconsin Ave.
Phone Number.....West 3-1290
Transmitter Location.....Whitefish Bay
Air Time .....6 a.m.-Local sunset
News Service .....UP
Transcription Service .....SESAC
Representative .....Forjoe
President .....Gene Posner
Gen., Sta., Comm. Mgr. .....Jerome Sill
Chief Engineer.....Gino Monaco

WTMJ

MILWAUKEE—1927—NBC

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Oper. By.....The Journal Co.
Business Address.....333 W. State St.
Phone Number.....MArquette 8-6000
Studio Address..Radio City, 720 E. Capitol Dr.
Transmitter Location.....Rt. 4, Box 444, Waukesha
Air Time .....Unlimited
News Service .....AP
Representative .....Edward Petry
V.P., General Mgr.....Walter J. Damm
Asst. General Mgr.....L. W. Herzog
Station Manager.....R. G. Winnie
Asst. Prom. Mgr.....Bruce Wallace
Traffic Director .....Frank Bignell
Musical Director.....Maurice Kipen
Chief Engineer .....Phil Laeser

WNAM

NEENAH—MENASHA—1947

Frequency: 1280 Kc.....Power: 1,000 Watts
Owner.....Neenah-Menasha Bcstg. Co.
Bus.-Studio Add. Neenah Natl. Mfrs. Bank Bldg.
Phone Number 2-2871
Transmitter Location .....Rte. 1, Neenah
Air Time .....6 a.m.-11 p.m.
News Service .....UP
Transcription Service.....Associated
Representative ..... Devney
V. P., General Manager.....Don C. Wirth
Chief Engineer.....E. W. Fliegel

WOSH

OSHKOSH—1941—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Oshkosh Bcstg. Co.
Phone Number..... .....Stanley 4580
Transmitter Location.....1235 Bowen St.
Air Time .... .Unlimited
Transcription Service .....World
Representative .....Donald Cooke
President.....Wm. F. H. Johns, Jr.
Comm., Gen. Mgr.....Allen Embury
Program Director.....Warren Haines
Promotion Manager.....Charles Dargan
News Director.....William Jones
Chief Engineer.....Oscar Oren
Farm Editor.....Allen Sampson

WIBU

POYNETTE—1925—KBS-WIS.

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....William C. Forrest
Bus.-Transmitter Address.....Route 2
Phone Number.....Poynette 98
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Standard, SESAC
Representative .....Burn-Smith
Pres., Gen., Comm. Mgr., Farm Editor
William C. Forrest
Sales Prom. Mgr.....Doris MacPherson
Program Director.....Sarah Forrest
News Director.....Clifford Conohan
Chief Engineer.....L. Stanley Sadler

WRAC

RACINE—1950

Frequency: 1460 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Bell City Bcstg. Co.

Address ..... 423 Main St.
Phone Number 2-1627
Representative ..... Cooke
News Service ..... UP
Pres., Gen. Mgr. ..... Jerome Sill
Secy.-Treas. ..... Gene Posner
Commercial Manager ..... Merschell Lewis
Program Director ..... Bert Mulroy
Chief Engineer ..... Gino Monaco
Engineering Supervisor ..... Howard Immekus
News Director ..... Bill Gumm

WRJN

RACINE—1926—ABC-WISCONSIN KBS

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Racine Bcstg. Corp.
Business Address ..... 441 Main St.
Phone Number 4-3311
Transmitter Location .. Victory & Kentucky Sts., Mt. Pleasant
Air Time ..... 6:15 a.m.-10:15 a.m.
News Service ..... AP
Representative ..... Walker
Membership ..... NARTB, BAB
President ..... Frank R. Starbuck
General Manager ..... Harry R. LePoidevin
Station Manager ..... Harold J. Newcomb
Commercial Manager ..... Gerald D. Nelson
Chief Anncr., Pgm. Dir. ..... Lyman Merens
News Director ..... Eddie Bronson
Prom. Mgr., Pub. Dir. ..... Amelia French
Musical Direct: ..... Orson White
Chief Engineer ..... F. Lee Dechant
Consulting Engineer ..... George C. Davis

WOBT

RHINELANDER—1947—MBS-KBS

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Oneida Bcstg. Co.
Business Address ..... Rhinelander
Phone Number 1240
Studio-Transmitter Location ..... Hiway 8, E.
Air Time ..... Unlimited
News Service ..... UP
Representative ..... Cooke
Transcription Service ..... World
President ..... John R. Tomek
Gen., Comm. Mgr., News Dir. .. Don Mortwedt
Program Director ..... Bill Neal
Promotion Manager ..... Bruce Radder
Chief Engineer ..... Charles Bressette

WJMC

RICE LAKE—1938

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... WJMC, Inc.
Address Trans. Loca. ..... 1615 S. Main
Phone Number 550
Air Time ..... 6:30 a.m.-11:05 p.m.
News Service ..... UP
Transcription Service ..... World
Representative ..... Ra-Tel
Membership ..... FMA
President ..... W. C. Bridges
Station Manager ..... Russell J. Brown
Production Director ..... Bob Topinka
Chief Anncr., Pgm., News Dir. . Paul Albrecht
Musical Director ..... Bob Topinka
Chief Engineer ..... Robert Kolsky

WRCO

RICHLAND CENTER—1949

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Richland Bcstg. Co.
Address ..... P. O. Box 192
Phone Number 20
Transmitter Location ..... R.F.D. Route 2
Air Time ..... 6 a.m.-10:30 p.m.
News Service ..... UP
Trans. Serv. ..... SESAC, Lang-Worth
Membership ..... NARTB, BAB
President ..... Arthur Overgaard
Gen., Mgr., Chief Engr. ..... T. R. Kelley
Program Director ..... R. J. Bodden
News Director ..... Joseph Koelsch
Chief Engineer ..... Donald Northrop

WTCH

SHAWANO—1948

Frequency: 960 Kc. ..... Power: 1,000 Watts d.
Owner ..... Shawano County Leader Pub. Co.
Business-Studio Address .. 107 E. Green Bay St.
Telephone Number 666
Transmitter Location ..... Hiway 29
Representative ..... Schepp-Reiner
Air Time ..... Daytime
News Service ..... UP
Transcription Service ..... World
General Manager ..... Jeanne Heal
Station Manager ..... D. W. Hodgins

WHBL

SHEBOYGAN—1924—ABC-WIS.

Frequency: 1330 Kc. .... Power: 1000 Watts d.; 250 Watts n.
Owned-Operated By ..... WHBL, Inc.
Business-Studio Address ..... Press Bldg.
Phone Number 4844-5
Transmitter Location ..... Hway. 141
Air Time ..... 7 a.m.-11 p.m.
News Service ..... AP
Representative ..... Taylor Co.
Membership ..... NARTB, BAB
President ..... A. Matt Werner
General-Comm. Mgr. ..... G. P. Richards
Program Director ..... Glen James
Chief Announcer ..... Hal O'Halloran
News Director ..... Glen James
Chief Engineer ..... Herbert J. Mayer

WTWT

STEVENS POINT—1948

Frequency: 1010 Kc. ..... Power: 250 Watts d.;
Owned-Oper. By ..... Stevens Pt. Bcstg. Co.

Business-Studio Address.....414 Main St.
Phone Number 2744-5
Transmitter Location..2 Blocks No. of Stevens Point city limits
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....SESAC
Representative .....Hal Holman
Gen., Comm. Mgr.....L. Larry Zurawski
News, Pgm. Dir., Prom. Mgr.....Rikk Riley
Chief Engineer.....Justin Sloniker

WDSM

SUPERIOR—1939—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Ridson, Inc.
Business Address.....921 Tower Ave.
Phone Number.....Superior: 4451-2; Duluth: Melrose 7234 or Radison 1230
Studio Addresses.....Spalding Hotel, Duluth; National Bldg., Superior
Transmitter Location.....Conners Point
Air Time.....6:25 a.m.-11:35 p.m.
News Service .....AP
Transcription Service .....Capitol
Representative.....Free & Peters
Membership .....NARTB
President .....Robert Ridder
General-Station Mgr.....Carl Bloomquist
Commercial Manager.....Bill Kirby
Sales Prom. Mgr.....Harry Gradin
Program Director.....Lew Martin
Chief Announcer.....James Payton
Chief Engineer.....Melvin Laskey

WTTN

WATERTOWN—1950—KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Watertown Radio, Inc.
Address.....104 W. Main St.
Phone Number 2215
Representative .....Devney
News Service .....UP
President.....Albert B. Gale
Program Director.....Carl V. Kolata
News Director.....Willard James

WAUX

WAUKESHA—1946

Frequency: 1510 Kc.....Power: 250 Watts d.
Owned-Operated By.....Waukesha Bcstg. Co.
Business-Studio Address.....319 W. Main St.
Phone Number 6619
Transmitter Location .....R. 1, Orchard St.
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....McGeehan & O'Mara
Membership .....NARTB
President .....Carl Taylor
Gen., Sta., Comm. Mgr.....Mig Figi
Sales Prom. Manager.....Charles E. Williams
News Director .....Paul Clifford
Farm Editor, Pgm. Dir .....Donald Froehlich
Production Director .....Mary Miles
Chief Engineer.....Adin Randle

WSAU

WAUSAU—1937—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper By.....The Journal Co. (The Milwaukee Journal)
Business-Studio Address.....714 Fifth St.
Phone Number 6521
Transmitter Location.....Coates Lane R. R. 3
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Thesaurus
Representative ..... Meeker
Station Manager.....Ben F. Hovel
Program Director.....R. J. Topinka
Technical Supervisor.....R. W. Richardt

WBKV

WEST BEND—1950

Frequency: 1470 Kc.....Power: 500 Watts d.
Owned-Oper. By.....West Bend Bcstg. Co.
Address.....Decorah Rd. & S. Indiana Ave.
Transcription Service .....Capitol
News Service .....UP
Pres., Gen., Comm. Mgr.....Paul J. Mueller
Chairman of Board.....August C. Berkholtz
Vice-President.....Wendell S. Ciganic
Treasurer.....Carl H. Rhode
Secy., Chief Engr.....Paul J. Ripple
Program Director.....Edward Ruetz

WFHR

WISCONSIN RAPIDS—1940

MBS-WIS.

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....William F. Huffman Radio, Inc.
Business Address .....141 W. Grand Ave.
Phone Number 1340
Transmitter Location.....1500 Bonow Ave.
Air Time .....6:30 a.m.-10:30 p.m.
News Service .....AP
Transcription Service .....Capitol
Membership .....NARTB
President.....Louise F. Huffman
Gen., Sta. Mgr., Pub. Dir. ...Geo. T. Frechette
Prom., Comm. Mgr. .....Bruce G. Beichl
News, Pgm., Prod. Dir. .....Jim Tighe
Chief Anncr., Farm Editor.....Arnie Strope
Chief Engineer .....Gordon Miller
Consulting Engineer .....Nathan Williams

WYOMING

Population 290,529—Increase +15.9% ('40-'50)—Radio Homes 78,280
Families 80,700—Stations in State 15

KSPR

CASPER—1930
MBS—INTERMOUNTAIN—KBS

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Operated By.....Donald L. Hathaway
Business Address.....Box 930
Phone Number 407
Studio-Transmitter Location..1st & Lennox Sts.
News Service .....UP
Transcription Service .....World
Representative.....Sears & Ayer
Membership .....NARTB, BAB
Owner, Pres., Mgr.....Donald L. Hathaway
Commercial Manager ...Frederic W. Hufsmith
Program Director.....Marcus R. Nichols
Chief Engineer .....Duane W. Simons

KVOC

CASPER—1946—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KVOC Bcstg. Co.
Bus.-Studio-Transmitter Address.....1540 So. Wolcott St., P. O. Box 2090
Phone Number 130
News Service .....AP
Transcription Service .....Thesaurus
Membership .....NARTB, BAB
President.....Jack W. Perry
Comm., Prom., Gen., Sta. Mgr. .J. R. Bailey, Jr.
Program Director .....E. L. Peiss
News, Publicity Dir. .....Frank Nagel
Chief Announcer .....Cliff Ewing
Chief Engineer .....John Mursy

KFBC

CHEYENNE—1940—ABC

Frequency: 1240 Kc.....Power: 250 Watts
(C.P.: 710 Kc.....10,000 d.; 1,000 n.)
Owned-Operated By.....Frontier Bcstg. Co.
Business-Studio Address.....Plains Hotel
Phone Number.....Cheyenne 4461
Transmitter Location.....3rd & Evans Ave.
News Service .....UP
Representative .....McGillvra
President.....Tracy S. McCraken
General Manager.....William C. Grove
Commercial Manager.....Frank Flynn

KODI

CODY—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Absaroka Bcstg. Co.
Address .....1277 Sheridan Ave.
Phone Number 444
Pres., Gen. Mgr. .....William J. Garlow
Sta., Prom. Mgr. .....James A. Dumas
Commercial Manager .....Mary Jean Birkes
Farm Editor, Pgm. Dir., Chief Engin'r.....Philip H. Barnhart
Publicity Director .....Dorothy R. Garlow
Chief Engr., News Dir. .....G. A. Barrus

KOVE

LANDER—1948—KBS—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Edward J. Breece
Business Address.....P. O. Box 436
Phone Number 488
Studio-Transmitter Location..1 Mi. N. of Lander, Hiway. 287
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Capitol
President .....Edward J. Breece
Chief Engr., Sta., Gen. Mgr. ...F. A. Toomey
Commercial Manager .....Maurice Fitzgerald
Pgm. Dir., Chief Annor.....Clayt Holm
Publicity Director .....Jack Breece
Consulting Engineer .....Stanley Benson

KOWB

LARAMIE—1947—MBS

Frequency: 1340 Kc.....Power: 250 Watts d.
Own.-Oper. By Snowy Range Bdcstg. Co., Inc.
Address .....P. O. Box 972
Phone Number 4888
Trans. Loca. .....½ Mi. W. of City
Air Time .....6:30 a.m.-11 p.m.
News Service .....AP
Transcription Service .....Standard
Membership .....NARTB
President .....F. O. Rice
Gen. Mgr., Pgm. Dir., Chief Engr...L. O. Smith
Comm., Sales Prom. Mgr., Chief Annor.....J. C. Steele
News Director .....Eileen Carroll

KPOW

POWELL—1941
MBS-KBS-INTERMOUNTAIN

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Operated By.....A. J. Meyer
Business Address .....Box 879
Phone Number 222
Air Time.....6 a.m.-10 p.m.
News Service .....UP
Transcription Service.....SESAC, Cole
Representative .....Avery-Knodel

Gen., Sta. Mgr. .....Al Meyer
Prom., Comm. Mgr. .....Mel Whitmire
Program Director .....Mary Meyer

KRAL

RAWLINS—1947—ABC-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Rawlins Bcstg. Co.
Address.....Rawlins, Box 511
Phone Number 1003-4
Air Time .....7 a.m.-10:35 p.m.
News Service .....AP
Membership .....NARTB
Gen., Sta., Comm. Mgr. .....D. A. Fisher
Program Director .....Evelyne Barlow
Chief Engineer .....Gordon E. Clarke

KWRL

RIVERTON—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Joseph P. Ernst
Phone Number 789
Air Time .....Unlimited
News Service .....AP
General Manager.....Joseph P. Ernst
Commercial Manager.....Mildred V. Ernst

KVRS

ROCK SPRINGS—1938
MBS-INTERMOUNTAIN-KBS

Frequency: 1360 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By.....Wyoming Bcstg. Co.
Business-Studio Address....1307 Wyoming St.
Phone Number 93, 94
Transmitter Location.....2 Mi. N. of City
Air Time.....7 a.m.-11 p.m.
News Service .....AP
Transcription Service .....Standard
Representative .....Avery-Knodel
Pres., Gen., Sta. Mgr.
Mrs. Marjorie L. McCracken
Comm., Sales Prom. Mgr.....Michael Reid
Pgm., Pub. Dir.....Imogene Parr
Production Director.....John Hardaway
Publicity Director .....Imogene Parr
Chief Engineer .....Gilbert Mueller
Consulting Engr. .....Stanley Benson

KWYO

SHERIDAN—1934—MBS-KBS

Frequency: 1410 Kc.....Power: 1000 d., 500 n.
Owned-Operated By.....Bighorn Bcstg. Co.
Business-Studio Address.....21 N. Main
Phone Number 61
Transmitter Location..1½ Mi. N.W. of Sheridan
Air Time .....6 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Avery-Knodel
Membership .....NARTB, BAB
Pres., Gen., Sta. Mgr.....Jim Carroll
Comm.-Sales Prom. Mgr.....Don Tannehill
Prod., News, Pgm. Dir., Chief Anncr.....
Bob Wilson
Chief Engineer.....Bob Crosthwaite

KGOS

TORRINGTON—1950

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Joseph P. Ernst
Phone Number 567
News Service .....UP
Owner.....Joseph P. Ernst

KWOR

WORLAND—1946—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Joseph P. Ernst
Address .....Box 92
Phone Number 308
Air Time .....Unlimited
Owner, Gen. Mgr., Chief Engr...Joseph P. Ernst
Commercial Manager.....Mildred V. Ernst

NOW THAT YOU
CAN HAVE THE BEST,
WHY BE SATISFIED
WITH LESS?

AP

TERRITORIES AND POSSESSIONS

ALASKA

KBYR
ANCHORAGE—1948

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Aleutian Bcstrs.
Business-Studio Address.....P. O. Box 1960
Phone Number 3-4433
Transmitter Location.....Spenard Rd.
Air Time .....Unlimited
News Service .....UP, INS
Transcription Service.....MacGregor, Capitol
Representative .....Donald Cooke
Director .....Douglas Sparks

KENI
ANCHORAGE—1948-MBS-ABC-NBC

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Oper. By.....Midnight Sun Bcstg. Co.
Business Address.....Box 879
Phone Number 20301
Studio Address.....4th Ave. Theatre Bldg.
Transmitter Location.....Sunset Drive
Air Time .....6:30 a.m.-12 M.
News Service.....AP, UP
Transcription Service .....Associated
Representative .....Wellington, Young
President .....Miriam Dickey
Station Manager.....A. G. Hiebert
Prom., Pgm., Prod. Dir. .....Frank O. Brink
News Dir., Chief Anncr. ...John A. Borges, Jr.
Chief Engineer.....Jack M. Walden

KFQD
ANCHORAGE—1924—CBS—NBC

Frequency: 790 Kc. .....Power: 5000 Watts
Owned-Oper. By .....W. J. Wagner
Address .....830 Securities Bldg., Seattle
Phone Number .....Seneca 6333
Transmitter Location .....KFQD Road
Air Time .....6:30 a.m.-12 M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Alaska Radio Sales; Scott
Pres., Gen. Mgr. .....Wm. J. Wagner
Station Manager .....Wm. Warner
Commercial Manager .....Ken Laughlin
Program Director .....Nancy Fleming
Chief Engineer .....Chas. Mohler

KFAR
FAIRBANKS—1939—MBS—NBC

Frequency: 660 Kc.....Power: 10,000 Watts
Owned-Operated By..Midnight Sun Bcstg. Co.
Business-Studio Address.....Lathrop Building
Phone Number .....East 380
Transmitter Location.....Farmers Loop Road
Air Time.....6:30 a.m.-12 M.
News Services.....AP and UP
Transcription Service .....Capitol
Representative .....Adam Young
President .....Miriam L. Dickey
Station Manager .....Alvin O. Bramstedt
Commercial Manager.....Arvid Erickson
Program Director .....Richard Greuel
Chief Anncr., Music., Prod. Dir. ..Don McCune
Publicity Director .....Audree Vance
News Director .....Del Day
Chief Engineer.....Jay Bickel

KFRB
FAIRBANKS—1948—CBS—NBC
ALASKA

Frequency: 1290 Kc. .....Power: 5000 Watts
Owned-Oper. By .....W. J. Wagner
Address .....830 Securities Bldg.
Phone Number .....Seneca 6333
Transmitter Location .....College Loop
Air Time .....6:30 a.m.-12 M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Alaska Radio Sales; Scott
Pres., Gen. Mgr. .....Wm. J. Wagner
Station Manager .....Jack MacCahill
Commercial Manager .....Ken Laughlin
Program Director .....Ed Mack
Chief Engineer .....John Vesel

KINY
JUNEAU—1935—CBS—NBC
ALASKA

Frequency: 1460 Kc. .....Power: 5000 Watts
Owned-Oper. By .....W. J. Wagner
Address .....830 Securities Bldg.
Phone Number .....Seneca 6333
Transmitter Location .....Juneau

Air Time .....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
Representative ....Alaska Radio Sales; Scott
Pres., Gen. Mgr. .....Wm. J. Wagner
Station Manager .....Richard Peter
Commercial Manager .....Ken Laughlin
Chief Engineer .....Charles Gray

KTKN

KETCHIKAN—1935—CBS—NBC

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Oper. By.....William J. Wagner
Business-Studio Address...830 Securities Bldg. Seattle 1, Wash.
Phone Number.....Seneca 6333
Transmitter Location .....Ketchikan
News Service .....AP
Air Time .....Unlimited
Transcription Service .....Lang-Worth
Representative ....Alaska Radio Sales; Scott
Pres., Gen. Mgr. .....William J. Wagner
Station Manager .....James Kemp
Commercial Manager.....Ken Laughlin
Chief Engineer .....Jim Kemp

KIBH

SEWARD—1948—CBS—NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....William J. Wagner
Business-Studio Address .....
.....830 Securities Bldg., Seattle, Wash.
Phone Number .....Seneca 6333
Transmitter Location .....Seward
Air Time .....5 a.m.-12 M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative ....Alaska Radio Sales; Scott
Pres., Gen. Mgr. .....William J. Wagner
Station Manager .....Jay Stauter
Commercial Manager .....Ken Laughlin
Program Director .....Don Lowell
Chief Engineer .....Al Horton

KALA

SITKA—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Baranof Enterprises, Inc.

KIFW

SITKA—1949—CBS—NBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....William J. Wagner
Bus.-Studio Addres.....830 Securities Bldg., Seattle, Wash.
Phone Number.....Seneca 6333
Transmitter Location .....Sitka
News Service .....AP
Air Time .....6:30 a.m.-12-M.
Transcription Service .....Lang-Worth
Representative ....Alaska Radio Sales; Scott
Pres., Gen. Mgr. .....William J. Wagner
Station Manager .....R. E. Von Postel, Jr.
Commercial Manager .....Ken Laughlin
Chief Engineer .....Richard Nicholas

HAWAII

KHBC

HILO—1936—CBS

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Oper. By.Hawaiian Bcstg. System, Ltd.
Business Address.....P. O. Box 1476
Phone Number 4616
Studio-Transmitter Location .....Piihonua
Air Time.....6 a.m.-11 p.m.
News Service.....UP, INS, AP
Transcription Service.....World, Standard
Representative.....Free & Peters
President.....J. Howard Worrall
Station Manager.....C. Tracy Thrumston
Commercial Manager.....Denzil W. Rose
Chief Engineer.....Robert W. Moore

KIPA

HILO—1947—ALOHA NET

Frequency: 1110 Kc.....Power: 1,000 Watts
Owned-Oper. By....Big Island Bcstg. Co., Ltd.
Business-Studio Address .....
140 Haili St., P. O. Box 1602
Phone Number 2177-8
Transmitter Location.....4.5 mi. W. of Hilo
Air Time .....6 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Walker
Pres., Gen., Comm., Sta. Mgr. ...A. H. Green
Prom. Mgr., Pgm. Dir. .....Wright Esser
Chief Announcer .....Ellswirth Taylor
News Director .....Rex Wills
Chief Engineer .....H. L. Marques

KGMB

HONOLULU—1929—CBS

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Oper. By....Hawaiian Bcstg. System, Ltd.
Bus.-Studio-Transmitter Address.....1534 Kapiolani Blvd.
Phone Number 9-0914
Air Time .....Unlimited
News Service .....UP
Transcription Service.....World, Standard
Representative.....Free & Peters
Pres., General Mgr.....J. Howard Worrall
Station-Comm. Mgr.....E. Fitz Donnell, Jr.
Pub. Dir., Sales Prom. Mgr.....Faye Johnson
Program Director.....Louis T. Dwyer
Chief Anncr., News Dir. .....Gordon Burke
Chief Engineer.....Ernest G. Lindemann

KGU

HONOLULU—1922—NBC

Frequency: 760 Kc.....Power: 2,500 Watts
Owned-Operated By..Advertiser Pub. Co., Ltd.
Phone Number 5-2977
Studio-Transmitter Location..South & Kapiolani
Air Time.....6:15 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Katz
President.....Lorrin P. Thurston
General Manager.....M. A. Mulrony
Commercial Manager.....William O. Paine
Program Director.....Owen Cunningham
Publicity Director.....William Knowles
Chief Announcer .....John Torbert
Chief Engineer.....M. A. Mulrony

KHON

HONOLULU—1946
ALOHA NETWORK

Frequency: 1380 Kc.....Power: 5,000 Watts
Owned-Operated By....Aloha Bcstg. Co., Ltd.
Business Address .....P. O. Box 1380
Phone Number.....95295
Transmitter Location .....Kalia, Waikiki
News Service .....UP
Trans. Serv. .....Capitol, Standard
Representative .....Walker
President .....R. M. Fitkin
Chief Engr., Sta. Mgr. .....Ira G. Mercer
Program Director.....Mrs. Lynn Soon

KIKI

HONOLULU—1950

Frequency: 860 Kc.....Power: 250 Watts
Owned-Oper. By.....KIKI, Ltd.
Address.....P. O. Box 692
Phone Number 5066
Representative .....Forjoe
Transcription Service .....Lang-Worth
News Service .....AP
Owner, Pres., Gen. Mgr., Chief Engr.
Royal V. Howard
Asst. Gen. & Comm. Mgr....William B. Meyers
Promotion Manager.....A. R. Goodwin
Program Director.....Clair Weidenaar

KPOA

HONOLULU—1946—LBS—MBS

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Operated By.....Island Bcstg. Co.
Business Studio Address .....1330 Baratania
Phone Number 5-5911
Transmitter Location.....Kapiolani & Date Sts.
News Service .....UP
Representative.....George P. Hollingbery
Partners ...J. Elroy McCaw, John D. Keating
General Manager .....John D. Keating
Sta., Comm. Mgr. .....Fin Hollinger
Promotion Manager .....Jack Miller
Program Director .....Frank Valenti
Production Director .....Bob Lang
News Director .....Carlos Rivas
Chief Engineer.....Robert Bird

KULA

HONOLULU—1947—ABC

Frequency: 690 Kc. .....Power: 10,000 Watts
Owned. Oper. By .Pacific Frontier Bdcstg. Co., Ltd.
Address .....P. O. Box 1479
Phone Number 90926
Transmitter Location .....Kalanianiole Hway.
Air Time .....6 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Standard
Representative .....Avery-Knodel, Inc.
Membership ..... NAB
Pres., Gen. Mgr. .....Jack A. Burnett
Station Manager .....Wm. B. Murphy
Commercial Manager .....Irving C. Phillips
Sales Promotion Manager..Chas. Christianson
Pgm., Pub. Dir. .....Ed Doty
Production Director .....June Fairchild
Chief Anncr., News Dir. .....Ted Scott
Musical Director .....Cornelius Keur
Chief Engineer .....M. J. Hook
Consulting Engineer .....D'Orr Cozzens

KTOH

LIHUE, KAUAI—1940—ALOHA

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Garden Island Publ., Ltd.
Bus.-Studio-Transmitter Location..Lihue, Kauai Box 1748
Phone Number.....Kauai 361, 961
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Standard
Representative .....Walker
Membership .....NAB
General Manager.....Charles J. Fern
Station Manager.....Clarence M. Ashman
Commercial Manager.....Dwight Mossman
Program Director.....Raymond K. Sasaki
News Director.....Barlow Hardy
Chief Engineer.....Katashi Nose

KMVI

WAILUKU-MAUI—1946—ALOHA

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Oper. By.....Maui Publ. Co., Ltd.
Address Trans. Loca...Wailuku-Maui, Box 374
Phone Number 981
Air Time .....5:25 a.m.-11:15 p.m.
News Service .....UP
Transcription Service .....Standard, Cole
Representative .....Walker
President.....J. Walter Cameron
General Manager.....Ezra J. Crane

Sta. Mgr., Prog. Dir.....Richard E. Mawson
Commercial Manager .....Frank Kovacic
Sales Prom. Mgr. .....William Belknap
Chief Engineer.....Ronald Miyahira

KAHU

WAIPAHU—1950

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Oper. By.....Rural Bcstg. Co., Ltd.
Address.....420 National Bldg.
Phone Number 412-835
Transcription Service .....Capitol
News Service .....AP
Pres., Gen. Mgr.....Victor Eckland
Commercial Manager.....Arthur Sedgwick
Program Director.....Ed Marion
Chief Engineer.....Frank W. Fitch, Jr.
Treasurer.....Harry En Chu
News Director.....Curt Butler

PUERTO RICO

WCMN

ARECIBO—1946

Frequency: 1280 Kc. ..Power: 1,000 Watts d., 1,000 Watts n.
Owned-Oper. By .....Caribbean Bdcstg Corp.
Address .....P. O. Box 755
Phone Number .....(Studios) 589; Trans. 719
Transmitter Location .....Barrio Islote
Air Time .....7 a.m.-11 p.m.
Membership .....NARTB
President .....Arístides Santoni Ledesma
General Manager .....Nabal Barreto
Comm. Mgr. .....Francisco López Oronoz
Prog. Dir. .....Rafael Escribano, Jr.
Chief Announcer .....Héctor Pérez Cardona
News Director .....Juan López Montano
Chief Engineer .....José Soler

WKVM

ARECIBO—1946

Frequency: 1070 Kc.....Power 25,000 Watts d.
Owned-Oper. By.....Am. Col. Bdcstg. Corp.
Address ..1000 Ponce de León Ave., San Juan
Trans. Loca. .....Barrio Islote, Arecibo
Pres., Gen., Sta., Comm. Mgr., Chief, Consulting Engineer .....Ralph Pérez Perry

WENA

BAYAMON—1947

Frequency: 1560 Kc.....Power: 250 Watts
Owned-Operated By.....Bayamon Bcstg. Co.
Phone Number.....Bayamon 161
Transmitter Location.....Cataño-Bayamon Rd.
Air Time .....6:45 a.m.-10:30 p.m.
President.....Dr. A. Diaz Atiles
General Manager....Domingo Diaz Alejandro
Chief Engineer.....Juan A. Arias

WRIA

CAGUAS—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owner.....Inter-American Radio Corp.
Business Address .....Cagues
Phone Number 678
Studio Address.....Corchado Street
Transmitter Location...Rio Piedras-Caguas Rd.
Air Time .....Unlimited
Manager.....Jose A. Gautier

WVJP

CAGUAS—1947

Frequency: 1110 Kc.....Power: 250 Watts d.
Owned-Oper. By .....Borinquen Bdcstg. Co.
Address .....P. O. Box 207; Caguas
Phone Number .....789 - 790
Transmitter Location .....Gurabo Road
Transcription Service .....World
President .....Francisco Pereira
Gen., Sta. Mgr. .....Héctor Pereira
Commercial Manager....Jorge Luis Arzuaga
Sales Prom. Mgr., Pub. Dir..Federico E. Virella
Pgm., Prod. Dir. .....Ramón Mojica Solá
Chief Announcer .....Ramón Vizcarrondo
News Director .....William Valentine Rico
Chief, Consulting Engr. ...Pedro Luis Jímenez
Farm Editor .....Juan Rodríguez Díaz

WMDD

FAJARDO—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Madrazo & Diaz
Address .....P. O. Box 187
Phone Number 132

WXRF

GUAYAMA—1948

Frequency: 1590 Kc.....Power: 1,000 Watts
Owned-Operated By.....Rafael Fuster
Business-Studio Address..Calle Hostos No. 42
Phone Number 243
Transmitter Location...Barrie Santo Domingo
President .....Rafael Fuster
Gen., Sta., Comm. Mgr.....Charles L. Cordero
Pgm., Prod. Dir.....Jose Colon
Chief Engineer.....J. H. Conesa

WAEL

MAYAGUEZ—1948

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Mario Acosta

Si Señor- 1ST AGAIN



WAPA IS 1ST AGAIN... IN

PUERTO RICO ... POPULARITY
PROGRAMS ... PERFORMANCE

WAPA
10,000 WATTS

... and Puerto Rico, 1st. in number of radio homes per 1000 in the Caribbean, is a 1st.-class market buying over $350,000,000 worth of U. S. goods annually.

HARWOOD HULL, General Manager WAPA P. O. Box 4563, San Juan, Puerto Rico.

U. S. Representatives CLARK-WANDLESS-MANN, INC. 205 East 42nd Street, New York 17, New York.

Business Address.....Iglesia No. 12
Phone Number 799
Owner-Manager .....Mario Acosta
Promotion Manager.....Alfonso Pagan

WKJB

MAYAGUEZ—1946

Frequency: 710 Kc.....Power: 1000 d.; 500 n.
Owned-Operated By.....Jose A. Bechara, Jr.
Business Address.....Box 1293
Phone Number 983
Studio Address.....59 Minerva St.
Transmitter Location.....Guanajibo Ave., Route 37
Air Time.....6 a.m.-M.
Pres., Gen. Mgr. .....Jose A. Bechara
Station Manager .....Arturo Cortes
Commercial Manager.....Jaime Sanjurjo
Program Director.....Alberto Basora
Chief Announcer .....Rafael Colon Diaz
Chief Engineer.....Henry Fischback
Farm Editor .....Benny Rodriguez
Consulting Engineer .....William Greer

WORA

MAYAGUEZ—1947

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio Americas Corp.
Phone Number 1150
Studio Address.....1150 Guanajibo Ave.
Transmitter Location.....Off Guanajibo Ave.
Air Time.....6 a.m-M.
News Service .....AP
Membership .....NAB
Pres., Gen. Mgr. ..Alfred R. de Arellano, Jr.
Station Mgr.....Reinaldo Dupont
Commercial Mgr.....Mrs. Jose Moran
Program Director .....Ramon S. Olivencia
Production Director ...Angel Rivera Graciani
Chief Announcer .....German Velez
News Director .....Oswaldo Aviles
Chief Engineer .....Edgar S. Olivieri
Musical Director ....Blanca Luna de Martínez
Consulting Engineer .....Jansky & Bailey

WPRA

MAYAGUEZ—1937

Frequency: 990 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Puerto Rico Adv. Co.
Address .....Box 869
Phone Number 869
President-Gen. Mgr. .....Andres Camara
Commercial Manager.....Virginia DiCristina
Program Director.....Ishmael Torrelas
Prom. Mgr., News Dir...Esteban Rosado Baes
Chief Engineers..Luis E. Freyre, Tim Rodriguez

WPAB

PONCE—1939

Frequency: 1370 Kc.....Power: 5,000 Watts
Owned-Operated By..... ..
Portorican American Bcstg. Co., Inc.
Bus.-Studio Add. ..P. O. Box 786, 164 Villa St.
Phone Number 783, 1177
Transmitter Locations.....Pampanos Rd.
News Service .....AP
Representative.....Inter-American Pub'l., Inc.
Membership .....NAB
President.....Carlos C. Clavell
Gen. Mgr., Treas.....A. Gimenez Aguayo
Commercial Manager .....Radames Mayoral
Program Director.....Eliseo Borrero
Chief Announcer.....Luis A. Morales
Chief Engineer .....Carlos R. Mercado

WPRP

PONCE—1936—BBC

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Oper. By....Voice of Puerto Rico, Inc.
Business Address.....Box 430
Phone Number 1015, 1752, 1821
Studio Address .....Guadalupe & Salud Sts.
Transmitter Location.....Las Cucharas
Transcription Service .....Lang-Worth
Representative .....Guzman, Co., Inc.
Membership .....NAB
President.....Guillermo A. Marques
General Manager .....Celso E. Garcia
Commercial Manager.....Antonio Miro
Program Director .....Harold Zayas Torres
Chief Announcer .....Carlos Rubén Ortiz
Chief Engineer.....José Arzuaga

WRIO

RIO PIEDRAS—1949

Frequency: 1140 Kc. ..Power: 1,000 Watts d., 500 Watts n.
Owned-Oper. By ...The Master Bdcstg. Corp.
Address ..Gómez Bldg., Stop 35, P. O. Box 335
Phone Number .....Hato Rey 1096
President .....Isidro Quiñones Vidal
V.P., Sta. Mgr. .....Julio Morales Ortiz
Adm. Asst. to V.P., Comm. Mgr. J. R. C. Rabelo
Adm. Asst. to V.P.....Manuel Rivera Morales
Adm. Asst. to V.P., Pgm. Dir.....W. P. Picón
Program Director.....Waldemar Pillot Picón
Chief Engineer .....Julio Morales Ortiz

WWWW

RIO PEDIAS—1949

Frequency: 1520 Kc.....Power: 250 Watts
Owned-Oper. By.....Frank A. Gaudia
Address.....P. O. Box 935
Phone Number 1098
Pres., Gen., Comm. Mgr.....Frank A. Gaudia
Chief Engineer.....Fernando Salazar

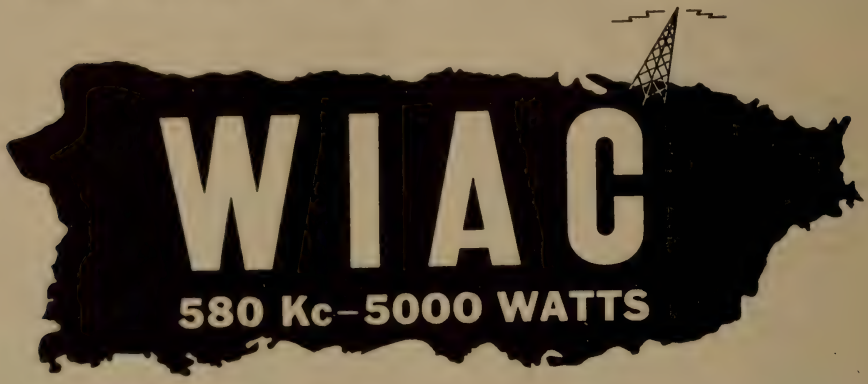
WAPA

SAN JUAN—1947—ABC-MBS

Frequency: 680 Kc.....Power: 10,000 Watts
Owned-Oper. By.....José Ramón Quiñones
Bus.-Studio Address...357 Ponce de León Ave.
Phone Number 3-0100
Transmitter Location .....Guaynabo
Transcription Service .....Thesaurus

puerto rico is rich

in customer-potential . . . and



san juan

reaches the customers you want...

. . . . because it takes more than just first class technical equipment to reach Puerto Rico's 2,200,000 people. WIAC knows how to cover the masses.

NEWS—Always up-to-the-minute news from the wires of the Associated Press.

MUSIC—Both local and international, cleared by BMI and ASCAP.

TALENT—Top dramatic talent for soap operas.

STAFF—Expert announcers and continuity and script writers.

PROGRAMS—Good programming every quarter hour of the day and night.

Our new booklet "Puerto Rico—Rich Port" with interesting market information tells you more. It is yours for the asking.

WIAC

Radio Station WIAC, Inc.

First on all Puerto Rico Dials—580 Kc—5000 Watts

San Juan, Puerto Rico, U.S.A.

Exclusive Advertising Representatives in United States & Canada:

Melchor Guzman Company, Inc.

45 Rockefeller Plaza
New York 20, N. Y.

Circle 7-0624

Representative ...Clark-Wandless-Mann, Inc.
Membership .....NAB
President .....José Ramón Quiñones
Gen., Sta. Mgr.....Harwood Hull, Jr.
Commercial Manager...Segismundo Quiñones
Program Director .....Emilio Nedrano
Music. Dir., Chief Anncr. .....Felix Santiago
Chief Engineer.....José A. Fernández
Farm Editor.....Guillermo Atiles
Consulting Engineer .Commercial Radio Equip.

WIAC

SAN JUAN—1942

Frequency: 580: .....Power: 5000 Watts d., 5000 Watts n.
Owned-Oper. By .....WIAC, Inc.
Address ..Ponce de Leon Ave. 654 - Santurce
Phone Number 2-0014
Transmitter Location .....Isla Verde Rd.
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service .....Standard
Representative .....Melchor Guzman Co.
Membership ..... NAB
President .....Mrs. Urania Abarca
Gen., Sta. Mgr. .....Tomas Muñiz
Commercial Manager .....Enrique Abarca
Sales Promotion Manager ...Manuel Morales
Program Director .....Francisco Rodriguez
Production Director .....Esther Pales
Chief Announcer .....Luis Vigoreaux
News Director .....Jose Pérez Muros
Musical Director .....Jose Raul Ramirez
Chief Engineer .....Alfonso Sanchez
Consulting Engineer .....George C. Davis

WIPR

SAN JUAN—1949

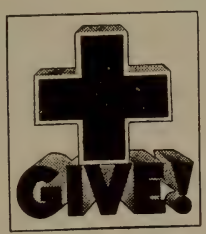
Frequency: 940 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Dept. of Education
Address.....1310 Ponce de Leon Ave.
Phone Number.....2-3218
Transcription Service .....World
President.....Mariano Villaronga Toro
Station Director.....Jose A. Buitrago
Program Director.....Francisco Arrioi
Chief Engineer.....Pedro Luis Jimenez
Adm. Asst.....Olga H. Gomez
News Director.....Ismael Delgado

WITA

SAN JUAN—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By...Electronic Enterprises, Inc.
Address.....P. O. Box 3726
Studio Director.....Fermin F. Bonni
Commercial Manager....William H. Montalvo

THE RED CROSS NEEDS



Your Unstinting Assistance

GIVE!

In Puerto Rico Most Top Advertisers Use This Proven "Selling Punch"



WKAQ RADIO EL MUNDO San Juan, Puerto Rico

620 KC. 5,000 WATTS

You're in good company when you broadcast your sales message over W.K.A.Q., the MOST POPULAR radio station in Puerto Rico. RADIO EL MUNDO has more sponsored programs than any other station on the Island because it packs a "Selling Punch" that brings real results.

The American Tobacco Company
Blatz Brewing Company
The Borden Company
Bristol-Myers Company
Campbell Soup Company
Canada Dry
Carnation Company
Coca-Cola Company
Colgate-Palmolive-Peet Company
Corn Products Refining Company
Corona Brewing Company
Dana Parfums
Florido Wine Company
Ford Motor Company
General Motors Corporation
Gulf Brewing Company
Gunther Brewing Company
Humphrey's Medicine Company
India Brewing Company
Keebler Weil Baking Company
Lever Brothers
Liggett & Meyers Tobacco Company
Mennen Company
Miles Laboratories
Murine Company
Nash-Kelvinator Corporation
Norwich Pharmacal Company
Pabst Sales Company
Pal Blades Company
Pan American Airways
Pet Milk Sales Corporation
Pillsbury Mills Incorporated
Ponce Cement Corporation
Procter & Gamble
Puerto Rico Trading Company
Quaker Oats Company
Red Seal Rice Company
F. & M. Schaefer Brewing Company
Sterling Products
Wurlitzer

Exclusive Representatives

INTER-AMERICAN PUBLICATIONS, INC. • 41 EAST 42nd STREET, NEW YORK, N. Y.

WKAQ

SAN JUAN—1922—CBS

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Oper. By.....Angel Ramos
Business Address.....P. O. Box 3746
Phone Number 2-2023
Studio Address.....1261 Ponce de Leon Ave.
Transmitter Location.....Sabana Llana
Air Time .....Unlimited
Transcription Service .....Associated
News Service .....UP
Representatives....Inter-American Pub'l., Inc.
Membership .....NAB
General Manager.....Miguel Cuetara

WNEL

SAN JUAN—1934—NBC

Frequency: 850 Kc.....Power: 5,000 Watts
Owned-Oper. By.....WNEL, Inc.
Address.....960 Ponce de Leon Ave.
Representative .....Weed
Transcription Service .....Lang-Worth
Pres., Gen. Mgr.....Juan Piza
Manager .....R. Blanco
Sales Manager .....C. Fraticelli

WIBS

SANTURCE—1947

Frequency: 740 Kc.....Power: 10,000 Watts
Owned-Oper. By.....WIBS, Inc.
Address.....P. O. Box 4809
Phone Number 2-1558
Representative .....Pan-American
Gen., Comm. Mgr.....Manuel S. Martinez
Production Manager....Jose Luis Torregrosa

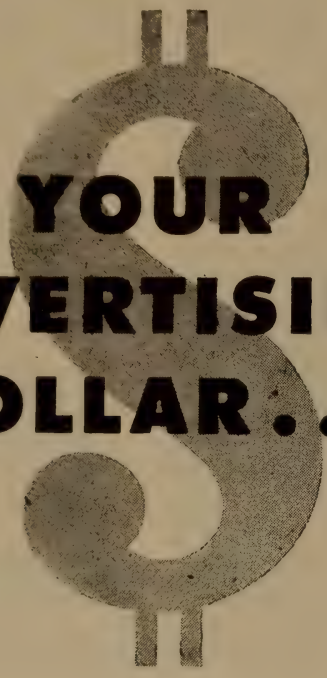
WIPR

SANTURCE—1949

Frequency: 940 Kc.....Power: 10,000 Watts
Owned-Oper. By.....P. R. Communications Authority
Address .....Santurce
Phone Number 2-3010
Air Time .....Unlimited
Transcription Service .....World
President.....Rafael Marquez
Station Mgr.....Jose A. Buitrago
Program Director.....Jose Martino
Chief Engineer.....Pedro Jimenez

WHY IS AP THE BEST?

BECAUSE— AP is more experienced than any other news service . . . more than 100 years collecting and distributing news.



YOUR ADVERTISING DOLLAR...

ON CFRB you reach more listeners per dollar than on any other Toronto Station. That's why advertisers keep on using CFRB year after year.

Ask them why! Perhaps they won't quote figures or facts . . . but they'll give you the real answer. They stay because they get results! They stay because they reach more radio homes, more prospects for their product . . . selling an audience that's been increasing for overy twenty years!

CFRB
TORONTO

REPRESENTATIVES:

UNITED STATES
Adam J. Young Jr., Incorporated

CANADA
All-Canada Radio Facilities Ltd.

Ontario's Favourite Radio Station!

CANADA

Networks

□

C B C

□

C A B

□

Station Index

□

Stations

NINETEEN FIFTY-ONE

IN CANADA

From 1944 to 1949 radio homes increased almost 50%. During 1950 there has been a further increase of 10%, making the present total nearly 3,500,000 homes.

In Canada day-time "sets-in-use" *have risen from 22% in 1944 to almost 25% in 1949* (Elliott-Haynes), while *night-time "sets-in-use" during the same period have risen from 38% to 43%*. These figures are substantially higher than those for radio "sets-in-use" for the United States and this disparity is now becoming even more accentuated. *"Sets-in-use" in French Canada are the highest in North America.*

In Canada radio has an intensity of listening and a concentration of interest enjoyed in few other places or by other media. CBC Network Schedules combine the top-ranking programs from American networks with a wide variety of highly popular home features ensuring consistently faithful audiences.

In Canada both day-time and night-time radio are outstanding buys compared with any other media.

CBC RADIO CANADA

CANADIAN BROADCASTING CORPORATION

COMMERCIAL DIVISION

354 Jarvis Street
Toronto 5, Ontario

1425 Dorchester Street W.
Montreal 25, P.Q.

CANADIAN
Broadcasting Corporation

OFFICES

Head Office—P. O. Box 806, 140 Wellington St., Ottawa, Ont.
Administration—P. O. Box 6000, Montreal, Que.
Commercial Division—P. O. Box 500, 354 Jarvis St., Toronto 5, Ont.
National Program Office—P. O. Box 500, 354 Jarvis St., Toronto 5, Ont.

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C. E. Stiles, Assistant Director, Personnel and Administrative Services
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J. R. Sampson, Administrative Officer, Montreal area
A. D. Monk, Personnel Relations Officer, Montreal area
A. E. Tetu, Chief of Records

Commercial Division

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W. E. Powell, Assistant Commercial Manager
W. R. Johnston, Supervisor of Acceptance and Production
Hugh Clark, Sales Representative
T. T. Odell, Sales Representative
L. E. Pegg, Sales Representative
Arthur Barr, Sales and Commercial Traffic
H. F. Chevrier, Coverage Statistics

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Charles Jennings, General Supervisor of Programs
Harry J. Boyle, Program Director Trans-Canada Network
H. G. Walker, Manager, Dominion Network
R. C. Fraser, Director, Press and Information Services
W. J. Dunlop, Supervisor of International Exchange & Institutional Broadcasts
R. S. Lambert, Supervisor of School Broadcasts
Neil M. Morrison, Supervisor of Talks and Public Affairs
D. C. McArthur, Chief News Editor
E. W. Jackson, Traffic Manager
Elizabeth D. Long, Women's Interests
H. Z. Palmer, Assistant Program Director Trans-Canada Network
A. E. Powley, News Features Editor
H. E. S. Hamilton, Supervising Engineer (Network Operations)



"The Hallmark of Effective Radio"

NOT JUST RADIO, BUT COMMUNITY RADIO

The radio that really sells your goods is not an out-of-town salesman who travels across the country, shoving his foot in every door, delivering the same pitch from the Atlantic to the Pacific.

Rather it is a friendly neighbor, who drops in for a cozy chat about the price of coal, a different recipe, the new cars, or what the Joneses are wearing this year.

That's radio, on the community level, speaking to its neighbors in their own language, through the well-known voice of Bill Smith — old Steve's kid who used to deliver for the corner store and sing in the choir, and is now working as an announcer at Sam Green's radio station.

The service offered to business by Canada's Community Radio Stations is as simple as that.

But there is something more.

One hundred of Canada's privately-owned community stations are bonded together in the Canadian Association of Broadcasters for the general betterment of broadcasting.

While studiously maintaining their individuality and independence, these stations pool their collective strength to give advertisers all the advantages of a nation-wide organization, in terms of co-ordinated effort, with none of the unwieldiness and lack of flexibility of centralized programming.

When you buy time on one, some or all of the 100 CAB stations, you get better merchandising, better programming, better production, better research, better results, because you get a neighborly presentation of your message, besides all the benefits of a national organization devoting its time to these "multiple-pluses" which no individual station could possibly offer.

For Full Information

on your specific merchandising problems, consult

The CANADIAN ASSOCIATION of BROADCASTERS

T. J. Allard,
General Manager,
108 Sparks St.
Ottawa.

Pat Freeman,
Sales Research Director,
37 Bloor St. W.,
Toronto.

CANADIAN
Association of Broadcasters

OFFICES

Head Office—108 Sparks St., Ottawa, Ont.
Phone: 34036

Branch Office—37 Bloor Street West, Toronto, Ont.
Phone: Pr 3729



Officers

Chairman of the Board ..... William M. Guild

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Functions

The Canadian Association of Broadcasters is a voluntary trade organization of 98 privately owned (independent) broadcasting stations in Canada.

STATIONS OF CANADA

The following list of stations is arranged in call letter alphabetical order giving page number for complete station data.

Call Letters	City	See Page
CBA	Sackville, N. B.	734
CBE	Windsor, Ont.	743
CBF	Montreal, Que.	745
CBG	Gander, Nfld.	735
CBH	Halifax, N. S.	736
CBI	Sydney, N. S.	736
CBJ	Chicoutimi, Que.	744
CBK	Watrous, Sask.	750
CBL	Toronto, Ont.	742
CBM	Montreal, Que.	745
CBN	St. John's, Nfld.	735
CBO	Ottawa, Ont.	740
CBR	Vancouver, B. C.	731
CBT	Grand Falls, Nfld.	735
CBV	Quebec, City, Que.	747
CBW	Winnipeg, Man.	733
CBX	Edmonton, Alta.	728
CBY	Corner Brook, Nfld.	735
CFAB	Windsor, N. S.	737
CFAC	Calgary, Alta.	728
CFAR	Flin Flon, Man.	732
CFBC	Saint John, N. B.	734
CFCF	Montreal, Que.	746
CFCH	North Bay, Ont.	740
CFCN	Calgary, Alta.	728
CFCO	Chatham, Ont.	738
CFCY	Charlottetown, P. E. I.	744
CFGP	Grande Prairie, Alta.	729
CFJC	Kamloops, B. C.	730
CFJM	Brockville, Ont.	738
CFNB	Fredericton, N. B.	732
CFOR	Orilla, Ont.	740
CFOS	Owen Sound, Ont.	741
CFPA	Port Arthur, Ont.	741
CFPL	London, Ont.	739
CFPR	Prince Rupert, B. S.	731
CFQC	Saskatoon, Sask.	750
CFRA	Ottawa, Ont.	740
CFRB	Toronto, Ont.	743
CFRN	Edmonton Alta.	728
CHAB	Moose Jaw, Sask.	749
CHAD	Amos, Que.	744
CHAT	Medicine Hat, Alta.	729
CHEF	Granby, Que.	744
CHEX	Peterborough, Ont.	741
CHFA	Edmonton, Alta.	728
CHGB	Ste. Anne de la Pocatiere, Que.	748
CHLN	Three Rivers, Que.	748
CHLO	St. Thomas, Ont.	741
CHLP	Montreal, Que.	746
CHLT	Sherbrooke, Que.	748
CHML	Hamilton, Ont.	738
CHNC	New Carlisle, Que.	747
CHNO	Sudbury, Ont.	742
CHNS	Halifax, N. S.	736
CHOK	Sarnia, Ont.	742
CHOV	Pembroke, Ont.	741
CHRC	Quebec City, Que.	747
CHRL	Roberval, Que.	748
CHSJ	Saint John, N. B.	734
CHUB	Nanaimo, B. C.	730
CHUM	Toronto, Ont.	743
CHVC	Niagara Falls, Ont.	740
CHWK	Chiliwack, B. C.	729
CJAD	Montreal, Que.	746
CJAT	Trail, B. C.	731
CJAV	Port Alberni, B. C.	731
CJBC	Toronto, Ont.	743
CJBQ	Belleville, Ont.	737
CJBR	Rimouski, Que.	748
CJCA	Edmonton, Alta.	728
CJCB	Sydney, N. S.	736
CJCH	Halifax, N. S.	736
CJCS	Stratford, Ont.	742
CJDC	Dawson Creek, B. C.	730
CJEM	Edmundston, N. B.	733
CJFP	Riviere-Du-Loup, Que.	748
CJFX	Antigonish, N. S.	735
CJGX	Yorktown, Sask.	750
CJIB	Vernon, B. C.	732
CJIC	Sault St. Marie, Ont.	742
CJKL	Kirkland Lake, Ont.	739
CJLS	Yarmouth, N. S.	737
CJNB	North Battleford, Sask.	749
CJNT	Quebec City, Que.	747
CJOB	Winnipeg, Man.	733
CJOC	Lethbridge, Alta.	729
CJOR	Vancouver, B. C.	731
CJOY	Guelph, Ont.	738
CJRL	Kenora, Ont.	739
CJRW	Summerside, P. E. I.	744
CJSO	Sorel, Que.	748
CJVI	Victoria, B. C.	732
CKAC	Montreal, Que.	747
CKBB	Barrie, Ont.	737

Call Letters	City	See Page
CKBI	Prince Albert, Sask.	749
CKBL	Matane, Que.	745
CKBW	Bridgewater, N. S.	735
CKCH	Hull, Que.	745
CKCK	Regina, Sask.	749
CKCL	Truro, N. S.	737
CKCR	Kitchener, Ont.	739
CKCV	Quebec City, Que.	747
CKCW	Moncton, N. B.	734
CKDA	Victoria, B. C.	732
CKEN	Kentville, N. S.	736
CKEY	Toronto, Ont.	743
CKFH	Toronto, Ont.	743
CKFI	Fort Frances, Ont.	738
CKGB	Timmins, Ont.	742
CKLB	Oshawa, Ont.	740
CKLN	Nelson, B. C.	730
CKLS	La Sarre, Que.	745
CKLW	Windsor, Ont.	743
CKMO	Vancouver, B. C.	731
CKMR	New Castle, N. B.	734
CKNB	Campbellton, N. B.	733
CKNW	New Westminster, B. C.	730
CKNX	Wingham, Ont.	743
CKOC	Hamilton, Ont.	739

Call Letters	City	See Page
CKOK	Penticton, B. C.	730
CKOV	Kelowna, B. C.	730
CKOX	Woodstock, Ont.	744
CKOY	Ottawa, Ont.	740
CKPC	Brantford, Ont.	737
CKPG	Prince George, B. C.	731
CKPR	Fort William, Ont.	738
CKRC	Winnipeg, Man.	733
CKRD	Red Deer, Alta.	729
CKRM	Regina, Sask.	750
CKRN	Rouyn, Que.	748
CKRS	Jonquire, Que.	745
CKSB	St. Boniface, Man.	732
CKSF	Cornwall, Ont.	738
CKSO	Sudbury, Ont.	742
CKTB	St. Catherine, Ont.	741
CKTS	Sherbrooke, Que.	748
CKVC	Quebec City, Que.	747
CKVD	Val D'Or, Que.	749
CKVL	Montreal, Que.	747
CKWS	Kingston, Ont.	739
CKWX	Vancouver, B. C.	731
CKX	Brandon, Man.	732
CKXL	Calgary, Alta.	728
CKY	Winnipeg, Man.	733
VOCM	St. John's, Nfld.	735

Canada's Selective Radio Headquarters



The little All-Canada man represents all phases of Canadian broadcasting — both time and talent.

Through the years he has come to symbolize not only the Company he represents, but the medium he champions: *Selective* Radio.

In a vast country with wide "skip-distances" between major markets, All-Canada offers you the most economical, most effective method of reaching the consumer at home through a select group of key Canadian stations.

Call on the All-Canada man wherever your campaign plans extend into the Canadian market. He'll be ready to discuss times and stations: and All-Canada also offers you selection from the world's largest library of transcribed programs.

ALL-CANADA RADIO FACILITIES *Limited*

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL

ALBERTA

CFAC

CALGARY—1922—CBS

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Oper. By.....Calgary Bcstg. Co., Ltd.
Bus.-Studio Address.....1000 Greyhond Bldg.
Phone Number.....Renfrew 6-1036
Transmitter Location.....Midnapore, Alta.
Air Time.....Unlimited
News Service.....PN, BUP
Transcription Service.....Thesaurus, World, Associated
Representative.....All-Canada, Weed
News Service.....PN, BUP
President.....H. R. Carson
General Manager.....A. M. Cairns
Commercial Manager.....A. R. Mackenzie
Production Director.....D. MacMillan
Promotion Manager.....R. J. Tregillas
News Director.....Larry Heywood
Chief Engineer.....E. C. Connor

CFCN

CALGARY—1922—CBC DOMINION

Frequency: 1060 Kc.....Power: 10,000 Watts
Owned-Oper. By.The Voice of the Prairies, Ltd.
Bus.-Studio Address....Toronto General Trusts Bldg.
Phone Number.....2-1161
Transmitter Location.....9 Mi. S. of Calgary
Air Time.....6:30 a.m.-M.
News Service.....PN, BUP
Transcription Service...Standard, Lang-Worth, Capitol
Representative.....Radio Representatives, Adam J. Young, Jr.
Membership.....CAB, BBM, WAB
President.....H. G. Love
Commercial Manager.....E. H. McGuire
Program Director.....James A. Love
Publicity Director.....G. L. Carter
Chief Announcer.....E. A. Q. Brown
Chief Engineer.....Robert Lamb

CKXL

CALGARY—1927

Frequency: 1140 Kc.....Power: 1000 Watts
Owned-Oper. By.....Alberton Pub. Co., Ltd.
Address.....Victory Bldg.
Phone Number.....2-9966
Transmitter Location.....Chestermere Hts.
Representative..Cooke, Inc.; Natl. Bcstg. Sales
News Service.....BUP
Membership.....CAB
Pres. & Gen. Mgr.....G. Max Bell
Station Manager.....Frederick R. Shaw
Commercial Manager.....E. K. Elton
Sales Prom. Mgr., Pub. Dir.....John Thompson
Program Director.....Ted Soskin
Prod. Dir., Chief Anncr.....Jack Stewart
News Director.....Guy Vaughan
Chief Engineer.....Ross Craig

CBX

EDMONTON—1948
CBC TRANS-CANADA

Frequency: 1010 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Bus.-Studio Address....713 MacDonald Hotel
Phone Number.....2-9311
Transmitter Location.....Lacombe, Alta.
General Manager.....Dr. Augustine Frigon
Alberta Manager.....D. E. Cameron
Commercial Mgr. (Winnipeg).W. G. Carpentier
Program Director.....Ralph L. Horley
Supervising Engr.....Gordon Shillabeer
Farm Editor.....Al Richardson

CFRN

EDMONTON—1934
CBC DOMINION

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Oper. By....Sunwapta Bcstg. Co., Ltd.
Business-Studio Address.....109 CPR Bldg.
Phone Number.....22101
Transmitter Location...Jasper Hway., 2 Mi. W.
News Service.....BUP, PN
Transcription Service...Lang-Worth, Standard, Associated, U.T.S.
Representative.....Radio Representatives, Adam J. Young, Jr.
Membership.....CAB, BBM
Pres., Gen. Mgr.....G. R. A. Rice
Comm., Sales Prom. Mgr.....A. J. Hopps
Program Director.....George A. Duffield
Production Director.....Jerry Forbes
Publicity Director.....Isobel McDonald
Chief Announcer.....Claude Blackwood
Musical Director.....Eric C. Candy
Chief Engineer.....Frank G. Makepeace

CHFA

EDMONTON—1949

Frequency: 680 Kc.....Power: 5000 Watts
Owned-Operated By.....Radio Edmonton, Ltd.
Business Address.....10012 109th St.
Phone Number.....42157
News Service.....CP
Membership.....CAB, WAB
President.....Dr. L. O. Beauchemin
Station Manager.....J. A. Gallant
Commercial Manager.....Louis Hiller
Program Director.....Fernand Ippersiel
News Director.....Tharcis Forestier
Chief Engineer.....Gordon L. Sadler

CJCA

EDMONTON—1922
CBC TRANS-CANADA SUPP

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Oper. By....Edmonton Bcstg. Co., Ltd.
Bus.-Studio Address.....452 Birks Bldg.
Phone Number.....26131
Transmitter Location.....Ellerslie

Air Time ..... Unlimited
News Service ..... PN, BUP
Transcription Service ..... World, Thesaurus, Standard
Representative ..... All-Canada, Weed
Membership ..... CAB
Station Manager ..... Gerry Gaetz
Assistant Manager ..... R. L. Barnes
Commercial Manager ..... Joe MacKenzie
Production Director ..... Dalt Elton
Chief Announcer ..... Paul Guy
News Director ..... Russ Sheppard
Promotion Manager ..... Miss Win Sutton
Chief Engineer ..... Frank Hollingsworth
Farm Editor ..... Don Clayton
Consulting Engineer ..... Keith McKinnon

CFGP

GRANDE PRAIRIE—1937
CBC-TRANS-CANADA

Frequency: 1050 Kc. ..... Power: 1000 Watts
Owned By ..... Northern Bcstg. Corp., Ltd.
Bus.-Studio Address ..... 9910—99th St.
Phone Number 611
Transmitter Location ..... Clairmont Hway.
Air Time ..... 6:30 a.m.-M.
News Service ..... CP
Transcription Service ..... World, SESAC
Representative ..... All-Canada, Weed
Membership ..... CAB
President ..... J. E. Thomson
General-Station Mgr. ..... Arthur J. Balfour
Commercial Manager ..... Jack E. Soars
Program Director ..... John Wilson
Publicity Director ..... Margaret Wilson
Chief Announcer ..... Gordon Pearcy
Musical Director ..... Alice O'Brien
Chief Engineer ..... Jim de Roaldes
Consulting Engr. ..... Keith McKinnon

CJOC

LETHBRIDGE—1926
CBC TRANS-CANADA

Frequency: 1220 Kc. ..... Power: 5000 Watts
Owned-Oper. By ..... Lethbridge Bcstg., Ltd.
Address ..... 1015 Third Ave. S.
Phone Number 3161
Transmitter Location ..... Broxburn, Alberta

Air Time ..... 6 a.m.-M.
News Service ..... PN
Transcription Service ..... Assoc., Lang-Worth
Representative ..... Weed, All-Canada
Membership ..... CAB, BBM, WAB
Pres. & Gen. Mgr. ..... H. R. Carson
Station Manager ..... W. M. Guild
Commercial Manager ..... C. A. Perry
Sales Promotion Mgr. ..... E. Conville
Program Director ..... G. A. Brown
Chief Announcer ..... R. Robison
News Director ..... W. Skelton
Chief Engineer ..... R. A. Reagh
Farm Editor ..... O. J. Broughton
Consulting Engineer ..... Keith McKinnon

CHAT

MEDICINE HAT—1946—CBC

Frequency: 1270 Kc. ..... Power: 1000 Watts
Owned-Oper. By ..... Monarch Bcstg. Co., Ltd.
Address ..... 520 First St.
Phone Number 2821
Representative ..... Weed, All-Canada
Transcription Library ..... Standard
President ..... J. H. Yuill
Gen., Comm. Mgr. ..... R. J. Buss
Promotion Manager ..... Eleanor McDougall
Chief Engineer ..... Ian Carson
News Director ..... Stan Weiler

CKRD

RED DEER—1949
CBC DOMINION SUPP

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Central Alberta Bcstg. Co., Ltd.
Business Address ..... Foster Bldg.
Air Time ..... Unlimited
News Service ..... BUP
Transcription Service ..... Standard
Representative ..... Radio Reps., Young
Memberships ..... WAB, CAB
Pres., Gen. Mgr. ..... Gordon S. Henry
Commercial Manager ..... Ike Kaila
Program Dir. ..... Ned Corrigall
News Dir. ..... Cliff Bowers
Chief Engr. ..... Wm. Forst
Consulting Engr. ..... Canadian Marconi Co.

—BRITISH COLUMBIA—

CHWK

CHILLIWACK—1927
CBC DOMINION

Frequency: 1230 Kc. ..... Power: 250 Watts (C.P. 1000 Watts)
Owned-Oper. By ..... Fraser Valley Bcstrs., Ltd.
Business-Studio Address ..... 50 Yale Rd. E.
Phone Number 7511-21
Transmitter Location ..... Prest Rd.

Air Time ..... 7 a.m.-11:30 p.m.
News Service ..... BUP
Transcription Service ..... Cole
Representative ..... All-Canada, Weed
Membership ..... CAB, BBM
President ..... C. Casey Wells
Gen. Mgr., Chief Engr. ..... Jack Pilling
Commercial Manager ..... W. G. Teetzel
Sales Prom. Mgr. ..... J. M. Maclachlan
Farm Editor ..... W. York

CJDC

DAWSON CREEK—1947

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Operated By..Radio Station CJDC, Ltd.
Business Address.....2nd Ave. & 9th St.
Phone Number 1R2
Transmitter Location.....Grandview Heights
News Service.....Press News
Transcription Service .....Associated
Representative..Radio Representatives, Cooke
Membership.....CAB, BBM, WAB
President.....W. B. Michaud
Gen., Sta. Mgr.....Lewis R. Roskin
Sales Prom. Mgr.....J. Hull
Program Director.. Stan Salberg
Production Director.....John Symonds
Publicity Director.....Orest Rudko
News Director.....Roy Darling
Musical Director.....Michael Laverne
Chief Engineer.....William Gordon
Farm Editor.....Mrs. W. Velander
Consulting Engineer.....Charles Tremblay

CFJC

KAMLOOPS—1926—CBC

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....Sentinel Pub. Co.
Business-Studio Address.....310 St. Paul St.
Phone Number 1021
Transmitter Location.....Kamloops Jct.
Representative .....All-Canada, Weed
Transcription Library .....United
News Service .....PN
Membership .....CAB
General Manager.....Ian G. Clark
Prom., Comm. Mgr.....R. J. Innes
News, Pgm. Dir.....Walter Harwood
Chief Engineer.....G. G. Henderson

CKOV

KELOWNA—1931
CBC TRANS-CANADA

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Oper. By.....Okanagan Bcstrs., Ltd.
Business-Studio Address.....Box 1481
Phone Number 1331-2-3
Transmitter Location..Okanagan Mission, B. C.
News Service .....PN
Transcription Service.....World, Thesaurus
Representative .....All-Canada, Weed
Membership .....CAB
General Manager.....J. W. B. Browne
Program Director.....Jack C. Thompson
Publicity Director.....Chris. Hansen
Chief Engineer.....J. Fred Weber
News Director.....J. D. Bews

CHUB

NANAIMO—1949

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By.....George Randall
Business Address.....Malaspina Hotel
Air Time .....Unlimited
News Service .....PN
Transcription Service .....World
Representative..Natl. Bcstg. Sales, Hunt, Cooke
President.....George Randall
Comm. Manager.....Mrs. Mary Sutherland

CKLN

NELSON—1939—CBC
TRANS-CANADA SUPP

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..News Publishing Co., Ltd.
Address.....266 Baker St.
Phone Number 19
News Service .....PN
Representative .....Stavin, Young
Membership.....BBM, CAB, WAB
Station Mgr., Chief Engineer....A. R. Ramsden
Chief Announcer.....Telford K. Oliver
News Director.....W. J. D. Anderson
Consulting Engineer.....H. B. Seabrooke

CKNW

NEW WESTMINSTER—1944

Frequency: 1320 Kc.....Power: 1000 Watts
Owned By.....International Bcstg. Co., Ltd.
Operated By.....William Rea, Jr.
Business-Studio Address.....227 Columbia St.
Phone Number 3000
Transmitter Location.....Lulu Island, B. C.
News Service .....PN
Transcription.....Associated, World, Cole, Republic, Keystone
Representative.....Forjoe, Radio Reps
Pres., Gen., Sta. Mgr.....William Rea, Jr.
Natl. Sales Mgr.....Phil Baldwin
Program Manager.....Hal Davis
Promotion Manager.....Sheila Hassell
Chief Engineer.....Bill Collins
Local News Mgr.....Don MacLeod
Chief Announcer.....Bill Duncan
News Director.....Bill Hughes
Musical Director.....Vic Fergie

CKOK

PENTICTON—1948

Frequency: 800 Kc.....Power: 250 Watts
Owned-Operated By.....CKOK, Ltd.
Business-Studio Address .....Nanaimo Ave.
Phone Number 800
Transmitter Location Addr.....Skaha Lake
Air Time.....6:30 a.m.-M.
News Service .....PN
Transcription Service .....Standard
Representative.....Radio Reps., Cooke, Hunt
Membership.....BBM, CAB, BCAB
President.....Maurice P. Finnerty
Station Manager.....Harry O. Watts
Sales .....Bruce Howard
News Director.....Vince A. Duggan
Chief Engineer.....Jim English

CJAV

PORT ALBERNI—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....CJAV, Ltd.
Address.....735 Third Ave. N.
Phone Number 603-4
Air Time .....Unlimited
News Service.....AP, CP
Transcription Service.....Lang-Worth, Cole
Representative .....Radio Representatives
Membership .....CAB
Vice-President.....Harold Warren
Station Manager.....Charles J. Rudd
Commercial Manager.....K. Hutcheson
Program-Production Dir.....T. Rannie
Publicity Director.....Roy Jobling
News Director.....Robert J. Hall
Chief Engineer.....H. Hollway

CKPG

PRINCE GEORGE—1946
CBC TRANS-CANADA SUPP

Frequency: 550 Kc.....Power: 250 Watts
Owned-Oper. By....Radio Station CKPG, Ltd.
Address.....434 George St.
Phone Number 140
Transmitter Location.....So. Fort George
Air Time.....7 a.m.-11 p.m.
Representative .....All-Canada, Weed
Membership .....CAB, BBM
President.....Frank H. Elphicke
General Manager.....Cecil G. Elphicke
Commercial Mgr.....Ralph E. Spencer
Station Manager.....Jack Carbutt
Production Director.....Arthur Hall
Chief Engineer.....Ralph E. Spencer

CFPR

PRINCE RUPERT—1938—CBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned By..Northwest Bcst. & Service Co., Ltd.
Studio Address.....336 Second Ave., Box 848
Phone Number 863
Representative .....Stovin
General Manager (CBC)...Dr. Augustin Frigon
Station Manager.....C. H. Insulander

CJAT

TRAIL—1932—CBC
TRANS-CANADA

Frequency: 610 Kc.....Power: 1000 Watts
Owned-Oper. By.....Kootenay Bcstg. Co., Ltd.
Business-Studio Address.....815 Victoria St.
Phone Number 1840
News Service .....PN
Representative .....All-Canada, Weed
Membership.....BBM, CAB, WAB, BCAB
President.....E. W. Hazlewood
Station Manager.....John W. Loader
Commercial Manager.....Donald G. Marshall
Program Director.....Joseph P. Kobluk
Chief Engineer.....John D. Hepburn

CBR

VANCOUVER—1936—CBC

Frequency: 1130 Kc.....Power: 5000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Address.....701 Hornby St.
Phone Number .....Marine 6121
News Service.....BUP, R, CP
General Manager (CBC)..Dr. Augustin Frigon
Commercial Manager (CBC).....E. A. Weir
Regional Representative.....Kenneth Caple
Dir., Pres. & Info. Ser. (CBC).....Ron C. Fraser
Dir. Gen. Engrg. (CBC).....Gordon W. Olive
Pres. & Info. Rep.....W. Gil Clark
News Director (CBC).....D. C. McArthur
Farm Editor (CBC).....A. R. Kemp

CJOR

VANCOUVER—1925
CBC DOMINION

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By.....CJOR, Ltd.
Business-Studio Address.....846 Howe St.
Phone Number.....MArine 6464
Transmitter Location.....Lulu Island
News Service.....BUP, UP, PN
Transcription Service.....Thesaurus, UTS
Representative.....Stovin, Young
Membership .....CAB, BBM
Pres., Gen. Mgr.....George C. Chandler
Commercial Manager.....Don Laws
Production Director.....Dorwin Baird
Program Director.....Ross Mortimer
Publicity Director.....Miss K. V. Cronin
News Director.....Hal Rodd & Keith Cutler
Musical Director.....Wallie Peters
Chief Engineer.....A. H. Chandler

CKMO

VANCOUVER—1926—CBC

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Oper. By.....B. C. Bcstg. System, Ltd.
Address.....812 Robson St.
Phone Number.....MArine 1271-2-3
Transmitter Location.....River Rd., Lulu Is.
News Service .....BUP, PN
Transcription Service...Standard, Associated, SESAC
Representative.....Natl. Bcstg. Sales, Cooke
Membership .....CAB
President.....Mrs. R. J. Sprott
Vice-President .....Bruce Arundel
General Manager.....Mrs. E. M. Willis
Asst. Sales Mgr.....Al Goodwin
Program Director.....Wally Garrett
Chief Engineer.....M. McKenzie
News Director.....Roy Jacques

CKWX

VANCOUVER—1923—MBS-DON LEE

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper. By.....Western Bcstg. Co., Ltd.

Business-Studio Address.....543 Seymour St.
Phone Number.....MArine 3344
News Service.....CP, BUP
Transcription Service.....Lang-Worth, World
Representative .....All-Canada, Weed
President .....Arthur Holstead
Gen.-Station Mgr.....Frank H. Elphicke
Asst. Manager.....Sam G. Ross
Commercial Manager.....John L. Sayers
News Director.....A. G. Cannings
Program Dir.....Laurie Irving
Sales Promotion Mgr.....Ken Hughes
Chief Engineer.....Charles Smith

CJIB

VERNON—1947—CBC DOMINION SUPP

Frequency: 940 Kc.....Power: 1000 Watts
Owned-Operated By.....Interior Bcstrs., Ltd.
Business Address.....Box 428
Phone Number 900
News Service .....PN
Transcription Service .....Associated
Representative..Radio Representatives, Cooke
Membership .....CAB, BBM
President.....J. T. Mutrie
Station Manager.....Howard Thompson
Sales Prom. Mgr.....John Crofton
Pgm. Dir., Chief Anncr.....Don McGibbon
Production Director.....Enid Meston
News Director.....Stan Jones
Chief Engineer.....Loren E. Merriman
Farm Editor.....Ken Shepherd

CJVI

VICTORIA—1941—DOMINION CBC

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Island Bcstg. Co., Ltd.
Business-Studio Address.....620 View St.
Phone Number.....Garden 2014, 8653
Transmitter Location.....Cedar Hill Cross Rd.
Air Time.....6 a.m.-11 p.m.
News Service .....CP
Transcription Service.....Thesaurus, World
Membership .....CAB, WAB
Representative .....Weed, All-Canada
President.....Harold T. Matson
General Manager.....Harold R. Carson
Station Manager.....M. V. Chestnut
Commercial Manager.....Lee F. Hallbeg
Sales Prom. Mgr., & Pub. Dir.
James S. Crawford
Pgm., Prod. Dir.....Richard T. Batey
Chief Announcer.....Rudy Hartman
News Director.....Bruce Lowther
Musical Director.....Fred Usher
Chief Engineer.....Joe Sommers
Consulting Engineer.....Keith McKinnon

CKDA

VICTORIA—1950

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....David M. Armstrong
Address .....Douglsa Hotel
Representative .....Radio Representatives
President.....David M. Armstrong

MANITOBA

CKX

BRANDON—1928—CBC DOMINION

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Oper. By....Western Manitoba Bcstrs.
Address.....8th St. & Princess Ave.
Phone Number 4532
Transcription Service.....Thesaurus, World
Representative ..Radio Representatives, Cooke
News Service .....CP
Membership.....WAB, CAB,BBM
Managing Director.....J. B. Craig
Commercial Manager.....E. D. Holland
Program Director.....Eric Davies
Publicity Director.....Archie Olson
Chief Engineer.....Humphrey Davies

CFAR

FLIN FLON—1937—CBC TRANS-CANADA

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By.....Arctic Radio Corp., Ltd.
Address.....75 Hill St.
Phone Number 590
News Service .....PN
Transcription Service .....Lang-Worth
Representative .....Stovin, Young
President.....S. J. Beaufoy
General Manager.....C. H. Witney
Program Director.....T. O. Nelson
News & Prom. Dir.....J. E. Smallwood
Chief Engineer.....Gordon Woodward

CKSB

ST. BONIFACE—1946

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio St. Boniface, Ltd.
Address .....Langevin
Phone Number 204-865
News Service .....BUP
Membership .....CAB
Transcription Service.....World, Associated
President.....Dr. Paul L'Heureux
Gen., Comm. Mgr.....Roland Couture
Sta. Mgr., Pub. Dir.....Rene Dussault
Pgm. Dir., Farm Editor.....Leo Remillard
Chief Announcer.....Maxime Desaulniers
News Director.....Louis Souchon
Chief Engineer.....D. R. Thomson

CBW

WINNIPEG—1948
CBC TRANS-CANADA

Frequency: 990 Kc.....Power: 50,000 Watts
Owned-Operated By....Canadian Bcstg. Corp.
Business Address.....300 Telephone Bldg.
Phone Number.....922-91
Transmitter Location.....Carman
News Service.....BUP, PN, Reuters, CP
Chairman (CBC).....A. D. Dunton
General Manager.....Dr. A. Frigon
Regional Representative.....J. R. Finlay
Station Manager (CBC) Winnipeg
J. N. Mogridge
Commercial Manager.....W. G. Carpentier
Presentation Officer.....Norman Lucas
Publicity Director.....C. E. L'Ami
Chief Announcer.....Maurice Burchell
News Director.....C. G. Gunning
Chief Engineer.....R. D. Cahoon
Farm Editor.....R. G. Knowles

CJOB

WINNIPEG—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Blick Bcstg., Ltd.
Business-Studio Address.....Lindsay Bldg.
Phone Number 9-6374
Transmitter Location.....St. Boniface
News Service .....PN, BUP
Transcription Service .....World, United, Associated, Standard
Representative..Radio Representatives, Cooke
Membership .....CAB, BBM
President, General Manager.....J. O. Blick
Commercial Manager.....A. J. Messner
Program Director.....C. E. Farey
Chief Engineer.....R. V. Durie

CKRC

WINNIPEG—1934—CBC DOMINION

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Oper. By....Transcanada Communications, Ltd.
Bus.-Studio Address.....300 Carlton St.
Phone Number.....922, 266
Transmitter Location.....St. Vital
Air Time .....Unlimited
News Service.....BUP, PN
Transcription Service...Lang-Worth, Standard
Representative .....Weed, All-Canada
Membership .....CAB, BBM
President .....V. Sifton
Gen., Sta. Mgr.....William A. Speers
Commercial Manager.....B. M. Pirie
Sales Prom. Mgr.....F. M. Desourdy
Prog. Dir., Prod. Mgr.....J. M. Hill
Chief Engineer.....Bert Hooper

CKY

WINNIPEG—1949

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Oper. By.....Station CKY, Ltd.
Business Address.....432 Main St.
Phone 931, 531
Air Time .....Unlimited
News Service.....BUP, CP
Transcription Service..Capitol, World, SESAC
Representative .....Stovin, Young
Membership .....CAB, WAB
General Manager.....Lloyd E. Moffat
Commercial Manager.....J. M. Ellis
Production Director.....W. E. Collier
Publicity Director.....Maurice E. Bunn
News Director.....Herb Nixon
Musical Director.....Jack Shapira
Chief Engineer.....John Edwards

—NEW BRUNSWICK—

CKNB

CAMPBELLTON—1939
CBC DOMINION

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Oper. By..Restigouche Bcstg. Co., Ltd.
Business Address.....P. O. Drawer 226
Phone Number 8
Studio Address.....110 Water St.
Transmitter Location.....Maple Green
Air Time .....Unlimited
Transcription Service .....All-Canada
Representative .....All-Canada, Weed
Membership .....CAB, BBM
President.....J. Wesley MacDonald
General Manager.....Dr. Charles H. Houde
Station Manager.....Stan Chapman
Sales Prom. Mgr.....Bill Harper
Program Director.....Bob Richards

CJEM

EDMUNDSTON—1944—CBC FRENCH SUPP

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Edmundston Radio, Ltd.
Business-Studio Address.....91 Canada Rd.
Phone Number 880
Transmitter Location .....Iroquois
Air Time.....7 a.m.-11:15 p.m.
Transcription Service .....World
Representative .....Stovin, Young
President .....Georges Michaud
Gen., Sta. Mgr.....Maurice Lacasse
Commercial Manager.....Georges Guerrette
Pgm., Prod. Dir.....Maurice Lacasse
Cief Announcer.....Robert Beaulieu
News Director.....Reynald Teasdale
Chief Engineer.....Yvon Roy
Farm Editor.....Leopold Bedard

CFNB

FREDERICTON—1923
CBC TRANS-CANADA

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Oper. By...James S. Neill & Sons, Ltd.
Business-Studio Address.....York St.
Phone Number 5501
Transmitter Location.....New Maryland
Air Time .....Unlimited
News Service.....BUP, RP
Transcription Service .....Thesaurus
Representative .....All-Canada, Weed
Membership .....CAB
Gen., Sta. Mgr.....Dr. Malcolm Neill
Sales Prom. Manager.....C. Austin Moore
Program Director.....J. T. H. Fenety
News Director.....Claude Cain
Chief Engineer.....Glenn D. Glove
Consulting Engineer.....Cana Marconi

CKCW

MONCTON—1934
CBC DOMINION

Frequency: 1220 Kc.....Power: 5000 Watts
Owned-Oper. By.....Moncton Bcstg., Ltd.
Business-Studio Address.....K. of P. Bldg.
Phone Number 9111-2-3
Transmitter Location .....Cherryfield
Air Time .....Unlimited
News Service.....BUP, RP
Transcription Service .....World
Representative .....McGillvra, Stovin
Membership .....CAB, BBM
Pres., Gen. Mgr.....F. A. Lynds
Commercial Manager.....F. A. Bestall
Program Director.....R. R. Rowlands
Publicity Director.....Alf. T. Parkes
Chief Announcer.....Bob Pugh
News Director.....Dane Crosby
Chief Engineer.....James A. White
Consulting Engineer .....RCA

CKMR

NEW CASTLE—1949

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By...Miramichi Bcstg. Co., Ltd.
Business Address.....Castle St.
Phone Number 690
Air Time.....Unlimited
News Service .....BUP
Transcription Service .....Standard
Representative .....Wright
President .....W. Flett
Program Director.....William Murray
General Manager.....J. H. Coalston
Chief Engineer.....Robert Wallace
Traffic Manager.....Mary Braken
News Director.....Graham Galloway

CBA

SACKVILLE—1939
CBC TRANS-CANADA

Frequency: 1070 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Bus.-Studio Address.....100 Sackville St.
Phone Number 3-6188
Transmitter Location .....Sackville
Air Time .....Unlimited
News Service...PN, BUP, CP, Reuters, AP, UP
President (CBC).....Dr. Augustin Frigon
Regional Prog. Dir., Sta. Mgr...W. E. S. Briggs
Commercial Manager.....E. A. Weir
News Director.....D. C. McArthur
Promotion Manager.....Wyn Rhydwen
Regional Engineer.....H. M. Smith
Chief Engineer.....J. A. Ouimet

CFBC

SAINT JOHN—1946
CBC DOMINION

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By....Fundy Bcstg. Co., Ltd.
Business-Studio Address.....4 Carleton St.
Phone Number 3-2421
Transmitter Location.....Sand Cove Rd.
Air Time .....Unlimited
News Service .....RP
Transcription Service .....Standard
Representative .....Weed, Alexander
President.....A. M. A. McLean
Station Manager.....Robert T. Bowman
Commercial Manager.....Charles E. Wasson
Production Manager.....W. N. Anderson
Publicity Director.....R. D. Gallagher
Chief Engineer.....H. M. Stout
Farm Editor.....Michael B. Gausden

CHSJ

SAINT JOHN—1934
CBC TRANS-CANADA

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Oper. By.....New Brunswick Bcstg. Co., Ltd.
Business-Studio Address.....14 Church St.
Phone Number 3-3304
Transmitter Location .....Coldbrook
Air Time .....Unlimited
News Service .....PN
Transcription Service.....World, Lang-Worth, Associated
Representative .....Stovin, Young
Membership .....CAB, BBM
Station Manager.....George A. Cromwell
Sales Promotion Manager....Herman Covey
Program Director.....Cleve G. Stillwell
Production Director.....Earl McCarron
Publicity Director.....Christine Fewings
Chief Engineer.....J. G. Bishop
Farm Editor.....Leonard Rudolf
Consulting Engineer.....T. Reid Dowling

NEWFOUNDLAND

CBY

CORNER BROOK—1949—CBC TRANS-CANADA SUPP

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Operated By...Canadian Bcstg. Corp.
Address.....Corner Brook
News Service.....CP, BUP, Reuters
Representative .....CBC
Gen. Mgr. (CBC).....Dr. Augustin Frigon
Commercial Manager (CBC).....E. A. Wier
Regional Rep.....William F. Galgay
Station Manager.....C. V. Hierlihy
D. Press & Info. Serv. (CBC)....Ron C. Fraser
Dir. Gen. Engrg.....Gordon W. Olive
News Director (CBC).....D. C. McArthur
Farm Editor (CBC).....A. R. Kemp

CBG

GANDER—1949—CBC TRANS-CANADA SUPP

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By...Canadian Bcstg. Corp.
Address .....Gander
News Service.....CP, BUP, Reuters
Representative .....CBC
President (CBC).....Dr. Augustin Frigon
Commercial Mgr. (CBC).....E. A. Wier
Regional Rep.....William F. Galgay
Station Manager.....A. Barrett
News Director.....D. C. McArthur
D. Press & Inf. Serv. (CBC).....Ron C. Frazer
D. Gen. Engrg. (CBC).....Gordon W. Olive
Farm Editor (CBC).....A. R. Kemp

CBT

GRAND FALLS—1949—CBC TRANS-CANADA

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Operated By...Canadian Bcstg. Corp.
Address .....High St.
Air Time .....Unlimited
Phone Number 382
Representative .....CBC
Gen. Mgr. (CBC).....Dr. Augustin Frigon
Commercial Mgr. (CBC).....E. A. Wier
News Director.....D. C. McArthur
Station Manager.....John J. Grace
Promotion Mgr. (CBC).....Ron C. Fraser
Chief Engineer.....J. J. Maloney
Consulting Engineer.....E. D. Witherstone

CBN

ST. JOHN'S—1949—CBC TRANS-CANADA SUPP

Frequency: 640 Kc.....Power: 10,000 Watts
Owned-Operated By...Canadian Bcstg. Corp.
Address .....St. John's
Air Time .....Unlimited
News Service.....CP, PN, BUP, Reuters
Representative .....CBC
President (CBC).....Dr. Augustin Frigon
Commercial Mgr. (CBC).....E. A. Wier
Regional Rep.....William F. Galgay
Promotion Mgr. (CBC).....Ron C. Fraser

VOCM

ST. JOHN'S—1936

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Operated By....Colonial Bcstg. System
Business Address.....Box 920
Phone 3148
Air Time.....Unlimited
News Service.....PN, CP
Transcription Service.....Thesaurus, World
Membership .....CAB, BBM
Representative .....Stovin
Managing Director.....J. L. Butler
Commercial Manager.....M. Shulman
Program Director.....J. M. Murdoch
Chief Engineer.....W. B. Williams

NOVA SCOTIA

CJFX

ANTIGONISH—1943 CBC DOMINION

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By.....Atlantic Bcstrs., Ltd.
Address.....St. Ninian St.
Phone Number 66
Representative..CBC, Young, Natl. Bcst. Sales
News Service .....PN
Transcription Service.....United, Lang-Worth
Representative.....Natl. Bcst. Sales, Young
General Manager.....J. Clyde Nunn
Commercial Manager.....R. J. Ricketts
Promotion Manager.....James Burroughs

CKBW

BRIDGEWATER—1947 CBC TRANS-CANADA SUPP

Frequency: 1000 Kc.....Power: 1000 Watts
Owned-Oper. By.....Acadia Bcstg. Co., Ltd.
Address.....399 King St.
Phone Number 445
Transmitter Location .....Hebbville
News Service .....PN
Transcription Service .....Associated
Representative.....Radio Representative Ltd., Cooke
Membership..... .....CAB, MAB, BBM
President.....C. J. Morrow

General Manager.....John F. Hirtle
Comm. Mgr., News Dir....Howard E. MacLean
Sales Prom. Mgr.....Lester L. Rogers
Sta. Mgr., Pgm. Prod. Dir....James A. MacLeod
Publicity Director.....Bruce F. Ratuse
Chief Anncr., Musical Dir.....A. Max Ramey
Chief Engineer.....Douglas B. Hirtle
Farm Editor.....Frank J. Nicholson
Consulting Engineer.....RCA Victor

CBH

HALIFAX—1944
CBC TRANS-CANADA MARITIME

Frequency: 1330 Kc.....Power: 100 Watts
Owned-Operated By....Canadian Bcstg. Corp.
Business-Studio Address.....100 Sackville St.
Phone Number 3-6188
Transmitter Location .....Halifax
Air Time.....1:30 a.m.-12:10 a.m.
News Service.....BUP, PN, Reuters, CP
Representative.....CBC Commercial Div.
General Manager.....Dr. Augustin Frigon
Station Manager.....S. R. Kennedy
Commercial Manager.....E. A. Weir, Toronto
Martime Reg. Repre.....W. E. S. Briggs
Production Staff..S. K. Appleby, G. I. Stewart
Publicity Director..Wyn Rhydwen, Maritime Press and Information Rep.
Chief Announcer.....Carl MacCaull
News Director.....M. MacDonald
Supervising Operator.....Arleigh Canning
Chief Engineer.....H. M. Smith, Maritime Regional Engineer
Farm Editor.....J. W. R. Graham

CHNS

HALIFAX—1926—CBC DOMINION

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Oper. By...Maritime Bcstg. Corp., Ltd.
Bus.-Studio Address.....Broadcasting House, 10 Tobin St.
Phone Number 3-8318
Transmitter Location....Rockingham, Halifax County
Air Time.....7-12:15 a.m.
News Service.....GP, BUP
Transcription Service..Thesaurus, Lang-Worth, World
Representative .....All-Canada, Weed
Membership .....GAB, BBM
President.....Andrew W. Robb
General Manager.....William Coates Barrett
Sta. Mgr., Pgm. Prod. Dir.....Gerald Redmond
Comm.-Sales Prom. Mgr.....Douglas Grant
Publicity Director.....Donald LeBlanc
Chief Announcer.....John Funston
Musical Director.....Richard L. Fry
Chief Engineer.....Arthur H. Greig

CJCH

HALIFAX—1944

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Operated By.....Chronicle Co., Ltd.
Bus.-Studio Address.....Lord Nelson Hotel
Phone Number 3-7311
Transmitter Location....St. Margaret's Bay Rd.
Air Time.....24 hrs.
News Service .....PN
Transcription Service....Standard, Associated
Representative.....Cooke, Nat'l Bcstg. Sales
Membership .....CAB, BBM
Managing Editor.....B. P. McCurdy
Station Manager.....E. Finlay MacDonald
Commercial Manager.....C. L. Chambers
Chief Announcer.....Cy Lynch
Traffic Manager.....Howard E. Gerard
Chief Engineer.....A. Reginald MacWilliams

CKEN

KENTVILLE—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By..Evangeline Bcstg. Co., Ltd.
Business-Studio Address.....Radio Center Ltd.
Phone Number.....Kentville 400
Transmitter Location.....Upper Dyke
Air Time.....7 a.m.-9 p.m.—(Simultaneous Operation with CFAB, Windsor, N. S.)
News Service .....United
Transcription Service .....GE
Representative .....Alexander
Membership .....CAB, BBM
President, Chief Engr.....Avard M. Bishop
General Manager.....J. A. C. Lewis
Commercial Manager.....S. D. Kerr

CBI

SYDNEY—1948—CBC TRANS-CANADA MARITIME

Frequency: 1570 Kc.....Power: 1000 Watts
Owned-Operated By....Canadian Bcstg. Corp.
Business-Studio Address.....247 Charlotte St.
Phone Number 4495
Transmitter Location.....South Bar
Air Time.....7:30 a.m.-12:10 a.m.
News Service.....BUP, Reuters, CP
Representative .....CBC
General Manager.....Dr. Augustin Frigon
Station Mgr.....Barry MacDonald
Commercial Manager.....E. A. Wier
Regional Representative.....W. E. S. Briggs
News Director.....Mrs. M. MacDonald
Publicity Director.....Wyn Rhydwen
Chief Announcer.....John MacEwan
Supervising Operator.....George Dutton
Chief Engineer.....H. M. Smith

CJCB

SYDNEY—1929—CBC DOMINION

Frequency: 1270 Kc.....Power: 1000 d., 5000 Watts n.
Owned-Operated By.....Eastern Bcstrs., Ltd.
Business-Studio Address.....Radio Bldg.
Phone Number 5596-7
Transmitter Location.....So. Bar, Cape Breton
Air Time.....7 a.m.-12M.

News Service .....PN
Transcription Service..Thesaurus, Lang-Worth, UTS
Representative .....All-Canada, Weed
General Manager.....J. Marven Nathanson
Station Manager.....C. J. McDougall
Commercial Manager.....R. M. Burchell
Program Director. T. C. Robertson
Chief Engineer.....A. E. Vernon

CKCL

TRURO—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Truro Bcstg. Co., Ltd.
Business Address.....7 Pleasant St.
Phone Number 491
Transmitter Location .....Onslow
Air Time .....7:30 a.m.-M.
News Service.....BUP, Radio Press
Transcription Service .....Associated
Representative .....William Wright
Membership .....CAB, BBM
President, General Mgr.....J. Arthur Manning
Comm. Manager.....Alex Thomson
News Director.....Shirley McPhail
Chief Engineer.....Sidney Bernasconi
Consulting Engineer.....No. Electric Co., Ltd.

CFAB

WINDSOR—1945

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Evangeline Bcstg. Co., Ltd.
Address .....Pulsifer Bldg.
Phone Number.....Windsor 498
Transmitter Location .....Falmouth
Air Time.....7 a.m.-10:15 p.m.
News Service .....PN
Transcription Service .....UTS
Representative .....Alexander
Membership .....CAB, BBM
President, Chief Engr.....Avard M. Bishop
General Manager.....J. A. C. Lewis
Commercial Manager.....S. D. Kerr
Program Director.....Willard A. Bishop
Chief Announcer.....Bob Bambury

CJLS

YARMOUTH—1934—CBC DOMINION

Frequency: 1340 Kc.....Power: 250 Watts d., 250 Watts n.
Owned-Oper. By.....Gateway Bcstg. Co., Ltd.
Address.....22 Main St.
Phone Number 500
Transmitter Location..Brooklyn, Yarmouth Co.
Air Time.....7:45 a.m.-12:15 a.m.
News Service .....CP
Transcription Service .....All-Canada
Representative .....All-Canada, Weed
Membership .....BBM
Pres., Gen., Sta., Comm. Mgr...Donald L. Smith
Sales Prom. Mgr., Pgm. Dir...Denny J. Comeau
Publicity Director.....Gene Alton
Chief Announcer.....Denny J. Comeau
Chief Engineer.....Donald L. Smith
Consulting Engineer.....Fred J. Ball

ONTARIO

CKBB

BARRIE—1949

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Ralph T. Snelgrove
Address.....26 Elizabeth St.
Phone Number 5585
Representative.....Young, Natl. Bcst. Sales
News Service .....PN
Pres., Gen. Mgr.....Ralph T. Snelgrove
Program Director.....Richard Mungham
Chief Engineer.....Jack Mattenley
Office Manager.....H. J. Snelgrove
News, Farm Director.....Bill Maynard

CJBQ

BELLEVILLE—1946
CBC DOMINION SUPP

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Quinte Bcstg. Co., Ltd.
Business-Studio Address.....11 Victoria Ave.
Phone Number 3200-1
Transmitter Location.....Foxboro Hway.
Air Time .....Unlimited
News Service .....CP
Transcription Service.....World, Thesaurus
Representative .....Stovin, Young
Membership .....CAB, BBM
President.....A. McLean Haig
Station Manager.....W. H. Stovin
Commercial Manager.....J. H. MacDonald
Program Director.....W. E. Arnold
Farm Editor.....Phil Flagler
Chief Engineer.....J. B. Buchanan

CKPC

BRANTFORD—1923
CBC DOMINION SUPP

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By....Telephone City Bcst., Ltd.
Address.....525 Colborne St.
Phone Number 3-2664
Air Time .....Unlimited
Transcription Service .....World
News Service .....BUP
Representative.....J. L. Alexander
President.....Mrs. E. M. Buchanan
Commercial Manager.....Hugh Bremner
Program Director.....Wally Shubat
News Director.....Frank Kovacs
Chief Engineer.....Ken Stewart

CFJR

BROCKVILLE—1943
CBC DOMINION

Frequency: 1450 Kc.....Power: 250 Watts
Owned By....Eastern Ontario Bcstg. Co., Ltd.
Business-Studio Address.....Revere Hotel
Phone Number 4628
Transmitter Location.....Perth Road
Air Time.....7 a.m.-11:30 p.m.
News Service .....BUP
Representative .....Stovin, Young
Membership .....CB, BBM
Owner, Gen.-Sta.-Comm. Mgr...Jack R. Radford
Program Director.....Pat Byrne
Production Manager.....Tom Statham
Chief Engineer.....John G. Brasford
Farm Editor.....Edgar Clow

CFCO

CHATHAM—1926—CBC DOMINION

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Operated By.....John Beardall
Business ddress.....42 King St. W.
Phone Number 2626
Air Time .....Unlimited
News Service .....BUP
Transcription Service .....Cole
Pres., Gen. Manager.....John Beardall
Commercial Manager.....Peter Kirkey
Program Director.....George Sulman
Chief Engineer.....Gordon Brooks

CKSF

CORNWALL—1945
CBC DOMINION SUPP

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.Standard-Freeholder, Ltd.
Business-Studio Address.....36 Pitt St.
Phone Number 1703
Transmitter Location.....Toll Gate Rd.
Air Time .....Unlimited
News Service .....CP
Transcription Service.....World
Representative .....Stovin, McGillvra
Membership .....CAB, BBM
President .....Phillip Robertson
General Manager.....John McKay
Station Manager.....H. Harrison Flint
Program Director.....Fred Pemperton
Prod. Dir., Chief nncr.....Howard Bailey
Publicity Director.....Margaret Gillie
Chief Engineer.....Mahlon Clark

CKFI

FORT FRANCES—1944
CBC DOMINION SUPP—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....Radio Station CKFI
Bus.-Studio Address.....240 Scott St.
Phont Number.....Ft. Frances 200
Transmitter Location.....Pither's Point Pk.
Air Time .....Unlimited
News Service .....PN
Transcription Service .....Keystone
Representative .....Alexander, Cooke
Pres., Pgm. Dir.....J. G. McLaren
Sta. Comm., Gen. Mgr.....W. H. McLellan
Chief Announcer.....Bill Brady
Music Director.....Norman Fogerdahl
Chief Engineer.....J. G. McLaren
Consulting Engineer... .....McKinnon

CKPR

FORT WILLIAM—1931
CBC TRANS-CANADA

Frequency: 580 Kc.....Power: 1000 Watts
Owned-Oper. By.....Dougall Motor Car Co.
Bus.-Studio Address.....416 Victoria Ave.
Phone Number 33477
Transmitter Location.....Memorial Ave., Port Arthur
Air Time.....7:15 a.m.-11:35 p.m.
News Service .....PN
Transcription Service.....Thesaurus, United
Representative..Stovin, Radio Representatives, Young, All-Canada, Oakes
Membership .....BBM, CAB
President.....H. F. Dougall
Commercial Manager.....George Jeffrey
Prod. Dir., Chief Annor.....J. P. Friesen
Chief Engineer.....W. T. Ross

CJOY

GUELPH—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....CJOY, Ltd.
Business Address.....Bond Bldg.
Phone Number 555
Transmitter Location .....R.R. 7
Air Time .....Unlimited
News Service .....PN
Transcription Service .....Lang-Worth
Representative .....Radio Reps., Cooke
Station Manager.....Wallace Slatter
Commercial Mgr.....Frederick T. Metcalf
Program Director.....Don LeBlanc
News Director.....Bill Montgomery
Chief Engineer.....D. A. Page
Consulting Engineer .....McCurdy

CHML

HAMILTON—1926
CBC DOMINION SUPP

Frequency: 900 Kc.....Power: 5000 Watts
Owned-Oper. By...Maple Leaf Bcstg. Co., Ltd.
Business-Studio Address.....848 Main St., E.
Phone Number 9-2411
Transmitter Location .....Vinemount
Air Time .....Unlimited
News Service .....BUP
Representative.....Natl. Bcst. Sales, Young
Transcription Service....Standard, Associated
Membership .....BBM
President.....Kenneth D. Soble

Gen. Station Mgr., Prog. Dir. ..... Tom Darling
Commercial Manager ..... W. D. Whitaker
Sales Prom. Mgr. ..... Daryl Wells
Chief Engineers ..... Hugh Potter, Phil Tahany
Farm Editor, News Dir. ..... Art Hill

CKOC

HAMILTON—1922
CBC TRANS-CANADA SUPP

Frequency: 1150 Kc. ..... Power: 5000 Watts
Owned-Oper. By ..... Wentworth Radio Bcstg. Co., Ltd.
Bus.-Studio ddress ..... 32 John St.
Phone Number 7-4483
Transmitter Location ..... Elfrida
Air Time ..... Unlimited
News Service ..... BUP
Transcription Service ..... Thesaurus, World, Lang-Worth
Representative ..... All-Canada, Weed
Membership ..... CAB, BBM
Station Manager ..... W. T. Cranston
Commercial Manager ..... L. A. Westmoreland
Asst. Manager ..... J. Lyman Potts
Sales & Pub. Dir. ..... W. H. Edge
Program Director ..... J. O. Stone
News Director ..... W. E. Leckie
Music Director ..... D. A. Meadows
Chief Engineer ..... Leslie Ho·ton

CJRL

KENORA—1938—CBC DOMINION

Frequency: 1220 Kc. ..... Power: 1000 Watts
Owned-Oper. By ..... Kenora Bcstg. Co., Ltd.
Address ..... Johnson Block
Phone Number 6212
Transmitter Location ..... Jaffray Township
Air Time ..... Unlimited
News Service ..... CP
Transcription Service ..... Thesaurus
Representative ..... Stovin, Cooke
Membership ..... CAB, BBM, WAB
President ..... Mrs. James Richardson
Gen., Comm. Mgr. ..... G. A. McLean
Sales, Prom. Mgr. ..... Paul Hack
Pgm. Dir., Chief Annor. ..... Kenneth Mesbur
Chief Engineer ..... F. J. Hackett
News Director ..... Irv Stein
Farm Editor ..... J. Bourke

CKWS

KINGSTON—1942
CBC TRANS-CANADA

Frequency: 960 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... Brookland Co., Ltd.
Address ..... 306 King St.
Phone Number 4405
Transmitter Location ..... Wolfe Island
Air Time ..... Unlimited
News Service ..... PN
Transcription Service ..... Lang-Worth, World
Representative ..... Natl. Bcst. Sales
Membership ..... CAB
President ..... Senator W. R. Davies
General Manager ..... Jack Davidson
Station Manager ..... Roy W. Hofstetter
Commercial Manager ..... El Jones
Program Director ..... Jack Pollie
Chief Announcer ..... Jack Daly
Music Director ..... Lois Scrutton
Chief Engineer ..... Burt Cobb

CJKL

KIRKLAND LAKE—1934
CBC TRANS-CANADA

Frequency: 560 Kc. ..... Power: 5000 Watts
Owned-Oper. By ..... Northern Bcstg. Co., Ltd.
Address ..... Govt. Rd.
Phone Number 27
Transmitter Location ..... Dane
Air Time ..... Unlimited
News Service ..... PN
Transcription Service ..... Standard, Thesaurus, Lang-Worth
Representative ..... Natl. Bcst. Sales, Cooke
Membership ..... CAB
President ..... Roy H. Thomson
General Manager ..... J. M. Davidson
Station Manager ..... Harry M. Edgar
Commercial Manager ..... Don Lawrie
Program Director ..... Don Nairn
Chief Announcer ..... Al Brooks
Chief Engineer ..... Les Oliver

CKCR

KITCHENER—1929
CBC DOMINION SUPP

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Opr. By ..... K.-W. Bcstg. Co., Ltd.
Business-Studio Address ..... 125 King St. W.
Phone Number 3-3628
Transmitter Location ..... R.R. 3
Air Time ..... Unlimited
News Service ..... PN
Transcription Service ..... UTS, Associated
Representative ..... William Wright, Young
Pres.-Station Mgr. ..... W. C. Mitchell
Commercial Manager ..... G. Liddle
Sales Pgm. Mgr. ..... Gordon Shaw
Program Director ..... Don Martz
Prod. Manager ..... Ed Manning
Chief Engineer ..... Bill Marchand

CFPL

LONDON—1922—CBC DOMINION

Frequency: 980 Kc. ..... Power: 5000 Watts
Owned-Oper. ..... London Free Press Printing Co.
Address ..... 442 Richmond St.
Phone Number ..... Metcalfe 5200
Transmitter Location ..... Westminster Twp.
Air Time ..... Unlimited
News Service ..... PN
Transcription ..... World, Standard, Lang-Worth
Representative ..... Weed, All-Canada
Membership ..... CAB, BBM
President ..... Walter J. Blackburn
General Manager ..... Murray T. Brown

Commercial Manager.....Keith Chase
Sales Promotion Manager..Douglas C. Trowell
Program Director.....Robert A. Reinhart
Production Director.....Jack N. Illman
News Director.....John V. Trethewey
Chief Engineer.....Glen A. Robitaille
Farm Editor.....Roy Jewell

CHVC

NIAGARA FALLS—1947

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio Station CHVC, Ltd.
Business Address.....Rainbow Bridge
Phone Number.....Niagara Falls, Ont. 4110
Transmitter Location....Queen Elizabeth Way
Air Time.....6:30 a.m.-M.
News Service.....BUP
Transcription Service.....World
Representative.....Cooke, Alexander
President.....B. Howard Bedford
Manager Welland.....Len Gauthier
Commercial Manager.....R. H. Hamilton
Chief Announcer.....Bob Douglas
Production Director.....Arthur W. Blakely
Chief Engineer.....George Slinn
Farm Editor.....Bill Killough

CFCH

NORTH BAY—1936—CBC TRANS-CANADA

Frequency: 600 Kc.....Power: 1000 Watts
Owned-Oper. By.....Northern Bcstg. Co., Ltd.
Address.....Fraser St. & First Ave.
Phone Number.....2400
Air Time.....Unlimited
News Service.....PN
Transcription Service....Standard, Lang-Worth
Representative.....Natl. Bcst. Sales, Cooke
President.....Roy H. Thomson
General Manager.....Jack M. Davidson
Station Manager.....Cliff O. Pickrem
Commercial Manager.....Keith Packer
Sales Promotion Manager.....M. Rainville
Program Director.....Phil Clayton
News Director.....A. Cupples
Chief Engineer.....Jack Barnaby
Farm Editor.....J. Tyrell

CFOR

ORILLIA—1945—CBC DOMINION

Frequency: 1570 Kc.....Power: 1000 Watts
Owned-Oper. By.....Gordon E. Smith
Bus.-Studio Address ..101 Mississaga St., E.
Phone Number.....3511
Transmitter Location.....Orillia Township
News Service.....BUP
Representative.....Stovin
Membership.....CAB, BBM
President, General Mgr.....Gordon E. Smith
Program Director.....James McGarvey
Commercial Manager.....Alex Gilmour
Promotion Manager.....Russ Waters
Chief Announcer.....James Sullivan
Music Director.....Bill Bramah

CKLB

OSHAWA—1946

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Oper. By...Lakeland Bcstg. Co., Ltd.
Business-Studio Address.....16 Centre St.
Phone Number.....4481
Air Time.....Unlimited
News Service.....PN
Transcription Service.....United, World
Representative.....Alexander
President.....Alfred H. Collins
General Manager.....Michael Hopkins
Program Director.....William B. Swinton
Chief Engineer.....Bert McCollum
Commercial Manager.....Gordon C. Wilson

CBO

OTTAWA—1924
CBC TRANS-CANADA

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Bus.-Studio Address....Chateau Laurier Hotel
Phone Number.....2-1151
Transmitter Location.....Hawthorne
Air Time.....Unlimited
General Manager.....Dr. Augustin Frigon
Sta. Mgr., Pgm. Dir.....Charles P. Wright
Chief Engineer.....Maxted Gilbert
Commerical Manager.....E. A. Weir
News Editor.....D. C. McArthur

CFRA

OTTAWA—1947

Frequency: 560 Kc.....Power: 1000 Watts
Owned-Operated By.....Frank Ryan
Business Address...Auditorium, Catherine St.
Phone Number.....3-6241
Transmitter Location.....City View
Air Time.....Unlimited
News Service.....BUP
Transcription Service..Standard, World, Cole, Capitol
Representative.....All-Canada, Weed
Membership.....CAB, BBM
President, General Mgr.....Frank Ryan
Commercial Manager.....George M. Gowling
Program Director.....Fred Davis
Pub. & News Director.....Brian O'Connell
Chief Announcer.....Tom Willis
Musical Director.....Ken Watkins
Chief Engineers...Jack Church, Cliff Simpkins
Farm Editor.....Frank Ryan
Consulting Engineer..... Fred S. Howes

CKOY

OTTAWA—1924—CBC DOMINION

Frequency: 1310 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....CKOY, Ltd.
Address.....272 Somerset St., W.
Phone Number.....3-5658
News Service.....BUP, AP

Transcription Service..Associated, Lang-Worth
Representative.....Cooke, Natl. Bcst. Sales
President.....Duncan K. MacTavish
General Manager.....T. Edgar Guest
Commercial Manager.....Dan V. Carr
Program Director.....Jack Alexander
Chief Engineer.....Jack Pond
Consulting Engineer .....McKinnon

CFOS

OWEN SOUND—1940
CBC DOMINION SUPP

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Oper. By.....Grey & Bruce Bcstg. Co., Ltd.
Address..... .....270 9th St. E.
Phone Number 1940
Transmitter Location.....R. R. No. 4
Air Time .....Unlimited
News Service .....PN
Transcription Service .....World
Representative .....Stovin
Membership .....CAB
President .....Howard Fleming
Station Manager.....William N. Hawkins
Commercial Manager.....D. Ferry
Sales Prom. Mgr..... ...R. Tomlinson
Pgm., Music Dir.....E. Smith
Production Director.....William Fulton
Publicity Director.....E. Watson
Chief Engineer.....R. Turnpenny
Farm Editor.....Mac McKenzie

CHOV

PEMBROKE—1942—CBC DOMINION

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Oper. By....Ottawa Valley Bcstg. Co.
Address.....97 Albert St.
Phone Number 1350
Transmitter Location.....E. of Pembroke
Air Time .....Unlimited
News Service .....BUP
Transcription Service.....Thesaurus, SESAC
Representative ..... Stovin
Membership .....CAB
Pres., Gen. Mgr.....E. G. Archibald
Program Director.....Bill Kutshke
Promotion Manager.....Marg. Miller
Commerlial Manager.....Ramsay F. Garrow
Chief Engineer.....W. E. Schmidt

CHEX

PETERBOROUGH—1942
CBC DOMINION

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Oper. By.....Brookland Co., Ltd.
Bus.-Studio Address.....Examiner Bldg.
Phone Number 2-0451
Air Time .....Unlimited
News Service .....PN
Transcription Service.....World, Lang-Worth
Representative.....Natl. Bcst. Sales, Cooke
President.....Rupert Davies
Vice President.....Roy H. Thomson
General Manager.....Russ Baer
Commercial Manager..... E. Bowser
Program Director.....W. Rewegan
Chief Engineer.....A. E. Crump
News Dir., Farm Editor.....Irv Morrison

CFPA

PORT ARTHUR—1944
CBC DOMINION

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Ralph H. Parker
Bus.-Studio Address.....Public Utilities Bldg.
Phone Number.....5-7651
Air Time .....Unlimited
Transcription Service....Lang-Worth, Standard
Representative....Broadcast Representatives, Alexander, Weed
Owner, Gen. Mgr.....Ralph H. Parker
Commercial Manager.....R. P. MacGowan
Program Director.....Ken Beal

CKTB

ST. CATHARINES—1930
CBC DOMINION SUPP

Frequency: 1550 Kc.....Power: 1000 Watts
Owned-Oper. By....The Niagara District Bcstg. Co., Ltd.
Business-Studio Address.....12 Yates St.
Phone Number 5-7351
Air Time .....Unlimited
News Service .....PN
Transcription Service.....Thesaurus, UTS
Representative.....National Broadcast Sales, J. H. McGillvra
Membership .....CAB, BBM
President.....W. B. C. Burgayne
Commercial Manager.....V. A. Lococo
Gen. Mgr., Pgm. Dir..... W. C. Wingrave
Production Manager.....W. C. Wheeler
Chief Engineer.....W. H. Allen
Farm Editor.....C. S. McKnight

CHLO

ST. THOMAS—1948
CBC TRANS-CANADA SUPP

Frequency: 680 Kc.....Power: 1000 Watts
Owner.....Station CHLO, Ltd.
Business-Studio Address.....Radio Centre
Phone Number 3696
Air Time .....Unlimited
News Service .....CP
Transcription Service.Lang-Worth, Associated
Representative.....Radio Reps., Cooke
President ....Clarence Nichols
Commercial Manager.....G. N. Miller
Pgm., Prod. Dir.....L. C. Evans
Gen. Mgr., Chief Engr.....J. C. Warder
Sales Prom. Mgr.....Robert Campbell
Chief Announcer.....Peter Dickens

CHOK

SARNIA—1946
CBC TRANS-CANADA SUPP

Frequency: 1070 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....Sarnia Bcstg. Co., Ltd.
Address.....148½ Front St. N.
Phone Number.....Digby 1121
Air Time .....Unlimited
Transcription Service....Standard, Lang-Worth
Representative.....Natl. Bcst. Sales
President.....H. M. Hueston
Managing Director.....Claude R. Irvine
Station Manager.... .....Karl Monk
Commercial Manager.....Gerry Hall
Publicity Director.....George Rich
Program Director.....Grant Webber
Chief Engineer.....Robert F. Cooke
News Director.....Graham Emslie
Music Director.....Joan Mercer

CJIC

SAULT STE. MARIE—1934
CBC TRANS-CANADA

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Hyland Bcstg. Co.
Address .....Windsor Hotel
Phone Number 3500
Transmitter Location.....Peoples Rd.
News Service .....PN
Transcription Service .....World
Representative.....J. L. Alexander, McGillvra
Membership .....CAB, BBM
Chief Exec., Gen. Mgr.....J. G. Hyland
Sales Promotion Manager.....E. Vance
Program Director.....J. Basil Scully
Chief Engineer.....Italo Marinelli

CJCS

STRATFORD—1927
CBC DOMINION SUPP

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Frank M. Squires
Address .....Reynolds Bldg.
Phone Number 1675
News Service.....UP, BUP
Transcription Service .....World
Representative.....All Canada, Weed
President, General Mgr.....Frank M. Squires
Commercial Manager.....S. E. Tapley
Prom. Mgr., Pgm. Dir.....Alex L. Smih
Chief Engineer.....John Grigg

CHNO

SUDBURY—1947
CBC DOMINION SUPP

Frequency: 1440 Kc.....Power: 1000 Watts
Owned-Oper. By.....Sudbury Bcstg. Co., Ltd.
Business Address.....166 Elm St., W.
Phone Number 6-6416
Transmitter Location..... Burwash Rd.
Air Time .....Unlimited
News Service .....PN
Transcription Service .....Associated
Representative .....Wright, Young
President, General Mgr.....F. B. Ricard
Station Commercial Manager.....R. Riel
Sales Manager.....M. E. Bond
Production Director.....Jean DeVilliers
Chief Announcer.....Bill McGee
Program Director.....Don Killoran
Publicity Director.....Jim Boyd
Chief Engineer..... .....G. A. Wilson
Farm Editor.....Jean St. Denis

CKSO

SUDBURY—1935
CBC TRANS-CANADA

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By.....CKSO, Sudbury, Ltd.
Business-Studio Address.....21 Elgin St., N.
Phone Number 77-505
Transmitter Location.....7 Mi. from Sudbury at McFarlane Lake
Air Time .....Unlimited
News Service .....PN
Transcription Service.....Thesaurus, World
Representative .....All-Canada, Weed
President.....G. M. Miller, K.C.
General Manager.....W. J. Woodill
Assistant Manager.....K. Dobson
Program Director.....R. D. Alexander
Chief Engineer.....J. McRae

CKGB

TIMMINS—1933
CBC TRANS-CANADA

Frequency: 680 Kc.....Power: 5000 Watts
Owned-Oper. By.....Northern Bcstg. Co., Ltd.
Bus.-Studio Address.....Thompson Bldg.
Phone Nrmber 1-500
Transmitter Location.....Mountjoy Township
Air Time .....Unlimited
News Service .....PN
Transcription Service....Lang-Worth, Standard
Representative.....Natl. Bcst. Sales, Cooke
President.....R. H. Thomson
General Manager.....J. M. Davidson
Station Manager.....H. C. Freeman
Commercial Manager.....Gordon Burnett
Program Director.....Jesse French
Chief Announcer.....Cecil Linder
Music Director.....Roger St. Jacques
Chief Engineer.....Ernie Mott
Consulting Engineer.....George McCurdie

CBL

TORONTO—1927
CBC TRANS-CANADA

Frequency: 740 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Business-Studio Address.....354 Jarvis St.

Phone Number.....Ki 0580
Transmitter Location .....Hornby
News Service.. BUP, Reuters, PN, CP, AP, UP
Representative .....CBC
President (CBC).....Dr. Augustin Frigon
Commercial Manager (CBC).....E. A. Weir
Program Director.....Harry J. Boyle
News Director.....D. P. McArthur
Publicity Director.....Ron C. Fraser
Chief Engineer.....J. A. Ouimet

CFRB

TORONTO—1927—CBS

Frequency: 1010 Kc.....Power: 50,000 Watts
Owned-Oper. By.Rogers Radio Ccstg. Co., Ltd.
Business-Studio Address.....37 Bloor St. W.
Phon Number.....Princess 5711
Air Time .....Unlimited
News Service.....BUP, PN
Transcription Service...Associated, Thesaurus, World
Representative .....Young, All-Canada
President .....Harry Sedgwick
Vice-President.....J. Ellsworth Rogers
General Manager.....Lloyd Moore
Promoion Manager.....Ken Marsden
Commercial Manager.....Waldo Holden
News, Pgm. Dir.....Wes McKnight
Publicity Director.....Ken Marsden
Chief Engineer.....Clive Eastwood
Farm Editor.....Rex Frost

(See Page 720)

CHUM

TORONTO—1945

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....York Bcstrs., Ltd.
Address.....225 Mutual St.
Phone Number.....Elgin 4271
Transmitter Location.....R. R. 1, Tadmorden
Air Time .....Sunrise-sunset
News Service .....BUP
Transcription Service.....Lang-Worth, United, Standard
Representative .....McGillvra
President.....John H. Q. Part
General-Comm. Mgr.....Robert L. Lee
Sales Promotion Manager.....Leigh Stubbs
Chief Announcer.....Phil Stone
Chief Engineer.....Aurelle Boisvert
Music Director.....Gordon Atkinson

CJBC

TORONTO—1936
CBC DOMINION

Frequency: 860 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Business-Studio Address.....354 Jarvis St.
Phone Number.....MIdway 5481
Representative .....Stovin
News Service.....CP, BUP, Reuters
President (CBC).....Dr. Augustin Frigon
Dir. Gen. of Programs.....E. L. Bushnell
Manager, Dominion Net.....H. G. Walker
Commercial Manager.....E. A. Weir
Program Director.....Robert W. McCall
Supervisor of Press & Information..R. C. Fraser
D. Gen. Engrg.....Gordon W. Olive

CKEY

TORONTO—1944

Frequency: 580 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned By.....Toronto Bcstg. Co., Ltd.
Bus.-Studio Address.....444 University Ave.
Phone Number.....WAverly 3881
Transmitter Location .....Scarboro
Air Time.....24 hrs. daily
News Service.....CP, BUP
Transcription Service.....World, Lang-Worth, Standard, Associated
Representative.....Natl. Bcst. Sales, Cooke
President, General Mgr.....Jack K. Cooke
Station Manager.....Hal Cooke
Commercial Manager.....Jack Turrall
Program Director.....Don Insley
Publicity Director.....W. J. Houston
Chief Engineer.....Ernie M. Swan
News Director..... Harry Rasky
Consulting Engineer..Toye, Canadian G. E. Co.

CKFH

TORONTO—1951

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Foster Hewitt
Address.....Maple Leaf Gardens
President .....Foster Hewitt

CBE

WINDSOR—1950—CBC

Frequency: 1550 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Address .....Security Bldg.
News Library.....CP, BUP, R
General Mgr. (CBC).....Dr. Augustin Frigon
D Press & Info. Ser.....Ron C. Fraser
Commercial Manager (CBC).....E. A. Weir
Station Manager.....M. L. Poole
D. Gen. Engrg. (CBC).....Gordon W. Olive
News Director (CBC).....D. C. McArthur
Farm Editor (CBC).....A. R. Kemp

CKLW

WINDSOR CBC TRANS-CANADA DOMINION SUPP

(See Listing, Detroit, Mich.)

CKNX

WINGHAM—1926
CBC—DOMINION SUPP

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio Station CKNX, Ltd.

Business-Studio Address.....Josephine St.
Phone Number 158
Transmitter Location .....Belgrave
Air Time .....Unlimited
News Service .....BUP
Transcription Service.....Lang-Worth, World
Representative .....Alexander, Young
President, General Mgr.....W. T. Cruickshank
Station Manager.....J. J. Cruikshank
Commercial Manager.....G. W. Cruickshank
Production Director.....V. Dittmer
Program Director.....J. F. Brent
Chief Announcer.....Tom Rafferty
Publicity Director.....R. Clark
Chief Engineer.....S. C. Reid
News Director.....John Strong
Music Director.....H. V. Pym
Farm Editor.....Robert Carbert

CKOX

WOODSTOCK—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Oxford Bcstg. Co., Ltd.
Business Address.....P. O. Box 100
Phone Number 2400
Studio Address.....380 Hunter St.
Transmitter Location.....Sweaburg Rd., Township of W. Oxford
Air Time .....Unlimited
News Service .....BUP
Transcription Service.....World, Lang-Worth
Representative .....Wright
Membership .....CAB
President, Gen.-Station Mgr.....Monty J. Werry
Comm.-Sales Prom. Mgr.....W. Stanley Smith
Pgm. Dir., Prod. Mgr.....W. Whiting
Chief Engineer.....B. D'Ambrogio

PRINCE EDWARD ISLAND

CFCY

CHARLOTTETOWN—1924
CBC DOMINION-MARITIME

Frequency: 630 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....Island Radio Bcstg. Co.
Business-Studio Address.....85 Kent St.
Phone Number 741
Transmitter Location.....North River
Air Time..... 7 a.m.-12:10 a.m.
News Service .....PN
Transcription Service .....Associated
Representative .....All-Canada, Weed
Membership .....CAB
Pres., Managing Dir.....Lt. Col. K. S. Rogers
Station Manager.....R. F. Large
Promotion Manager.....C. E. Cooper
Traffic Supervisor.....W. A. MacMillan
Technical Spvr.....A. L. Finley
News Director..... A. S. Dickson
Musical Director.....W. K. Rogers

CJRW

SUMMERSIDE—1948

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Gulf Bcstg. Co., Ltd.
Business-Studio Address.....218 Water St.
Phone Number 2201-2
Transmitter Location.....Read's Corner, 2 Mi. E. of Summerside
Air Time.....7 a.m.-11:15 p.m.
News Service .....BUP
Transcription Service.....World, All-Canada, Guild Radio Features
Representative .....Radio Reps.
Membership .....CAB, BBM
President.....J. K. Curran
Sta.-Comm. Mgr., Chief Engineer..A. G. Rogers
Chief Announcer..... ..Albert Nicholson
News Director.....C. L. Fitzpatrick
Program Director.....R. C. Schurman
Musical Director.....Lowell Huestis
Consulting Engineer.....A. H. Mackie

QUEBEC

CHAD

AMOS—1942

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Northern Radio Inc.
Business Address .....Rouyn
Studio Address....Reilly Block Bldg., Main St., Capitol Theatre Bldg.
Representative .....Renaud, Weed
Transmitter Location .....Amos
Air Time .....7 a.m.-M.
News Service .....PN
Transcription .....Associated, World
Representative .....Weed
Membership .....CAB
President.....David Armand Gourd
Station Manager.....Joseph Duguay

CBJ

CHICOUTIMI—1933—CBC FRENCH

Frequency: 1580 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.

Business-Studio Address.....286a Racine St.
Phone Number 155
Transmitter Location.....Rang San Antoine
Air Time .....Unlimited
News Service.....CP, BUP, R
Representative .....CBC
Membership .....BMI
General Manager.....Dr. Augustin Frigon
Station Manager.....V. Fortin
Commercial Manager.....E. A. Weir
Director .....Marcel Ouimet
Infom., Press Director.....Ron C. Fraser
Dir., Gen. Engr.....Gordon W. Olive
Supvr., Press & Info.....J. Saint Georges

CHEF

GRANBY—1946

Frequency: 1450 Kc.....Power: 250 Watts d., 250 Watts n.
Owned-Oper. By.....Granby Bcstg. Co., Ltd.
Address.....13 Centre St.
Phone Numbers 3353, 4892
Transmitter Location..1½ mi. out of city, R. 1
Air Time.....7:45 a.m.-11 p.m.
News Service .....CP
Station Representative....Omer Renaud & Co.
Membership .....BBM
President .....Raymond Chaput
Gen., Sta. Mgr.....Gerard Laliberte
Comm., Prom. Mgr.....Fernand Normandin
Pgm., Prod. Dir., Chief Anncr...Florian Bastien
Publicity Director.....Ray-Marc Dube
News Director.....Gerald Boutet
Musical Director.....Pierrette Robichaud
Chief Engineer.....Gerard Laliberte
Farm Editor.....Claude Dery

CKCH

HULL—1933—CBC FRENCH SUPP

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Oper. By...Syndiat d'Oeuvres Sociales Ltée.
Business Studio Address...121 Notre-Dame St.
Phone Number 2-1701
Transmitter Location .....Deschenes
Air Time .....Unlimited
News Service .....PN
Representative .....Renaud, McGillvra
Membership.....CAB, BBM, FMA
President.....L. J. Billy
General, Station Manager.....J. P. Lemire
Sales Promotion Manager.....Henry Allard
Publicity Director.....George Huard
Program Director.....Henri Bergeron
Chief Announcer.....Henri Bergeron
News Director.....Guyde Merlis
Musical Director.....Aurele Groulx
Chief Engineer.....Max Gebhardt
Consulting Engineer...Canadian Marconi, Ltd.

CKRS

JONQUIERE—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Saguenay, Ltd.
Address.....359 St. Dominique St.
Phone Number 720
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative..Trans-Quebec, Hardy, Young
President.....Henry Lepage
Station Manager.....Tom Burham
Women Director.....Mrs. Lehir
News Sports Director..... ....Ray Maynard
Chief Engineer.....Paul Fortier

CKLS

LA SARRE—1950

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio La Sarre, Inc.
Representative .....Renaud
Station Manager.....Jean Senecal

CKBL

MATANE—1949

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Oper. By..La Cie de Radiodiffusion de Matane Ltee
Address.....144 Ave. St. Jerome
Phone Number 355
Transmitter Location .....Poncheville
Air Time.....7 a.m.-12M.
News Service .....PN
Transcription Service .....Associated
Representative.....Jos. A. Hardy & Co., Ltd.
Membership .....BBM
Pres., Gen., Sta. Mgr.....Rene Lapointe
Commercial Manager.....Octave Lapointe
Promotion Manager.....Marcel Houle
Prod., News Dir.....Jean Berger
Chief Engineer.....Paul Duberger

CBF

MONTREAL—1936—CBC FRENCH

Frequency: 690 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Bus.-Studio Address.....Radio Canada Bldg., 1425 Dorchester St., W.
Phone Number .....PLateau 5111
Transmitter Location .....Vercheres
Air Time.....7 a.m.-M.
News Service.....BUP, CP, AFP
Membership .....BBM
President.....A. D. Dunton
Gen. Mgr.....Dr. Augustin Frigon
Commercial Manager.....M. Valiquette
Mus., Pgm. Dir., Sta. Mgr.....Marcel Ouimet
Sales Representative..... J. R. Peloquin
Prod. Director.....Roger Laveluy
Publicity Director.....J. Saint-Georges
Chief Announcer.....Miville Couture
News Director.....E. R. Bertrand
Chief Engineer.....H. Audet
Farm Editor.....Armand Berube

CBM

MONTREAL—1937
CBC TRANS-CANADA

Frequency: 940 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Bus.-Studio Address.....Radio Canada Bldg.
Phone Number.....PLateau 7161
Transmitter Location .....Marieville
News Service.....CP, BUP, R
Air Time.....6 a.m.-M.
Representative ....CBC
Membership .....BBM
Gen. Mgr. (CBC).....Dr. Augustin Frigon
Commercial Manager.....E. A. Weir
Director .....Marcel Ouimet
Program Director.....William J. L'Reilly
News Director.....E. R. Bertrand
Dir., Gen. Engr. (CBC).....Gordon W. Olive
Dir., Press & Info. Ser. (CBC)....Ron C. Fraser

CFCF

MONTREAL—1919
ABC-CBC DOMINION

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....Canadian Marconi Co.
Bus.-Studio Address..1231 St. Catherine St. W.
Phone Number.....PLateau 2575
Transmitter Location.....St. Genevieve
Air Time..... .....6 a.m.-12:05 a.m.
News Service .....BUP
Transcription Service .....Standard
Representative .....Weed, All-Canada
Membership .....CAB, BBM
Bcstg. Manager.....W. Victor George
Station Manager.....J. Allan Hammond
Commercial Manager.....T. J. Quigley
Publicity Director.....Frank Jones
Production Director.....J. Howlett
Chief Announcer.....Lee Hamilton
News Director..... ...Tracy S. Ludington
Chief Engineer.....John Gettenby
Consulting Engineer..Canadian Marconi Co., Ltd.

CHLP

MONTREAL—1933

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Oper. By..La Patrie Publishing Co., Ltd.
Address.....180 St. Catherine St., W.
Phone Number.....La 3121
Transmitter Location .....Laprairie
Air Time .....Unlimited
News Service .....PN
Transcription Service.....Associated
Representative...Alexander, McGillvra, Hunt
Pres., Gen. Mgr.....Sen. P. R. DuTremblay

Montreal's First Station

in

Canada's First Market

ASK THE MEN WHO KNOW

CANADA'S FIRST STATION CFCF

Reps.: in Canada ALL CANADA RADI☺ FACILITIES

in U. S. WEED & C☺

Sales, Sta., Comm. Mgr.....C. A. Berthiaue
Program Director.....Andre Chabot
Production Director.....Roland Giguere
News, Pub. Dir.....Armand Goulet
Chief Announcer.....Marcel Marineau
Musical Director.....Jacques Bertrand
Chief Engineer.....Alphonse Cloutier
Consulting Engineer.....Keith A. McKinnon

CJAD

MONTREAL—1945—CBS

Frequency: 800 Kc.....Power: 5000 Watts
Owned-Operated By.....CJAD, Ltd.
Business-Studio Address....1191 Mountain St.
Phone Number.....Plateau 1805
Transmitter Location.....MacKayville
Air Time.....6 a.m.-12:05 a.m.
News Service.....PN, BUP, CN
Transcription Service.....Lang-Worth, World, Associated, Thesaurus, Capitol
Representative.....Young, Radio Time Sales
Membership.....CAB, BBM
Pres., Gen., Sta., Comm. Mgr....J. Art. Dupont
Program Director.....Ron Morrier
Chief Announcer.....Mac McCurdy
Chief Engineer.....A. K. Taylor
Consulting Engineer...Northern Elec. Co., Ltd.

CKAC

MONTREAL—1922—CBS
TRANS-QUEBEC

Frequency: 730 Kc.....Power: 10,000 Watts n. 5000 d.
Owned-Oper. By.....La Cie. De Publication, La Presse, Ltée.
Phone Number.....MArquette 3611
Studio Address.....980 Stes. Catherine St., W.
Transmitter Location.....St. Hyacinthe
Air Time.....6 a.m.-1 a.m.
News Service.....AP, UP
Transcription Service.....Associated, UTS, Lang-Worth, World
Representative.....Young, Wright
Pres., Gen. Mgr...Hon. Sen. P. R. Du Tremblay
Station Mgr.....Phil Lalonde
Assistant Manager.....Roy Malouin
Commercial Manager.....Georges Bourassa
Sales Prom. Manager.....Robert Jouglet
Pgm., Prom. Dir.....Ferdinand Biondi
Publicity Director.....Claude Lapointe
Chief Announcer.....Louis Belanger
News Director.....Gabriel LaSalle
Musical Dir., Farm Editor.....Jacques Boisjoli
Chief Engineer.....Leonard Spencer

CKVL

MONTREAL—VERDUN—1946

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Operated By.....J. Teitolman
Business Studio Address.....211 Gordon Ave.
Phone Number.....Trenmore 2525
Transmitter Location.....Laprairie, Que.
Air Time.....Unlimited
News Service.....PN, BUP
Transcription Service.....Lang-Worth, United
Representative.....Stovin, Cooke
President, General Manager...Jack Tietolman
Station Manager.....Corey Thomson
Commercial Manager.....Judah Tietolman
Program Director...Omer Duranceau (French), Hal Stubbs (English)
Production Director.....Marcel Provost
Publicity Director.....Cory Thomson
Chief Announcer.....Jean Boulu
Musical Director.....Billy Munro
Chief Engineer.....J. C. Charlebois
Farm Editor.....Claude Sequin

CHNC

NEW CARLISLE—1933
FRENCH SUPP

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By...Gaspesia Radio Bcstg. Co.
Business-Studio Address.....New Carlisle
Phone Number.....64
Transmitter Location..Barachois de Paspebiac
Air Time.....6 a.m.-11 p.m.
Representative.....Hardy, Young
Membership.....BBM, CAB
President.....Dr. Charles E. Dumont
General Mgr.....Dr. Charles Houde
Sta., Comm., Prom. Mgr.....Viateur Bernard
Chief Engineer.....Gordon S. Coleman

CBV

QUEBEC CITY—1939—CBC FRENCH

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Business Studio Address.....Palais Montcalm
Phone Number.....5-8155
Representative.....CBC
Transmitter Location.....Charlesbourg
Air Time.....7:30 a.m.-M.
News Service.....CP, BUP
General Manager.....Dr. A. Frigon
Station Manager.....Guy Dumais
Comm. Mgr. (French Net).....E. A. Weir
Prog. Dir. (French Net).....Marcel Ouimet
Pres. & Info. Serv. Dir.....Ron C. Fraser
Dir., Gen. Engr.....Gordon W. Olive
Supvr. Press & Info.....J. St. Georges
Pgm. Dir., Prom. Mgr.....Magella Alain
Chief Engineer.....Arsene Nadeau

CHRC

QUEBEC CITY—1926
TRANS-QUEBEC

Frequency: 800 Kc.....Power: 5000 Watts
Owned-Operated By.....CHRC, Limitée
Business-Studio Address.....39 St. Jean
Phone Number.....2-8177
Transmitter Location.....St. Romuald
Air Time.....6:30 a.m.-12:30 a.m.
News Service.....AP, UP
Transcription Service..Lang-Worth, Thesaurus

Representative .....Young, Hardy
Membership .....CAB, BBM
President .....Herve Baribeau
General Station Manager.....Henri Lepage
Commercial Manager.....Aurele Pellitier
Program Director.....Magella Alain
Chief Announcer.....Roger Lebel
News Director.....Maurice Descarreaux
Musical Director.....Fernando St. Gorges
Chief Engineer.....Arsene Nadeau

CJNT

QUEBEC CITY—1949

Frequency: 1340 Kc.....Power: 250 Watts d., 250 Watts n.
Owned-Oper. By.....The Goodwill Bcstrs. of Quebec, Inc.
Address.....30 Garden St.
Phone Number 5-6119
Transmitter Location.....405 Hamel Blvd.
Air Time .....Unlimited
News Service .....CBC
Transcription Service .....SESAC
Representative .....Alexander, McGillvra
Pres., Gen., Sta., Comm. Mgr. J. Narcisse Thivierge
Pgm., Music Dir.....A. Mercier
Prod., Pub. Dir.....M. Mullins
Chief Announcer.....Jean Langlais
Chief Engineer.....G. Verreault

CKCV

QUEBEC CITY—1924
CBC DOMINION SUPP

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By.....CKCV, Ltd.
Business-Studio Address.....142 St. John St.
Phone Number 2-1585
Air Time.....6:30 a.m.-1 a.m.
News Service .....PN
Transcription Service.....World, UTS
Representative .....Renaud, Weed
Membership .....CAB, BBM
President .....Gaston Pratte
Gen., Sta., Comm. Mgr.....Paul Lepage
Sales Promotion Manager..Marie Paul Vachon
Pgm. Prod. Dir., Chf. Ann.....Marcel Leboeuf
Publicity Director.....Jean Bender
News Director.....Laurent Chateauneuf
Musical Director.....Roger Lachance
Chief Engineer.....Albert DuBerger
Consulting Engineer.....Keith MacKinnon

CJBR

RIMOUSKI—1937
CBC FRENCH SUPP

Frequency: 900 Kc.....Power: 5000 Watts
Owned-Oper. By....The Central Public Service Corp., Ltd.
Address.....39 St. John St.
Phone Number 396
News Service .....PN
Transcription Service.....United, Standard
News Service .....PN
Representative .....Stovin, Young
President.....Hon. J. A. Brillant
General Manager.....Guy Caron
Commercial Manager.....Andre Lecomte
Pgm. Dir., Prom. Mgr.....Guy Ross
Chief Engineer.....Cecil Daok

CJFP

RIVIERE-DU-LOUP—1947
CANADIAN BROADCASTING CORP.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio-Temiscouat Ltee
Address.....203 rue Lafontaine
Phone Number 2727
Transmitter Location.....La Pointe
Air Time.....7 a.m.-12M.
Representative..... Young J., Renaud
Pres., Gen. Mgr.....Armand Belle
Sta. Mgr., Pub. Dir.....Henri Bourdeau
Commercial Manager.....Yves Marchand
Sales Prom. Mgr.....Luc Simard
Pgm. Dir., Chief Anncr.....Lucien Emond
Production Director.....Rene Viel
News Director.....Raoul Savard
Musical Director.....Charles-Eugene Albert
Chief Engineer.....Raymond Lavoie
Farm Editor.....Adrien Martin, Scientific Agriculturist (non-staff)
Consulting Engineer.....Rene Viel

CHRL

ROBERVAL—1949

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Roberval Inc.
Address.....Hotel Maison Blanche
News Service .....PN
Representative .....Renaud
President .....Fernand Levesque
General Manager.....L. Morin

CKRN

ROUYN—1939—CBC FRENCH SUPP

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Northern Radio, Inc.
Bus.-Studio Address.....Reilly Block Bldg.
Transmitter Location .....Rouyn
News Service .....PN
Transcription Service.....Associated, World
Representative .....CBC, Renaud
President, General Manager...David A. Gourd
Program Director.....Maurice Dobois
Chief Engineer.....George H. Pope

CHGB

STE. ANNE DE LA POCATIERE—1938
CBC

Frequency: 570 Kc.....Power: 1000 Watts
Owned-Oper. By.....G. Thomas Desjardins
Address .....Main St.
Phone Number 101
Representative .....Renaud, McGillvra
Transcription Service....Lang-Worth, SESAC

News Service .....PN
Pres., Gen. Mgr., Chief Engr. .G. T. Desjardins
Pgm. Dir., Prom. Mgr. .....P. E. Hudon
Chief Engineer .....A Dube

CHLT

SHERBROOKE—1937
CBC FRENCH SUPP

Frequency: 900 Kc. .....Power: 1000 Watts
Owned-Operated By .....La Tribune, Ltd.
Business-Studio Address .....3 Marquette St.
Phone Number 3-2525
Transmitter Location .....2 miles from city
Air Time .....6 a.m.-M.
Transcription Service .World, UTS, Thesaurus
News Service .....CP
Representative .....Young, Hardy
Membership .....BBM
President .....Sen. Jacob Nicol
General Manager .....A. Gauthier
Commercial Manager .....J. L. Gauthier
Program Director .....Ren Caron
Chief Engineer .....Romeo Paquette

CKTS

SHERBROOKE—1946
CBC DOMINION

Frequency: 1240 Kc. .....Power: 250 Watts
Owned-Oper. By .Telegram Ptg. & Pub. Co., Ltd.
Business-Studio Address .....3 Marquette St.
Phone Number 2071
Transcription Service .....Thesaurus, World
Representative .....CBC, Hardy, Young
President .....Hon. C. B. Howard
General Manager .....A. Gauthier
Prom. Mgr., Pgm. Dir. .....J. L. Gauthier
Commercial Manager .....Gordon Beerworth

CJSO

SOREL—1945—FRA

Frequency: 1320 Kc. .....Power: 1000 Watts
Owned-Oper. By .....Radio Richelieu, Ltee
Business Studio Address .....72 Rue Du Roi
Phone Number 3318
Trans. Location .....3100 Rte. 1 Natl.
Air Time .....6:15 a.m.-11 p.m.
News Service .....PN
Representative .....Renaud
Pres., Elec. Engr. .....J. Arthur Villeneuve
General Manager .....Henri Olivier
Comm., Prom., Sta. Mgr. .....Maurice Boulianne
Prod., Pgm. Dir. .....Wilfrid Mondou
Chief Announcer .....Marcel Villemaire
Chief Technician .....Joseph Cardin

CHLN

THREERIVERS—1937

Frequency: 550 Kc. .....Power: 1000 Watts
Owned-Oper. By .....Le Nouvelliste, Lté.
Bus.-Studio Address .....Chateau de Blois Hotel
Phone Number 4500
Representative .....Hardy, Young
News Service .....PN
Transcription Service .....World, UTS
Representative .....Hardy, Young
Station Manager .....Leon Pretanrer

CKVD

VAL D'OR—1939

Frequency: 1230 Kc. .....Power: 100 Watts
Owned-Oper. By .....Northern Radio, Inc.
Address .....Reilly Block, Rouyn
Representative .....Renaud, Weed
President .....David A. Gourd
Station Manager .....Louis Hiller

—SASKATCHEWAN—

CHAB

MOOSE JAW—1935
CBC DOMINION

Frequency: 800 Kc. .....Power: 5000 Watts
Owned-Operated By .....CHAB, Ltd.
Bus.-Studio Address .....Grant Hall Hotel
Phone Number 3282
Transmitter Location .....Boharm
Air Time .....Unlimited
News Service .....BUP
Transcription Service .....Lang-Worth
Representative .....Stovin, Weed
Membership .....CAB
President .....J. E. Slaight
General Manager .....J. S. Boyling
Commercial Manager .....N. Skingle
Promotion Manager .....Rita Spicer
Program Director .....Jim Purvis
Chief Engineer .....M. Pickford
Production Director .....George Sillory
News Director .....Earl Barnholden
Music Director .....Cy Knight

CJNB

NORTH BATTLEFORD—1946

Frequency: 1470 Kc. .....Power: 1000 Watts
Owned-Oper. By .Northwestern Bcstg. Co., Ltd.
Business Address .....Box 38
Phone Number 2373
Transmitter Location .....N. Battleford
Air Time .....Unlimited
News Service .....BUP
Transcription Service .....World, Capitol
Representative .....Stovin
Membership .....CAB, WAB, BBM
General, Station Manager .Hume A. Lethbridge
Comm., Sales Prom. Mgr. .....Allen H. Klassen
Prod. Dir., Chief Engineer .....A. C. Nichol

CKBI

PRINCE ALBERT—1927
CBC DOMINION

Frequency: 900 Kc.....Power: 5000 Watts
Owned-Oper. By.....Central Bcstg. Co., Ltd.
Bus.-Studio Address.....Sanderson Block
Phone Number 2621
Transmitter Location...7 Mi. S. of Prince Albert
Air Time .....Unlimited
News Service .....PN
Transcription Service .....Thesaurus
Representative .....All-Canada, Weed
Membership.....CAB, BBM, WAB
Station Manager.....E. A. Rawlinson
Comm.-Sales Prom. Mgr.....Gerald Prest
News Director.....Francis Church
Program Director.....J. J. Cennon
Music Director.....Lee Wickett
Chief Engineer.....Tom Van Nes
Farm Editor.....Benny Blacklock

CKCK

REGINA—1922
CBC TRANS-CANADA SUPP

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.....Leader-Post, Ltd.
Bus.-Studio Address.....Leader-Post Bldg.
Phone Number 8525
Transmitter Location .....Rowatt
Air Time .....Unlimited
News Service.....BUP, PN
Transcription Service .....World
Representative .....All-Canada, Weed
Membership.....CAB, BBM, WAB, SAB
President.....Victor M. Sifton
General Manager.....Harold A. Crittenden
Commercial Manager.....Gil Seabrook
Dir. Spec. Services.....Allen Edwardson
Prod. Director.....D. R. Dawson
Chief Announcer.....Jim Grisenthwaite
News Director.....Jim McLeod
Chief Engineer.....E. A. Strong

CKRM

REGINA—1926—CBC DOMINION

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper By .....Trans-Canada Communications, Ltd.
Bus.-Studio Address.....Fidelity Life Bldg.
Phone Number 7631
Transmitter Location .....Rowatt
Air Time .....Unlimited
News Service.....CP, BUP
Transcription Service .....Lang-Worth
Representative .....All-Canada, Weed
Membership .....CAB, BBM
Station Manager.....N. Botteril
Commercial Manager.....Don Oakes
Pub. Dir., Sales Prom. Mgr.....F. Laight
Program Director.....W. L. Walker
Chief Engineer.....William MacDonald
Publicity Director.....R. Rees
Chief Announcer.....T. Hill
News Director.....D. McDonald

CFQC

SASKATOON—1923
CBC—DOMINION

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By....A. A. Murphy & Sons, Ltd.
Bus.-Studio Address.....216 1st Ave., N.
Phone Number 7917
Transmitter Location....3 Mi. W. of Saskatoon, Hway. No. 11
Air Time .....Unlimited
Transcription.....Standard, Lang-Worth, Cole
Representative.....Radio Reps., Young
President.....A. A. Murphy
Station Manager.....Vernon Dallin
Commercial Manager.....Blair Nelson
Program Director.....Wilfred Gilbey
Traffic Director.....Margaret Barton
Chief Announcer.....Harry Dekkers
News Director.....Godfrey Hudson
Chief Engineer.....Lyn Hoskins

CBK

WATROUS—1939
CBC TRANS-CANADA

Frequency: 540 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Bus.-Studio Address...300 Manitoba Telephone Bldg.
Phone Number 922-191
Transmitter Location .....Watrous
Air Time .....Unlimited
News Service.....PN, BUP
President (CBC).....Dr. Augustin Frigon
Station Manager.....J. N. Mogridge
Commercial Manager (CBC).....E. A. Weir
Promotion Manager.....C. E. L'Ami
Chief Engineer.....R. D. Cahoon

CJGX

YORKTON—1927—CBC DOMINION

Frequency: 940 Kc.....Power: 1000 Watts
Owned-Oper. By.....Yorkton Bcstg. Co., Ltd.
Bus.-Studio Address.....Smith-McKay Bldg.
Phone Number 258
Transmitter Location.....½ Mi. E. of Yorkton on Hway. No. 10
Air Time .....Unlimited
News Service .....CP
Transcription Service .....World
Representative .....Stovin, Young
Membership .....CAB, WAB
President .....Dawson Richardson
Gen., Sta. Mgr.....Arthur Mills
Commercial Manager.....J. M. Shortreed
Pgm. Dir., Sales Prom. Mgr.....N. R. Runtz
Chief Announcer.....E. LePage
Chief Engineer.....Arthur Mills
Farm Editor.....Lionel Moore
Consulting Engineer.....K. MacKinnon

PRODUCTION

RADIO AND TELEVISION

Program Producers

□

Transcription Companies

□

Recording Companies

□

Music

NINETEEN FIFTY-ONE



a great new star in the APS library

GUY MITCHELL

sensational young singer whose recording of "My Heart Cries For You" has swept the nation. His fresh, exciting talent has brought him stardom almost overnight.



Mindy Carson



Vic Damone



Evelyn Knight



Ralph Flanagan



Kay Armen

ONE MORE FINE ARTIST joins the Associated family of outstanding musical stars. It's a happy event that means still another great name in the APS roster of leading musical performers. And it's another example of how APS subscribers continue to benefit because they selected the best and ever-improving radio library in the world.

With such excellent talent, plus the finest quality of recording and the experienced sales and promotion service Associated now renders — it is no wonder why APS subscribers unanimously agree that here is the library which "pays as it plays".

Associated is your surest guarantee of *programming at a profit.* Why not write, phone or wire today for more facts on how APS can create bigger sales for *your* station?

Other popular stars in the Associated library—all adding up to top programming material.

APS

"the library that pays for itself"

Associated Program Service

151 West 46th Street, New York 19, N.Y.

RADIO—TELEVISION PROGRAM PRODUCERS

ADVANCE TELEVISION PICTURE SERVICE, INC.

729 Seventh Ave., New York 19, N. Y.
Phone: CIrcle 5-6873

President.....Charles A. Alicoate
Exec. Vice-Pres. & Secy.....William E. Wild

Services Offered: Producers and distributors of films, features, shorts and package films for TV. Stock Shots Film, Private Projection Theaters, Cutting and Editing.

ADVERTISERS RECORDING SERVICE, INC.

113 W. 57th St., New York 19, N. Y.
Phone: CIrcle 6-0141-2

President.....James A. Miller
Secretary.....E. B. McCutcheon

Services Offered: Program production, Millertape editing, wax and instantaneous recording, studio rental, phonograph records.

AFFILIATED PROGRAM SERVICE INC.

535 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-1881

President.....Paul F. Adler

Services Offered: Live programs plus syndicated films. Syndicated script services.

AGENTS TELEVISION CORP.

724 Fifth Ave., New York 19, N. Y.
Phone: JUdson 2-3885-3886-3887
9119 Sunset Blvd., Hollywood 46, Calif.
Phone: CRestview 1-9134

President .....Irving Salkow
Vice-Pres, West Coast.....Buster Collier
Vice-Pres., New York.....Jack Lawrence
Personnel:
Packaging .....Martin Sperber
Writers.....Wm. A. Drake, Manny Wolfe
Talent.....Leo Lefcourt, John Creighton
Radio .....Ruby Cowan

Services Offered: Clearing house for 64 leading talent and writers agents in Hollywood.

AIR FEATURES, INC.

347 Madison Ave., New York, N. Y.
Phone: MU 9-5900

Services Offered: Radio programs.

AMERICAN-JEWISH BROADCASTING CO., INC.

150 Broadway, New York 7, N. Y.
Phone: WOrth 2-3322

President .....Herman Younglieb

Services Offered: Program production, script and transcription library. All foreign languages; specializing in American-Jewish field.

AMERICAN NATIONAL VIDEO PRODUCTIONS, INC.

17 N. Wabash Ave., Chicago 2, Ill.
Phone: FInancial 6-2255

Pres. & Gen. Mgr.....Thomas J. O'Brien, Jr.
Asso. Producer .....Jean Gendon
Asso. Producer.....Phyllis F. O'Brien
Asst. Producer.....Allis Allen
Admin. Asst. .....Helen Mawer
Admin. Asst. .....Dan D. O'Brien

Services Offered: Live shows, film, film commercials; shows on air: "Comic Capers" WBKB daily—third season; "Anonymously Yours", weekly public service program, first season—WBKB; "Parade", weekly talent show, fourth season.

ANIMATION HOUSE, INC.

(For complete listing see TV Film Producers)

ASSOCIATED BROADCAST ADVERTISING CO.

8409½ Melrose Place, Los Angeles 46, Calif.
Phone: DUnkirk 8-2972

Partner, Advg. Mgr. & Publicity Dir.....Irwin T. Porter
Partner, Program Mgr. & Dir. Research Dept.....Gertrude T. Porter
Script Dept.....Jean Norab

Services Offered: Scripts created, for any business, ranging from miniature 5-minute programs to half hour or more shows—also spot announcements, and jingles. Promotion, programming, production, and merchandising. Several participation (quiz) and other shows available.

ANN BARBINEL

54 Riverside Dr., New York 24, N. Y.
Phone: ENdicott 2-4351

Stanley J. Wolf

PRODUCTIONS

COMPLETE RADIO AND TELEVISION PACKAGES

★ ★ ★



18 East 50th
PLaza 9-7979

President .....Ann Barbinel
Services Offered: Creating-producing-directing custom built package shows for radio and TV.

BARRY & ENRIGHT PRODUCTIONS, INC.

104 E. 40th St., New York 16, N. Y.
Phone: ORegon 9-3118

President .....Jack Barry
Vice-President .....Dan Enright
Production Supervisor .....Ann Lawton
Head Writer .....Myron Oppenheimer
Services Offered: Creation and production of radio and TV programs. Currently producing "Juvenile Jury (General Foods), "Life Begins at 80" (Arnold Bakers), "Joe DiMaggio Show" (Lionel Trains). Soon to be telecast: "The Faith Baldwin Hour," "Stars and Starters." "Junior Celebrities" (WOR).

BASCH RADIO & TELEVISION PRODUCTIONS

17 E. 45 St., New York 17, N. Y.
Phone: MUrray Hill 2-8877

Sales Manager.....Charles J. Basch, Jr.
Services Offered: Complete program building service; ideas, scripts, talent and production on live and transcribed programs; custom and syndicated recordings; TV programs and commercial spots, live and film.

ZACH BAYM FILMS

13 E. 37 St., New York 16, N. Y.
Phone: MUrray Hill 9-4175

Director .....Zach Baym
Services Offered: A series of 26 animated cartoon baseball shows, on film, called "Great Guys & Goats," with Ward Wilson, available to TV stations and sponsors. Audition film sent upon request.

IRENE BEASLEY RADIO PRODUCTION SERVICE

501 Madison Ave., New York 22, N. Y.
Phone: PL aza 3-8940

Owner..... Irene Beasley
Head of Sales.....Victor Sack
Manager Prizes.....Andrew Hirsch
Supervisor Display .....Mary H. Lincoln
Supervisor Mail .....Rita Burke
Services Offered: Program production; live radio and TV shows and spot campaigns.

BECK STUDIOS, INC.

Lyceum Theatre, Minneapolis 3, Minn.
Phone: LI 4708

Executive Director.....Joseph H. Beck
Technical Supervisor.....William E. Cage
Sales Promotion.....Mel Jass
Services Offered: TV package program service. Live productions and films, features and commercials. Full studio and camera facilities, staff of nine TV-experienced program directors and seven TV engineers. Prior TV rights to Lyceum Theater, Upper Midwest's leading legit playhouse.

V. S. BECKER PRODUCTIONS

562 Fifth Ave., New York 19, N. Y.
Phone: LUxemburg 2-1040

Owner.....Viola S. Becker
Services Offered: Production of package shows and spots for Radio, Television programs. Representatives of Talent. Writers and original ideas for Radio, Television, Motion Pictures and Sales Promotion.

GEORGE R. BENTEL & ASSOCIATES

6606 Sunset Blvd., Hollywood 28, Calif.
Phone: Granite 8608

President.....George R. Bentel
Services Offered: Radio & TV Packages, Complete Literary Library to Supply both markets. Representing World Famous authors and their works. TV shows on film.

WALTER BIDDICK CO. (Radio Programs Div.)

Manager .....Guy Riddick
Asst. Mgr.....Mildred Biddick
Traveling Rep.....Burt Zoul
Services Offered: Preparing and recording commercial announcements for your own individual requirements. Packaged ½-min. transcribed announcements already prepared for various type businesses. Packaged quarter-hour transcribed radio programs. Transcribed sacred music libraries sold outright.

ALBERT BLACK TELEVISION PRODUCTS

1270 Sixth Ave., New York 20, N. Y.
Phone: COlumbus 5-5885-6

Owner .....Albert Black
Services Offered: Live and film package shows for television.

FORD BOND RADIO PRODUCTIONS, INC.

810 RCA Bldg., W., New York 20, N. Y.
Phone: CIrcle 7-2236

President ..... Ford Bond
Services Offered: Specialiing in open-end transcribed programs. Music Hall of Fame, quarter-hour, big-name musical, 52 shows available; Howard and Shelton, Fun At Breakfast, 5-minutes, 260 shows available. Rod Hendrickson in This Business of Living, 15 minutes, homey philosophy, 52 shows available.

"LIVE LIKE A MILLIONAIRE" — RADIO

NBC — Mondays through Fridays at 2:30 p.m.

Sponsored by General Mills.

"LIVE LIKE A MILLIONAIRE" — TV

CBS-TV — Alternate Fridays at 9:30 p.m.

Sponsored by General Mills.

"BRIDE AND GROOM" — TV

CBS-TV — Tuesdays and Thursdays at 3:15 p.m.

Sponsored by Hudson Pulp & Paper Company.

"YOUR PET PARADE" — TV

ABC-TV — Sundays at 4:30 p.m.

Sponsored by the Ralston Purina Co.

Produced by

MASTERSON, REDDY & NELSON

745 Fifth Avenue

New York, N. Y.

6331 Hollywood Boulevard

Hollywood, Calif.

THE BORIES ORGANIZATION

509 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-4900

President .....Bob Bories

Services Offered: Radio and TV package producer.

RICHARD BRADLEY ASSOCIATES

540 N. Michigan Ave., Chicago 11, Ill.
Phone: WHitehall 4-5543

President .....Richard Bradley
Secretary-Treasurer.....B. J. Tunick
Prog. Exec. & Dir. of Radio Sales .....Richard Bradley
Office Manager .....Leo Rabens

Services Offered: General advertising services, specializing in radio advertising, TV accounts, etc.

BROADCASTING PROGRAM SERVICE

23 W. 45th St., New York 19, N. Y.
Phone: Plaza 7-3224

President .....Herbert Rosen

Services Offered: Transcription serviec, musical programs on tape, sound effects records, TV programs on films.

BYRON PRODUCTIONS

730 Fifth Ave., New York 19, N. Y.
Phone: CIrcle 6-2677

President.....Edward A. Byron

Services Offered: Package programs.

GARRY J. CARTER OF CANADA LTD.

59 Avenue Rd., Toronto, Canada
Phone: PR. 3505

President.....Garry J. Carter
Asst. to the President.....Bob Howe
Production Manager.....Eva Rogers
Time Buyer.....Isabel Philip
Copy Chief.....Stanton Edwards
Public Relations.....D. Peters

Services Offered: General advertising in all media, creative and art.

THE BRUCE CHAPMAN CO.

55 W. 42nd St., New York 18, N. Y.
Phone: WIsconsin 7-9244

President .....Bruce Chapman
Vice-Pres.-Treasurer .....Edna Chapman
Sales Manager .....Quentin Gulliver
Program Manager .....Dan Morley
Editor .....Charles Forrester
Production Manager.....Allin Robinson
Paris: Manager .....Fletcher Coates
Paris: Associate Manager...Mary Hutcheson
Paris: Program Director.....Alan Oak

CHESHIRE & ASSOCIATES

6533 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllywood 9-4580

General Manager .....Bob Reichenbach
Productions Director ....Harry V. Cheshire

Services Offered: Transcribed program and spot announcement producers and distributors.

CINEFFECTS, INC.

(For complete listing see TV Film Producers)

LESLIE CLUCAS

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone: Hollywood 5111

Owner .....Leslie Clucas

Services Offered: Production of live packaged musical and dramatic shows, which include writing, production, musicians, conductor and arrangements, actors, announcer, and all other talent.

COMMODORE PRODUCTIONS & ARTISTS, INC.

1350 N. Highland Ave., Hollywood 28, Calif.
Phone: Hollywood 9-8229

Pres. & Prod. Mgr.....Walter White, Jr.
Vice-Pres.Secy. & Treas.....Shirley Thomas
Asst. to Pres.....E. R. Woodworth
Traffic Mgr. .....Eleanor Payne

Services Offered: Create, write & produce "live" and transcribed" radio programs . . . also TV programs.

COMMONWEALTH FILM & TELEVISION, INC.

(For complete listing see TV Film Producers)

JACK L. COOPER RADIO ADVERTISING SERVICE

1331 W. 111th Place, Chicago 43, Ill.
Phone: BEverly 8-2056

Manager.....Jack L. Cooper
Office Mgr. & Asst. Dir.....Bob Roberts
Sales Manager.....Sonny Porter
Continuity Supervisor.Emanuel Mauldin, Jr.
Religious Pgms. Dir.....I. Leon Roberts
Announcer .....Larry Wynn

Services Offered: Recorded programs: popular, religious, organ: Live talent: religious, drama, etc.

LOUIS G. COWAN, INC.

485 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-3700

President.....Louis G. Cowan
Vice-President.....Alfred L. Hollender
Treasurer.....J. Kyle Faber

8 S. Michigan Ave., Chicago 3, Ill.
Phone: RAndolph 6-2022

Vice-Pres.-in-Charge .....John Lewellen
Vice-Pres.-in-Chge. Sta. Rel....R. D. Michels

Services Offered: AM-TV-Productions-Network Programs (Package); Production-Transcription Programs; Program Consultants.

DAMON RECORDING STUDIOS, INC.

1221 Baltimore Ave., Kansas City 6, Mo.
Phone: VIctor 2585

President & Treasurer.....Vic Damon
Vice-President .....Alice Damon
Secretary.....Harry A. Morris
Engineer .....Roger Webb

Services Offered: All types of radio transcribing and phonograph recording. Exceptional production talent and sound effect facilities for radio shows and spots. Synchronous sound track for TV.

FREDERIC DAMRAU, M. D.

247 Park Ave., New York 17, N. Y.
Phone: PLaza 5-3638

Director.....Frederic Damrau, M. D.
AFRA Associate.....Adeline Maneery
Business Manager.....Mary L. Davis

Services Offered: Educational and dramatized programs relating to health, for both radio and TV.

MAC DAVIS FEATURES

1 Montgomery Place, Brooklyn (15), N. Y.
Phone: Nevins 8-4374

Director .....Mac Davis

Services Offered: Sport programs for radio and television. Unusual sport shows created, written and produced for television and radio presentation. Also special scripts and ideas furnished for all types of sport programs for local, regional or network presentation.

GORDON M. DAY PRODUCTIONS

108 E. 30th St., New York 16, N. Y.
Phone: ORegon 9-3595

Producer, Writer, Composer.Gordon M. Day
Producer-Director .....Carol Bulkley

Services Offered: Package programs, radio department service to advertising agencies, creating and producing custom-built musical jingles and spots of all kinds for radio and TV.

ROY DE GROOT CONSULTANTS, INC.

551 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-9135

President.....Roy de Groot
Vice-President .....Katherine Hynes
Chief, TV Dept.....L. B. Pitkin
Chief, Music Dept.....I. Rabinowitz
Chief, Art Dept.....Ed Winslow

Services Offered: Consultants in Public Relations through radio, TV and motion

TWO OF OUR TOPS!

A 6 YEAR OLD
Sponsored by BRISTOL MYERS
BREAK THE BANK
Radio's and Television's Leading Quiz Show
RADIO
½ Hour Daily, 5 Days a Week
11 A.M., WNBC and NBC
Coast-to-Coast Network
BUD COLLYER
MC
with WIN ELLIOTT
TELEVISION
Wednesday WNBT, 10 to 10:30 P.M.
and NBC Cross Country Network with
BERT PARKS
MC

A 7 YEAR OLD
Sponsored by
MILES LABORATORIES
HILLTOP HOUSE
Radio's Outstanding Serial
About the Little Orphanage
in Glendale and Its Head
Matron Julie (Jan Miner)
Directed by JACK RUBIN
WCBS, 3 P.M., and Entire CBS Network

WOLF ASSOCIATES, Inc.
Radio and Television Productions
420 MADISON AVENUE, NEW YORK

pictures. Planning and development of new programs. Complete motion picture service for 35 m/m, 16 m/m, theater or TV.

THE DEMBY COMPANY

34 E. 51 St., New York 22. N. Y.
Phone: PLaza 9-2495

President .....Emanuel Demby
V.P. & Gen. Mgr.....Myron Broun
Program Supervisor....Alexander Marshaek
Script Editor.....Allen Swift
Women & Fashions Editor..Mildred Demby

Services Offered: Produce live and film TV shows and commercials as well as radio. Public Relations films. Representation in Asia and Latin America. Exploitation and public relations for programs.

JERRY DEVINE PRODUCTIONS

6331 Hollywood Blvd., Hollywoo d28, Calif.
Phone: HU 2-1228

Owner .....Jerry Devine
Casting Director.....Peg Pillion

Services Offered: Packaged radio programs.

ALFRED DIXON PRODUCTIONS

424 Madison Ave., New York 17, N. Y.
Phone: PLaza 8-1246

President.....Alfred Dixon

Services Offered: Radio, stage, film, TV productions.

DOMINION BROADCASTING CO.

4 Albert St., Toronto, Ont., Canada
Phone: ADelaide 3383

General Manager .....Hal B. Williams

Services Offered: Program Productions, Air and Line checks, script-writing, ideas, talent on live and transcribed programs, spot announcements, custom and syndicated recordings, complete recording and transcription plant.

WALTER P. DOWN LIMITED

624 Dominion Sq. Bldg., Montreal, Que.
Phone: Ma. 6368

President .....Walter P. Downs
Secretary.....Ann E. Bay

Services Offered: Recording studio available to advertising agencies.

HARRY S. DUBE

10 Rockefeller Plaza, New York 20, N. Y.
Phone: COlumbus 5-7035

Owner.....Harry S. Dube
Manager .....J. Knight

Services Offered: Live Talent, package shows and transcriptions.

THE SOUVAINE COMPANY

Leading producers and distributors
of
Television and Radio Productions

30 Rockefeller Plaza
CIrcle 7-5666

DYNAMIC FILMS INC.
112 W. 89th St., New York 24, N. Y.
Phone: TRafalgar 3-6221

President .....Henry Morley
Treasurer ..... Nathan Zucker

Services Offered: Film producer—open end films and commercials made specifically for TV; amusement and dramatic shorts; educational and industrial shorts; marionette shorts; spot news and special event coverage; video transcriptions; complete sound recording and sound stage facilities; film consultants.

W. M. ELLSWORTH
75 E. Wacker Drive, Chicago 1, Ill.
Phone: CEntral 6-0942

Owner.....W. M. Ellsworth

Services Offered: Talent, programs, production.

EMPIRE BROADCASTING CORP.
420 Lexington Ave., New York 17, N. Y.

President-Treasurer.....Helen D. Kellcher
Vice-President.....Fred de Jaager
Vice-President .....Arthur Lubo
Secretary .....John H. Dwyer

Services Offered: All types of recording namely: tape-disc, studios, air-line checks, AM-FM-TV portable jobs, film synchronization.

JERRY FAIRBANKS, INC.
6052 Sunset Blvd., Hollywood 28, Calif.
Phone: Hudson 2-2110 1

Pres. & Exec. Prod.....Jerry Fairbanks
Ch., Board of Dir.....Frank E. Mullen
V.-P. in Ch. of Sales, Exec. Asst. to President .....William Gernant
V.-P. in Ch. of Eastn., Prod. Robert Lawrence
Midwestern Sales Dir.....B. N. Darling
Pacific Coast Sales Dir.....Nat Winecoff
Production Manager .....Herbert Moulton
Multicam Supervisor .....Arnold Wester
Dir., Scenario Dept.....Lou Lilly
Dir., Music Dept.....Edward Paul
Dir., Publicity Dept.....Reavis Winckler
Dir., Casting Dept.....Ken Dyson

Services Offered—Producers and distributors of film made especially for TV. Producers of commercial and theatrical motion pictures. Producers of video film spots; package programs for networks, agencies and for stations for local sponsors.

FENTON PRODUCTIONS, INC.
40 E. 49th St., New York 17, N. Y.
Phone: PLaza 9-8266

OVER 16,000 ——

LOCAL, REGIONAL & NATIONAL SPONSORS IN 20 YEARS!

. . . THAT SPELLS KNOW-HOW IN RADIO-TV PRODUCTIONS.

SPONSORS INCLUDE:

Bayer Aspirin	Dolcin	Wildroot
Phillips Milk of Magnesia	Swift & Co.	Seven-Up
American Home Products	Boyle Midway	Sealtest
Cannon Mills	General Foods	Personal Products Co.
Nehi Beverages	Pepsi Cola	C. A. Swanson & Sons
Dr. Caldwell's Laxative	Templeton Drug	Robert Hall
M&M Candy	H. J. Heinz	Lever Brothers

A program or spot for every sponsor.

Harry S. Goodman

19 EAST 53rd STREET at Madison Avenue...NEW YORK CITY

Owner .....Mildred Fenton
Director .....Henry Fownes
Writers' Repr. .....Blanche Gaines
Show Sales and Talent Repr.Mildred Fenton
Services Offered: Radio and Television Package Producer. Also functions as radio and television counsel for advertising agencies.

FILM ASSOCIATES, INC.

440 E. Schantz Ave., Dayton 9, O.
Phone: WAlnut 2164
President-Treasurer....E. Raymond Arn, Jr.
Vice-President.....Mildred G. Arn
Secretary.....Clement V. Jacobs
Chief Engineer.....Robert Duke
Editorial Director.....Del Gay
Office Manager.....Carolyn S. Baumhardt
Services Offered: Producers of TV "Teleskits" packaged complete fill in shorts of vaudeville character. Advertising trailers, newsreels. Complete facilities for TV film productions. Slides for TV, station breaks, electrical transcription facilities, NAB curve.

FISHER PRODUCTIONS

1501 Broadway, New York, N. Y.
Phones: PEnna 6-9557-9558, Bry 9-7122
Owner .....Maggy Fisher
Assistant .....Catherine Sundmark
Services Offered: Packaging, writing, directing TV and radio shows.

EDWARD H. FORD

156 W. 44th St., New York 18, N. Y.
Phone: LUxemburg 2-5188
Owner.....“Senator” Edward H. Ford
General Manager.....E. J. Weber
Office Staff.....Betty North, Kay Aulbach

WALT FRAMER ASSOCIATES

501 Madison Ave., New York 22, N. Y.
Phone: PLaza 5-2000
Services Offered: Specializing audience participation and quiz shows. Packages, production, question research, contestant screening.

ALLEN A. FUNT RADIO PRODUCTIONS

100 Central Park South, Room 11-C,
New York 19, N. Y.
Phone: JUdson 6-5227
President.....Allen A. Funt
Production Manager.....John Babb
Camerman .....Arthur Florman
Camera Assistant .....William Horgan
Sound Technicians.....Russell Harknett, Bill deDufour
Editorial.....Raymond Hall, Joseph Taylor
Location Manager.....Chan Buck

Commodore Productions and Artists, Inc.

1350 N. Highland Av., Hollywood, Calif.

WALTER WHITE, JR., President
SHIRLEY THOMAS, Vice-Pres.

HOPALONG CASSIDY
for General Foods, t.c.

CLYDE BEATTY SHOW
for Kellogg Co., t.c.

TARZAN
Dr. Ross Dog & Cat Food

Available transcribed:
DOWN OUR WAY, half-hour
STROLLIN' TOM, quarter-hour

Secretary .....Barbara George
Bookkeeper .....Susie Lampman
Services Offered: Network, live, transcribed and syndicated programs.

GAINSBOROUGH ASSOCIATES

1440 Broadway, New York 18, N. Y.
Phone: CH 4-0626-0627

Managing Director .....Nathan M. Rudich
Radio Director.....Shirley Graf
Publicity Dir. .....Eli Lloyd Hoffman
Talent Superv. .....Arlene Shelley Gaines
Prod. Manager .....Jay Barrett
Television Mgr. .....Nathan M. Rudich
Services Offered: Production of radio and TV package shows; production and distribution of films for TV; radio and tele. publicity for fund-raising organizations; publicity and public relations consultants to advertising agencies, AM, FM and TV stations and commercial organizations; publicity and radio-TV management for talent.

GALE, INC.

48 W. 48 St., New York 19, N. Y.
Phone: PLaza 7-7100

President .....Moe Gale
Services Offered: Talent.

HAROLD R. GINGRICH, PRODUCTIONS

333 N. Michigan Ave., Chicago 1, Ill.
Phone: FRanklin 2-1022

Director .....Harold R. Gingrich
Musical Director .....Jack Wonnell
Research Director .....Jessica Petrie
Program Producer..Jameson E. Brinkmeyer
Talent Supervisor.....Lawrence Gutter
Services Offered: Live shows, telephone quiz and audience participation, for Radio and Television, Transcriptions.

GENERAL ARTISTS CORP.

1270 Sixth Ave., New York 20, N. Y.
Phone: CIrcle 7-7543

President .....Thomas G. Rockwell
Chge. Radio-...TV Dept..John J. Mulvihill
Radio-TV Dept.....George Burke
Radio-TV Dept.....Nino Bruno
Services Offered: Program production, package shows, artists' representatives.

GENERAL ENTERTAINMENT CORP.

17 W. 60th St., New York 23, N. Y.
Phone: JUdson 2-5179

President & Treasurer....Howard G. Barnes
P.-P. & Secretary.....A. Edward Masters
General Manager.....Hugh Brooks
Executive Assistant .....Eleanor Block

What's the Gag?
TV

Curly Kayoe
TV and Radio

Sheldon Stark
(Straight Arrow)

Kathi Norris

Carl Caruso

Morrow on Mars
Radio

If I Were You
Radio

Larry Menkin
Charles Speer
(Hands of Mystery—
Rocky King, Detective)

WILBUR STARK

510 MADISON AVENUE, NEW YORK, N. Y.

PL 3-1742

Programs and Personalities for Radio and Television

Services Offered: Producers and distributors open-end transcriptions, custom-tailored transcriptions and live programs, spot announcements and jingles, recorded and live. Also TV and film programs.

JOHN E. GIBBS & CO., INC.

30 Rockefeller Plaza, New York 20, N. Y.
Phone: COlumbus 5-7504

President .....John Gibbs
Assistant .....Francis Head

Services Offered: Radio and TV production. Talent representation.

GRACE GIBSON RADIO PRODUCTIONS

6533 Hollywood Blvd., Hollywood 28, Calif.
Phone: GRanite 5543

General Manager.....Bob Reichenbach
Executive Producer .....Grace Gibson

Services Offered: Production and distribution of transcribed dramatic programs, especially tales of mystery, adventure, romance and authentic documentary series, such as "Drama of Medicine."

HARRY S. GOODMAN PRODUCTIONS

19 E. 53rd St., New York 22, N. Y.
Phone: PLaza 5-6131

President-Gen. Mgr.....Harry S. Goodman
Vice-Pres.-Charge Sales.Everett F. Goodman
Vice-Pres.-Charge TV....Daniel R. Goodman
Secretary .....H. D. Knuth

Services Offered: Producer of syndicated transcribed shows, live radio shows, syndicated TV availabilities and live TV shows. Also Custom Built AM and TV spots.

GREEN ASSOCIATES

360 N. Michigan Ave., Chicago 1, Ill.
Phone: CEntral 6-5593

Vice-President .....Lewis G. Green

Services Offered: Production, transcriptionse, TV shows.

LAURENCE HAMMOND PRODUCTIONS, INC.

45 E. 51st St., New York 22, N. Y.
Phone: PLaza 9-2210

President .....Laurence Hammond
Vice-Pres.....Merikay Howard
Vice-Pres. & Ex. Prod.....Christopher Story
Musical Consultant.....Lloyd Shaffer
Accountant .....Lou Goldenberg
Public Relations Counsel.Millard C. Faught

Services Offered: Packaging radio and TV programs, live, transcribed and filmed.

WILLIAM GERNANNT

SUE HASTINGS MARIONETTES, INC.

112 W. 89th St., New York 24, N. Y.
Phone: EN-2-2602

President .....Linnea Roberts
Program Director.....Donald B. Somers
Art Director.....Adelaide Davis

Services Offered: Marionette productions for children and adults especially adapted for TV (live or film). Custom-built shows with original scripts and music. Special puppets made for commercials. Repertory of two thousand marionettes.

GEORGE HEID PRODUCTIONS

1005 Century Bldg., Pittsburgh 22, Pa.
Phone: GR 1-3696

President .....George H. Heid
Recording Engineer .....B. Oliver Young
Musical Director .....Max Adkins

Services Offered: Radio programs, continuity writing, recorded sales talks, recording, electrical transcriptions, complete slide film production, script and sound for mechanical displays, industrial motion pictures, TV programs and announcements—live or film.

ARTHUR HENLEY PRODUCTIONS

73-37 Austin St., Forest Hills, N. Y.
Phone: BOulevard 3-0136

Writer-Producer .....Arthur Henley
Executive Secretary .....Janet Radskin

Services Offered: Creators of radio and TV programs, also distinctive commercials. Original ideas and writing quality stressed. Additional services: program consultation and supervision.

WILLIAM F. HOLLAND PRODUCTIONS

"Holland House," Auburn Ave. & Taft Rd.,
Cincinnati 19, O.
Phone: University 8080

President .....William F. Holland

Services Offered: Custom built spots and programs for TV & radio. Transcription recording studios and film production facilities.

HOWARD RADIO-TV PRODUCTIONS

123 W. Chestnut St., Chicago 40, Ill.
Phone: MIchigan 2-0128

Owner .....Bernard Howard

Services Offered: All creative phases of Radio-TV—ideas, writing, production—including commercials; Consultant for agencies without their own Radio-TV departments; package producer; free-lance writing and production.

American Beauties
The Best Plays with John Chapman
Chamber Music Society of Lower Basin Street
Duke Ellington Show
Meet My Husband
Lilli Palmer TV Show
Helen Parkhurst
The Jane Pickens Party
Report from the Future
Quentin Reynolds' "Night Edition"
The Jimmy Savo Show
Luigi Pirandello Estate
Damon Runyon Estate
Stefan Zweig Estate

Gale
AGENCY
INC.

48 West 48th Street • New York 19, N. Y. • PLaza 7-7100

HUBBELL TELEVISION, INC.

315 E. 56th St., New York 22, N. Y.
Phone: PLaza 8-2675

President .....Richard W. Hubbell
Treasurer .....Thomas H. Josten
Board Chairman .....Edwin M. Martin

Services Offered: Production and distribution of TV films, produced abroad and in the U. S. A. Company plans no activity until FCC ends freeze on TV.

HUDES & LIND

550 Fifth Ave., New York 19, N. Y.
Phone: PLaza 7-8321

Producer .....Ted Hudes
Asst. Producer .....Bert Lind

Services Offered: Producers of transcribed and live public service radio and television programs.

LUCILLE HUDIBURG PRODUCTIONS

131 E. 51st St., New York 22, N. Y.
Phone: ELdorado 5-3508

Producer .....Lucille Hudiburg
Co-Producer-Director ...Thomas Hutchinson
Art Director.....George Keegan
Writers.....Gene Stinson, Hal Richardson
Associate .....Fred Bethel
Business Manager .....Walter Keane

Services Offered: Radio and TV productions for agencies, national and local advertisers and radio stations. Produced clients specifications, package shows, spots, commercials. Representative—Wallaby Puppet Workshop, Chicago, Ill.

INTER-CALIFORNIA BROADCASTING SYSTEM

253 S. Broadway, Los Angeles 12, Calif.
Phone: MUtual 2759

General Manager.....Gustavo Faist Moran
Sales Manager.....M. L. Moran
Office Manager.....Margarita Lamar
National Reps.....Forjoe & Co., Inc.

Services Offered: Specialists in Spanish language advertising. Production of Spanish language programs. Representatives of radio station XEGM (located in Tijuana, Lower California) and XECL (Mexicali).

INTERNATIONAL 16mm CORP.

165 W. 46th St., New York 19, N. Y.
Phone: PLaza 7-2265

President-Treasurer....Patrick E. Shanahan
Secretary .....George Blake
Board of Directors:....Patrick E. Shanahan, George Blake, Fabian R. Normandin

Services Offered: Producers and distributors of motion pictures; prints in both

Greetings from

*

BARRY & ENRIGHT

PRODUCTIONS, INC.

Juvenile Jury

Stars & Starters

Joe DiMaggio Show

Life Begins At 80

Junior Celebrities

Faith Baldwin Show

* Jack, not Bud.

16mm. and 35mm. subjects. Classical music with Symphonic Orchestras.

WILLIAM E. JONES COMPANY

OFFICES
15 Orchard Beach, McHenry, Ill.
Phone: McHenry 164
333 No. Michigan Ave., Chicago 1, Ill.
Phone: Franklin 2-7100

Owner .....William E. Jones

Services Offered: Builders, producers and packagers of shows for Radio and TV. Also special production assignments for agencies and general counsel in Radio and TV. Special service on Hollywood star endorsements and tie-ups for radio, magazine and all media.

ROBERT JOSEPH TELEVISION PRODUCTIONS

4457 Farmdale Ave., No. Hollywood, Calif.
Phone: SUnset 11331

President .....Robert Joseph
Program Director.....Ken Charles
Film Division .....Walter Klinger
Pub. & Pro.....John Strauss-Chip Cleary
Production Assistant .....Helene Lane

Services Offered: Packaging and production of live and film TV, including "Hollywood in 3 Dimensions" with Alan Mowbray; "Murder Will Out" with Vincent Price, "Sing Me A Song" with John Howard; "Television Theater" with Rhys Williams.

KAGRAN CORP.

4 W. 58th St., New York 19, N. Y.
Phone: MU. 8-0585

Gen. Mgr., Prod.....Martin Stone
Pub., Prom. Mgr.....Lela Hadley
Asst. to Prod.....Harriet Halsband
Mdse. Directors...Inez Pierson, Allan Stone
Writer .....Eddie Kean

Services Offered: Merchandising and TV package producers of "Howdy Doody," "Author Meets The Critics" and "Gabby Hayes Show."

KASPER-GORDON INC.

140 Boylston St., Boston 16, Mass.
Phone: DEvonshire 8-7357

President-Prod. Mgr.....Edwin H. Kasper
Treasurer-Commercial Dir...Aaron S. Bloom
Office Manager.....Robert W. Graham
Engineer .....Frederick Piroumian

Services Offered: Custom-built TV films and "live" programs, syndicated open-end TV programs on film animation, TV commercials, silent and sound-on-film. Complete facilities from the creation of the idea to the finished product.

HOLLYWOOD SCREEN TEST
ELOISE SALUTES THE STARS
PENTHOUSE PARTY
SUCCESS STORY

LESTER LEWIS ASSOCIATES
1 CHRISTOPHER STREET, NEW YORK 14 WAtkins 4-8582

Radio-Television Productions
Personal Representation

Program Producers

ROGER KAY ENTERPRISES, INC.

666 Fifth Ave., New York 19, N. Y.
Phone: MU 8-2164

Executive Producer.....Roger Kay
Agency Contact.....Nan Marquand
Legal Counsel.....Miller & Miller

Services Offered: Creators, producers, packagers of television and radio programs, live, transcribed, and film. Consultants on programming. TV Show Doctoring. Commercials.

SONNY KENDIS, INC.

1776 Broadway, New York 19, N. Y.
Phone: PLaza 7-2070-1

Pres., Exec. Prod.....James Sonny Kendis

Services Offered: Lived & filmed radio-TV programs. Complete program packaging service—ideas, scripts, production, talent, sales. Personal management of top talent—artists and writers.

JACK KURTZE AGENCY

214 North Canon Drive, Beverly Hills, Calif.
Phone: CRestview 45403

President .....Jack M. Kurtze
Vice-President .....Lulu Mae Kurtze
Executive Producer .....Eddie Chevie
Asst. Executive Producer.....Walter Jackson

Services Offered: Specialized services to advertisers and advertising agencies, production, direction and casting facilities for TV and Radio.

LANDAU BROADCASTING SERVICE

150 Broadway, New York 7, N. Y.
Phone: WOrth 2-3322

President .....Herman Younglieb
Program Director .....Paul Berkowitz

Services Offered: Program production, script.

THE LANDT TRIO

150 W. 49th St., New York 19, N. Y.
Phone: CIrcle 5-5431

Partner.....Karl B. Landt
Partner.....Jack M. Landt
Partner.....Dan B. Landt

Services Offered: Jingles, spots and live shows for radio and TV.

C. O. LANGLOIS, INC.

Steinway Hall, 113 W. 57 St., New York 19, N. Y.
Phone: JUdson 6-5700

President.....C. O. Langlois
Secretary.....John D. Langlois
Treasurer.....C. O. Langlois, Jr.
Vice-President .....W. O'Keefe

Services Offered: Specialized service for advertisers and advertising agencies of commercial radio programs, both live and recorded, dramatic and musical.

V.I.P. SERVICE, INC.

35 West 53rd St. New York, N. Y.

PLaza 7-0130

"CINDERELLA WEEKEND" . . .

. . . number one local quiz show on radio and television . . .

"CINDERELLA WEEKEND" is a complete package for a Monday thru Friday quarter or half-hour audience participation strip on your station.

V.I.P. writes the scripts, ships you the prizes and sets-up the production. You have a live, locally presented show offering as a grand prize every week a complete all-expense-paid weekend in New York.

The weekend (for two) includes hotel reservations, nightclub, theater, tours of the city, breakfast in bed, hairstyling, dancing lesson, and luncheons and dinners at New York's top restaurants.

Available for single sponsorship or participation . . . now playing on:

WTIC	Hartford
WHAM	Rochester
WCAU	Philadelphia
WINR	Binghamton
WWJ	Detroit
WBZ	Boston
WILM	Wilmington
KDKA	Pittsburgh
WJPS	Evansville
WHAM-TV	Rochester
WWJ-TV	Detroit
WCAU-TV	Philadelphia

LANG-WORTH FEATURE PROGRAMS, INC.

Steinway Hall, 113 W. 57th St., New York 19, N. Y.
JUdson 6-5700

President.....C. O. Langlois
Secretary .....John D. Langlois
Treasurer .....C. O. Langlois, Jr.
Vice-Presidents....W. O'Keefe, Pierre Weis
Stations Relations.....Walter B. Davison
West Coast Mgr.....William E. Young

Services Offered: Transcribed music library service for radio stations, advertising agencies and advertisers. Custom built radio programs, both live and transcribed.

HERBERT S. LAUFMAN & COMPANY

624 So. Michigan Ave., Chicago 5, Ill.
Phone: Webster 9-2302

Owner .....Herbert S. Laufman
Time Buyer .....Hazel Roberts
Exec. Prod. .....Jules Pewowar

Services Offered: Packages and producers of TV programs and commercials.

LAWRENCE PRODUCTIONS

760 Thayer Ave., Hollywood 28, Calif.
Phone: Arizona 9-3265

Owner .....Bee Eaton Lawrence
Production Manager..Richard Hill Wilkinson

Services Offered: Own and sell transcribed radio series "Mystery Is My Hobby" half-hour show.

JERRY LAYTON ASSOCIATES, INC.

551 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-6320

President .....Jerry Layton

Services Offered: Production and packaged shows for television and radio; management of personalities, performers and writers for radio and television.

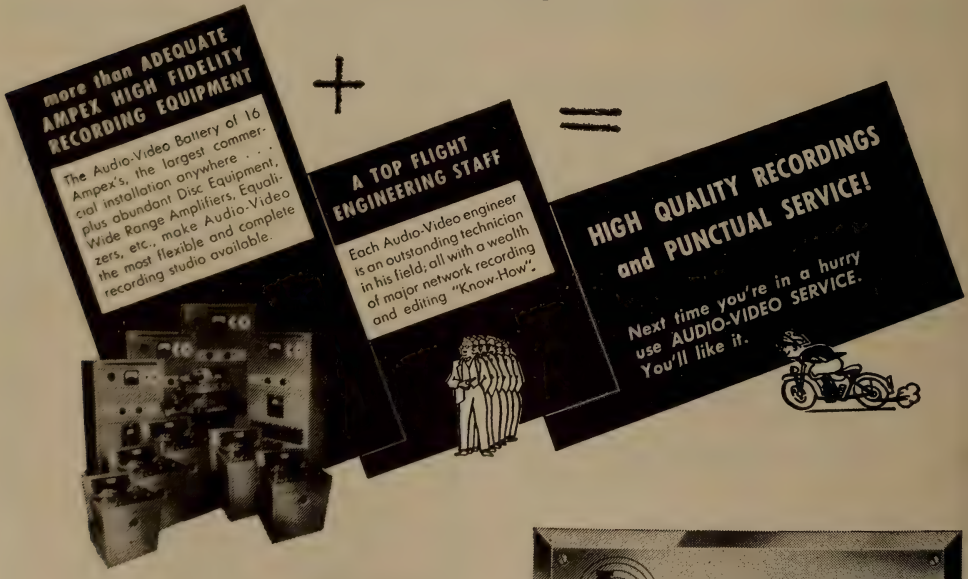
LESTER LEWIS ASSOCIATES

1 Christopher St., New York 14, N. Y.
Phone: WAtkins 4-8582

Manager .....Lester Lewis

Services Offered: TV package shows, script, talent.

It's Elementary.... WATSON



Call or Write for Special Rate Card

AUDIO-VIDEO RECORDING COMPANY, Inc.
1650 Broadway, New York 19, N.Y. • PLaza 7-0780

Audio-Video
RECORDING COMPANY, Inc.
1650 BROADWAY, NEW YORK 19, N.Y., PLAZA 7-0780

BOB LOEWI PRODUCTIONS, INC.

255A E. 49th St., New York 17, N. Y.
Phones: MU 8-2600, PL 5-0958
President .....Bob Loewi
Assistant .....Barnaby Smith
Services Offered: Create, produce, direct and sell, live and film, TV package shows. Consultant as TV programming doctor.

PHILLIPS H. LORD, INC.

501 Madison Ave., New York 22, N. Y.
President.....Phillips H. Lord
Vice-Preident.....John O. Ives
Manager.....Dorothy E. Levy
Program Supervisor.....Leonard L. Bass
Services Offered: Package shows.

C. P. MacGREGOR

729 S. Western Ave., Hollywood 5, Calif.
Phone: DUnkirk 4-4191
President.....C. P. MacGregor
Manager.....George R. Jones
Studio Director.....Victor Quan
Production Manager.....Paul Quan
Chief Engineer.....A. Q. Felthousen
Eastern Sales Mgr.....Nat V. Donato
Services Offered: Transcription library productions: music library service, dramatic and musical programs; recording studios. Complete packaging including recording electroplating of masters and production on vinylite pressings.

MANNON SOUND STAGES

(For complete listing see TV Film Producers)

MARSHALL—HESTER PRODUCTIONS

521 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-2722-3-4
Partner.....A. W. Marshall
Partner .....Harriet Hester
Director of Production.....Martin Magner
Legal Representative.....Gerald Dickler
Services Offered: Producing and Packaging Live and Transcribed Radio and TV Programs. Directorial and Supervising Service. Complete Radio and TV Public Relation services for Social, Professional and Trade Organizations.

MASTERSON, REDDY & NELSON

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone: HIllside 8235
Partner .....John Reddy
745 Fifth Ave., New York 22, N. Y.
Phone: PLaza 9-1120



Roger Kay

producer-director

creator of distinctive television packages

Roger Kay Enterprises, Inc.

666 Fifth Ave., New York 19, N. Y.

MU. 8-2164

Byron Productions

Company

•

PRESIDENT

Edward A. Byron

Manager Donald Hirsch

Services Offered: Packaging and production of radio and TV programs.

ALEXANDER McQUEEN & ASSOCIATES

5222 N. Lakewood Ave., Chicago 40, Ill.
Phone: RAvenswood 8-9010

Owner .....Alexander McQueen

Services Offered: "Nothing But The Truth" feature (Reg. U. S. Pat. Office), in person, transcribed, or TV. Research for human-interest stories on sponsor's product.

METRO-GOLDWYN-MAYER RADIO ATTRACTIONS

711 Fifth Ave., New York 22, N. Y.
Phone: MUrray Hill 8-1000

Director.....Bertram Lebhar, Jr.
Director of Production.....Raymond Katz
Dir. Dist. & Record....Frank Roehrenbeck
West Coast Director.....L. K. Sidney
West Coast Administrator.....Les Petersen
West Coast Coord. & aide to Direc. of Production.....Marcella Napp
Director of Publicity.....Jo Ramson
Asst. to Dir. of Prod.....Edgar Small

Services Offered: Metro-Goldwyn-Mayer Radio Attractions offers the following syndicated programs: "MGM Theater of the Air," "The Story of Dr. Kildare," "The Hardy Family," "The Adventures of Maisie," "At Home With Lionel Barrymore," "Hollywood, U. S. A.," "Good News from Hollywood," "Crime Does Not Pay," "The Gracie Fields Show" and "John Nesbitt's Passing Parade."

CHARLES MICHELSON, INC.

23 W. 47th St., New York 10, N. Y.
Phone: PLaza 7-0695-6

President .....Charles Michelson

Services Offered: Porto-Playback Machines and Gennett & Speedy-Q Sound Effects Records. Half-hour and quarter-hour transcribed program features.

LES MITCHEL PRODUCTIONS, INC.

9310 Hillrose St., Sunland, Calif.
Phone: FLorida 3-1105

President .....Les Mitchel
Secretary-Treasurer.....G. Madelon Mitchel
Vice-President.....E. Marshal Bitgood

Services Offered: Production of transcribed and live package programs. Directorial and supervising service.

Television and Radio Productions

JERRY LAYTON ASSOCIATES, Inc.

551 FIFTH AVENUE
NEW YORK 17, N. Y.
MURRAY HILL 7-6320

KnowHow! 9TimesOver

9 *SAY IT WITH ACTING
(Network—Brown Shoe Co.)
9 *BOB HOWARD SHOW
(Local—Philip Morris)
9 *WOMEN TALK IT OVER
(Local—Torino Food Products)
9 ANSWER YES OR NO
(Network—Emerson)
9 HOLD THAT CAMERA
(National—Esquire)
9 ARTHUR MURRAY PARTY TIME
(National—Arthur Murray Studios)
9 FLAME CLUB
(Network—Sustaining)
9 KIDS A.C.
(Local—Sustaining)
9 THE THREE FLAMES
(Local—Sustaining)

TELEFEATURE PRODUCTIONS
30 ROCKEFELLER PL. JUdson 2-3026
(Formerly—West Hooker Productions)
* Current
Wayne Wirth, Pres.

MOLE, DAVIS, INC.

105 W. 55th St., New York 19, N. Y.
Phone: CIrcle 6-0006

President .....John Mole
Exec. V.-P. & Secy.....Blanche Stuart Lee
Office Mgr.....Michaela M. Mole

Services Offered: Production of packaged shows for Radio and TV. "Josephine McCarthy Cooking Show."

WILLIAM MORRIS AGENCY, INC.

1270 Sixth Ave., New York 20, N. Y.
Phone: CIrcle 7-2160

Exec.-in-Chge. of Radio..Wallace S. Jordan

Services Offered: Production of packaged shows for radio and TV, also talent representatives.

MORTON RADIO PRODUCTIONS, INC.

360 N. Michigan Ave., Chicago 1, Ill.
Phone: CEntral 6-4144

President .....Morton Jacobson
Secretary .....Cecelia Jacobson

Services Offered: Open-end and custom-built transcriptions, live packages, and custom-built TV shows. Producers of "Why Do We Do It."

HERBERT M. MOSS PRODUCTIONS

2 W. 46th St., New York, N. Y.

Producer.....Herbert M. Moss
Sec.-Treas. .....Rose Gray

Services Offered: Live anr transcribed shows for Radio and TV.

MOTION PICTURE PRODUCTIONS, INC.

Rockefeller Bldg., Cleveland 13, Ohio
Phone: PRospect 1-4900

President.....Donald C. Jones
Vice-President.....Claude N. Rakestraw
Secretary.....Marjorie M. Watson

Services Offered: Producers of motion pictures, television, and slidefilms on industrial relations, sales promotion, sales and technical training, in black and white or color with RCA sound in own studios and laboratories.

MUSIC CORPORATION OF AMERICA

(MCA Artists, Ltd.)
598 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-7500
Branch Offices
17-18 Dover St., London, England
430 N. Michigan Ave., Chicago, Ill.

HUDES and LIND
RADIO and TELEVISION PRODUCTIONS
★
"Affairs of Dame Rumor"
"Mind Your P's and Q's"
"Inside Music"
★
550 Fifth Ave. • N. Y. 19, N. Y.
PLaza 7-8321

Irvin Paul Suldsinc.
TELEVISION PRODUCTIONS
654 MADISON AVE. TEMPLETON 8-7025
NEW YORK 21, N. Y.

9370 Santa Monica Blvd., Beverly Hills, Calif.
106 105 Montgomery St., San Francisco, Calif.
1172 Union Commerce Bldg., Cleveland, O.
2102 N. Akard St., Dallas, Tex.
1612 Book Tower, Detroit, Mich.
9 Newbury St., Boston, Mass.
Northwestern Bank Bldg., Minneapolis, Minn.
Services Offered: Program production.

MUZAK CORPORATION

(For detailed listing see Associated Program Service, Div. of Muzak Corp. under Transcription Companies.)

MUSICOMMERCIALS BY NOVAK

344 W. 72 St., New York 23, N. Y.
Phone: TR 4-1999

Owner.....Frank J. Novak, Jr.
Manager .....Dick Mooney
Copy Dept. Mgr.....Lew Reid
TV Producer.....John Gunn
Radio-TV Continuity.....Betty Marshall

THE NATIONAL RESEARCH BUREAU, INC.

415 Dearborn St., Chicago 10, Ill.
Phone: SUperior 7-5080

Exec. Vice-Pres.....Frank P. Kendall
Editorial Dir....(Mrs.) Genevieve B. Smith

Services Offered: Copy and programming services for radio stations, "Tempera-tunes", transcribed jingles, "Memorial Hour", transcribed monument show; History of Sports, news items from the world of sports.

NELSON PRODUCTIONS, INC.

341 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 6-5862

President .....Raymond E. Nelson

Services Offered: Feature and commercial films to order; live shows for radio and TV.

OLIVER W. NICOLL PRODUCTIONS

37 W. 46th St., New York 19, N. Y.
Phone: LUxemburg 2-5130
Cable Address: ARREFFAY Newyork

Producer-Dir.,
Executive-Dir.....Oliver W. Nicoll
Associate Director.....Sandra Munsell

Services Offered: Radio—Program production and consultation, package live shows, syndicated transcriptions, scripts, talent, phonograph records and albums; Television—Program production and consultation, package live and film shows, scripts, talent. Members of NSTP—National Society of Television Producers.

TV PACKAGING

★ **"Howdy Doody" (NBC-TV) tops in TV kid shows**

★ **"Gabby Hayes" (NBC-TV) tops in children's programming**

★ **"Author Meets the Critic" (ABC-AM) tops in discussion shows**

Other topnotch properties available.

KAGRAN CORP.
4 West 58th St., N. Y.
MU. 8-0585
(formerly Martin Stone Associates)

CREATIVE PROGRAMMING
of
TV PRODUCTIONS
(live and film)
also
PERSONAL MANAGEMENT
● performers
● writers
● directors
SONNY KENDIS, INC.
1776 BROADWAY
NEW YORK 19, N. Y.
PLaza 7-2070, 2071

LILIAN OKUN, INC.

2 W. 67th St., New York 23, N. Y.
Phone: TRafalgar 7-8916

President-Manager .....Lilian Okum

Services Offered: Specialize in women's and children's programs, TV programs; complete programs prepared.

PAN AMERICAN BROADCASTING CO.

17 E. 42nd St., New York 17, N. Y.
Phone: MUrray Hill 2-0810

Program Director.....Leo Shore

Services Offered: Scripting, producing and recording programs in over 50 foreign languages for use in United States and in foreign countries.

NORMAN & IRVING PINCUS

101 W. 55 St., New York, N. Y.
Phone: CIrcle 6-0138

Partnership.....Norman & Irving Pincus
Script Editor.....Eugene Burr
Director.....Donald Richardson

Services Offered: Program producers.

PRESS ASSOCIATION, INC.

50 Rockefeller Plaza, New York 20, N. Y.
Phone: PLaza 7-1111

President .....Kent Cooper
Vice-President .....Oliver Gramling

Services Offered: "Personality Time," 15-minute transcription dramatizing personalities of stage, screen and radio, 78 episodes; "Sports Star Special," 15-minute transcription dramatizing big name sports personalities, 26 episodes; "Special Assignment," 15-minute transcription dramatizing the unusual experiences of news reporters, 78 episodes.

GEORGE LOGAN PRICE, INC.

20828 Pacific Coast Hwy., Malibu, Calif.
Phone: Malibu 7871

President.....George Logan Price
Sales Manager.....S. M. Lauch
Copy and Production.....George Price, Jr.

Services Offered: Production of packed programs geared to sell to and for outstanding accounts on the basis of 30 years' national advertising agency experience in New York, Cincinnati, Los Angeles. Complete copy service.

RCA VICTOR CUSTOM RECORD SALES DIVISION

(See Transcription Companies.)

RADIO FEATURES OF AMERICA

37 W. 46th St., New York 19, N. Y.
Phone: LUxemburg 2-5130
Cable Address: ARREFFAY, Newyork



PRODUCER - DIRECTOR

BOB LOEWI

TELEVISION CONSULTANT
PLaza 5-0958

RADIO AND TELEVISION
MARSHALL HESTER
PRODUCTIONS

521 FIFTH AVENUE
NEW YORK 17, N. Y.

★

MURRAY HILL 7-2722-3-4

Executive Director.....Oliver W. Nicoll
Associate Director.....Sandra Munsell
London Representative
Towers of London, Ltd., 84 Hallam St.,
London W. 1, England
Phone: LAngham 6248, 5050
(Harry Alan Towers)

Services Offered: Radio—Program production and consultation, package live shows, syndicated transcriptions, scripts, talent, phonograph records, international radio service. Television—Program production and consultation, package live and film shows, script, talent. Members of NSTP (Natl. Society Television Producers).

RAO VIDEO

366 Madison Ave., New York 19, N. Y.
Phone: Va. 6-3417
Exec. Dir. Producer....Robert A. Ormbach

Services Offered: TV package shows and custom built productions—live and film. Spot commercials and jingles, film or animation. TV consultants and specialists in low budget programming for all types of accounts.

REEMACK ENTERPRISES, INC.

527 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-7979
President .....Lou Goldberg
Vice-President .....Wanda Ellis
Secretary .....Lloyd Marx

Services Offered: Producers of "The Original Amateur Hour."

REYNOLDS PRODUCTIONS

321 S. Beverly Dr., Beverly Hills, Calif.
Phone: CRestview 16155
President .....Stuart Reynolds

Services Offered: Specializing in the production and sale of television and radio programs; also in the filming of television programs and TV commercials. Now offering "Mike Stokey's PANTOMIME QUIZ" especialy filmed for TV on a market-by-market basis.

BOB L. ROBERTS PRODUCTIONS

806 7th Ave., New York 19, N. Y.
Phone: JUdson 6-0266
President.....Bob L. Roberts

Services Offered: A—Radio and TV live and film package productions. B—Theatrical management. C—Specialized publicity and promotion. D—Exclusive representative for Taxi Cab Advertising in New York City. E—Now featuring Your Night Out show Station WMCA by Yellow Taxi.

ARTHUR H. MILLER

PUBLICITY

and

PUBLIC RELATIONS

The Jack Berch Show — NBC
People's Platform — CBS-TV
John Conte's Little Show — NBC-TV
Prudential Family Playhouse — CBS-TV
Station WTAG
Telecomics, Inc.

39 East 49th Street
New York 17, New York EL. 5-6092

QUALITY
T.V. PROGRAMMING

•

• MR. I. MAGINATION
"Best Children's Show" '50
LOOK AWARD WINNER

• ELLERY QUEEN
"The mystery show of the year."
T.V. GUIDE AWARD '50

•

NORMAN and IRVING PINCUS
101 W. 55th St. N. Y. C.

ROBINSON RECORDING LABS.

35 S. 9th St., Philadelphia 7, Pa.
Phone: WA 2-6800

Proprietor.....W. P. Robinson
Recording Engineers.....W. W. Jost, Chas. Metz

Services Offered: Manufacture professional recording equipment. Produce transcribed spots and electrical transcriptions for broadcast and TV.

ROCKHILL RADIO

18 E. 50th St., New York 22, N. Y.
Phone: PLaza 9-7979

President.....Stanley J. Wolf
Robert F. Levine
Steven R. Carlin

Services Offered: Complete packages, radio, transcriptions, TV film.

JACK ROURKE PRODUCTIONS

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone: HE 7178

President .....Jack Rourke
General Manager.....Fred Fuld, Jr.
Secretary-Treasurer.....Joan Lane Rourke

Services Offered: Live and transcribed radio and TV programs; spot announcement campaigns and jingles.

BARNARD L. SACKETT TELEVISION-RADIO PRODUCTIONS

126 W. 46th St. (Branch), New York, N. Y.
Phone: LUxemburg 2-1815
Bankers Securities Bldg., Philadelphia 7, Pa.
Phone: KIngsley 5-7055

Production Manager.....Barnard L. Sackett
Fashion Director.....Ann E. Pestor
Film Technician.....Richard Newmayer
Script Editor.....Toba Sackett
Publicity .....Morris Yuter
Sales Manager.....Jean Sargeant

Services Offered: Complete television service for video stations and advertisers, live and film productions, commercials, minute spots, animation, custom-built shows, television consultants, personal radio-television representation, concert management.

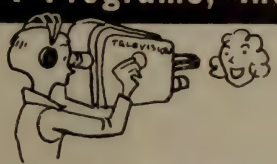
JAMES L. SAPHIER AGENCY, INC.

9538 Brighton Way, Beverly Hills, Calif.
Phone: CRestview 1-7231
20 N. Wacker Drive, Chicago 6, Ill.
Phone: ANdover 3-6038

President.....James L. Saphier
Manager of Chicago Office.....Stefan Hatos

Services Offered: Radio and TV productions, sale of package programs and talent.

TV-Programs, Inc.



PACKAGED
TELEVISION SHOWS
READY-MADE
or
TAILOR-MADE
TO FIT YOUR BUDGET

5618 EMPIRE STATE BUILDING
N.Y. 1. • CHICKERING 4-1374

BOB L. ROBERTS
RADIO AND TELEVISION PRODUCTIONS



A few of the stars who have appeared with Bob Roberts on WMCA

Frankie Laine
Jane Pickens
Bill Farrell
Gordon MacRae
Thelma Carpenter
Eileen Wilson
George Shearing
Lionel Hampton
Rose Murphy
Gil Lamb
Art Lund
Jimmy Wakely
Phil Brito
Don Cornell
Tony Bennett
Benny Fields

Producer and M.C. of "YOUR NIGHT OUT"
Every Sat. Station WMCA, N. Y.
Sponsored by YELLOW TAXI SYSTEM INC.
Originator and promotion director of the nation's first official "Taxi Week" and the "Miss Taxicab Beauty Contest" on behalf of the Taxi Industry. Featured in New York on WMCA-AM, WPIX-TV, and Newsreels throughout the country.

ROBERTS
"The Show Business Center of the World"
RADIO, TELEVISION, STAGE and SCREEN
STUDIOS: 806 Seventh Ave., N. Y. C.
Tel. JUdson 6-0025-6 Bob L. Roberts, Pres.

KERMIT SCHAFER RADIO & TELEVISION PRODUCTIONS

1585 Broadway, New York 19, N. Y.
Phone: JU 6-1496-7

President .....Kermit Schafer
General Manager.....Harry Lee
Treasurer .....Michael Louis
Office Manager.....Patricia Cullen

Services Offered: Live and film television productions, transcribed radio series and kinescope television series, specialtists in cooperative advertising also offers celebrity securing and prize procuring services.

SEABOARD STUDIOS, INC.

(For complete listing see TV Film Producers)

BERNARD L. SCHUBERT, INC.

509 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-0944

President.....Bernard L. Schubert

Services Offered: Talent, production radio and TV package management.

SCREENCRAFT PICTURES, INC.

341 W. 44th St., New York 18, N. Y.
Phone: CIrcle 6-8546

President.....J. S. Berkson
Vice-President.....B. H. Mills
Treasurer .....Edward Berkson

Services Offered: Distributors of 16 and 35 mm features and shorts.

SENTINEL PRODUCTIONS (A Division of Sentinel Enterprises, Inc.)

5746 Sunset Blvd., Hollywood, 28, Calif.
(Nassour Studios)
Phone: HEmpstead 6828

President & Exec. Dir.....Earle R. Harper
Vice-Pres. & Treas.....A. G. Harper
Secretary.....David Griffith, Jr.
Producer-Director .....Ann Archer
Director .....Harry Mancke
Director of Photography....Chas. Straumer
Publicity Director.....Bill Keefe
Film Editor.....Robt. Belcher
Comptroller .....James Fair

Services Offered: Producing all types of TV package programs, travel, educational, religious and entertainment on film; 5-min. to 60-min. also TV commercials.

SERVICE UNLIMITED

360 N. Michigan Ave., Chicago 1, Ill.
Phone: RAndolph 6-5246

Sales Manager.....Charles O. Dabney
Production Director.....Lary Kurtze
Office Manager.....Jean Guild

Services Offered: Creative and production service for advertising agencies and sponsoring organizations. Complete radio and TV campaigns custom planned, promoted, merchandised and produced.

SESAC, INC.

475 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 5-5365

President .....Paul Heinecke
Secretary-Treasurer.....R. C. Heinecke
General Manager.....K. A. Jadassohn

Services Offered: Licensing the use of copyrighted music, transcribed library service, syndicated transcribed tailor-made programs for advertisers.

FLETCHER SMITH STUDIOS, INC.

321 E. 44th St., New York 19, N. Y.
Phone: MUrray Hill 5-6626

President .....Fletcher Smith
Vice-President .....Charles Schettler
Secretary-Treasurer .....Peter Caldera

Services Offered: Complete motion picture production; TV shows, spots, industrial films; large sound stage for live photography; animation staff.

THE SOUVAINE COMPANY

30 Rockefeller Plaza, New York 20, N. Y.
Phone: CIrcle 7-5666

General Partner.....Henry Souvaine
General Partner.....Howard L. Taylor

Services Offered: Producers of radio and TV productions.

RICHARD STARK & COMPANY

125 E. 72nd St., New York 21, N. Y.
Phone: REgent 7-9608

Partners.....Richard Stark, Jane Troxell
Financial Advisor.....Seymour Schneidman
Associates.....Rod Mitchell, George Shealy

Services Offered: Program consultants for Radio and TV: production, writing, costuming, lighting, photography; complete charge of program, or of commercial production alone. Live shows only.

WILBUR STARK, INC.

510 Madison Ave., New York 22, N. Y.
Phone: PLaza 3-1742

President.....Wilbur Stark
Executive Secretary.....Nancy Bowling

Services Offered: Personalities for radio and television. Radio-TV package-producers of shows, and produced. Also functions as Radio-TV consultant for ad agencies.

RICHARD STROUT PRODUCTIONS

Box 2261, Hollywood 2, Calif.
Phone: Capitol 0767
507 Fifth Ave., New York 17, N. Y.
Phone MUrray Hill 2-6924

President .....Richard Strout
Exec. Prod.....Robinson Taylor, Jr.
Hollywood Prod. Mgr....James E. McKenzie

Sales Promotion.....George C. Meacham
Talent .....Doris Edwards
Services Offered: Transcriptions, scripts, talent, recording facilities, TV film spots and complete production of tailor-made radio and TV programs.

IRVIN PAUL SULDS, INC.

654 Madison Ave., New York 21, N. Y.
Phone: TEmpleton 8-7025
President.....Irvin Paul Sulds
Associate Producer.....Alice Pentlarge
Services Offered: Production of live and filmed TV programs.

TV PROGRAMS, INC.

350 Fifth Ave., New York 1, N. Y.
Phone: CHickering 4-1374
President.....Edward Roberts, Jr.
Treasurer.....William Mills, 3rd
Sales Manager.....Philip Lesserman
Production Manager.....Frances Hidden
Services Offered: Package producers of live shows for TV. Also represent and furnish talent.

TAYLOR PRODUCTIONS, INC.

6700 Sunset Blvd., Hollywood 28, Calif.
Phone: HU 2-1089
President.. Gordon Van Dover
Services Offered: Sales agents for Tom, Dick and Harry, Chuckwagon Jamboree, Strange Wills. Transcribed radio shows. Also write and produce Radio & TV spots.

HAL TATE PRODUCTIONS

831 S. Wabash Ave., Chicago 5, Ill.
Phone: WEbster 9-3965
Owner-Manager .....Hal Tate
Canadian Sales Mgr.....S. W. Caldwell
S. W. Caldwell, Ltd.
80 Richmond St. W., Toronto, Canada
Phone: EL. 6586
Services Offered: Syndicators of "WHO'S TALKING?" Program being used by 86 AM and TV stations in U. S. and Canada. Program is a telephone quiz show handled by a local emcee. Tate firm furnishes over 100 transcribed poetic clues of more than 100 nationally known celebrities. Also promotional material including masked photos of all celebrities.

THE TEE VEE CO.

915 N. La Cienega, Hollywood 46, Calif.
Phone: CR 5-1076
New York Phone: PLaza 9-8000
Chairman of Board.....Gifford Phillips
President.....LuLow Flowers
V.P., Gen. Mgr. Chg. Sales & Production .....Marc Frederic
Branch Office
445 Park Ave., New York, N. Y.
Phone: PLaza 9-8000
Representative .....Saul Reiss
Services Offered: Live and film producers. Also distributors commercials, entertainment.

TELCO PRODUCTIONS

55 W. 53 St., New York, N. Y.
Phone: PLaza 7-0394
President .....Albert Gannaway
Secretary.....Charles McGregor
Services Offered: Program pooducers of package shows: (live, transcribed, filmed)—ideas, scripts, productions for Radio & TV.

TELEFEATURES, INC.

30 Rockefeller Plaza, New York, N. Y.
Phone: JUdson 2-3026
President .....Wayne Wirth
Services Offered: Program producers and talent management.

TELESHOWS, BECK STUDIOS, INC.

Lyceum Theatre, Minneapolis 3, Minn.
Phone: Lincoln 4708
Executive in Charge.....Mel Jass
Film Director.....Benjamin T. Hill, Jr.
Production Director.....Ernest S. Colling
Director .....Robert Johnson
Director .....William Piel
Technical Director.....Gordon Johnson
Services Offered: Television package program services. Live productions and film. Features and commercials. Full studio and camera facilities. Full 16 mm. facilities. Experienced professional personnel. Prior TV rights to Lyceum Theatre—upper midwest's leading legit playhouse.

TELEFEX

5732 Sunset Blvd., Hollywood 28, Calif.
Phone: HI 3537
Pres. & Gen. Mgr.....Donna Fargo
Vice-President.....Victor J. Schulman
Secy. & Treas.....Lois Landon
Photograph .....Joe Paul
Sales and Equip.....S. E. Lovett
Public Relations.....Jack Tierney
Services Offered: Productions designed around TELEFEX screens. "Stop Look and Listen," a picture guessing game with clues given by cast in front of various backgrounds. As many as 30 scenes in 30 minutes. "Look Ladies," daytime program using screens for integrated and worked in commercials. KECA TV. Also TELEFEX Complete Rear Screen Projection (Process) Equipment and Service.

TELEMATED CARTOONS

70 E. 45th St., New York 17, N. Y.
Phone: MUrray Hill 6-8933
Producer-Director.....Saul S. Taffet
Services Offered: Production of TV film commercials: Animated cartoons; live action; animated effects; optical effects. In 35 mm. or 16 mm. as desired.

TELEMOUNT PICTURES, INC.

5255 Clinton St., Los Angeles 4, Calif.
Phone: HOllywood 9-8321

President.....Henry B. Donovan
Vice-President.....Russell E. Day
Secretary-Treasurer .....Marie Copenhaver

Services Offered: Producers of TV films and Live Programs and Commercial Films, 35 mm. and 16 mm. Black and White and Color films.

TELEVISION SCREEN PRODUCTIONS, INC.

17 E. 45th St., New York 17, N. Y.
Phone: MUrray Hill 2-8877

President.....Charles J. Basch, Jr.
Treasurer .....Clarence Schmidt
Secretary .....Frankie Basch

Services Offered: Film programs, film spots, industrial, training and documentary films, slide films, will rent studio facilities with, or without, cameramen, scripts, direction and cast.

TELEWAYS RADIO PRODUCTIONS, INC.

8949 Sunset Blvd., Hollywood 46, Calif.
Phone: BRadshaw 21447, CRestview 67238

President.....Charles A. Kennedy
Accounting Dept.....A. Corrigan

Services Offered: Transcribed programs, creation and production of custom-built talent or transcribed shows, creation and production of custom-built spot announcements, dramatized and singing commercials.

TOWERS OF LONDON, LTD.

37 W. 46th St., New York 19, N. Y.
Phone: LUxemburg 2-5130-5131

Cable address: TOWERSHAM Newyork
International President..Harry Alan Towers
Vice-Pres. & National Dir. for the U. S.
Oliver W. Nicoll

London Offices:
Towers of London, Ltd.
84 Hallam St., London W. 1, Eng.
Phone: LAngham 6248, 5050
International President..Harry Alan Towers

Services Offered: Program production and consultation, syndicated transcribed programs, scripts, talent, package shows; international radio service.

TRANSAMERICAN BROADCASTING & TELEVISION CORP.

1 E. 54th St., New York 22, N. Y.
Phone: PLaza 5-9800

President.....John L. Clark

Services Offered: Live and transcribed programs.

TRANSCRIBED RADIO SHOWS

2 W. 47th St., New York 19, N. Y.
Phone: LUxemburg 2-3530

President.....M. E. Moore
General Manager.....F. Kronen

Services Offered: A series of Christmas spot jingles featuring an outstanding quartet to attract Christmas shoppers on film for 15-20-30-second spot announcements, spots made to order for TV.

TRANSCRIPTION SALES, INC.

117 W. High St., Springfield 35, O.
Phone: 2-4974

President.....J. P. Williams
Executive Vice-Pres.....Adna H. Karns
Vice-Pres. & Gen. Mgr.....John F. Hyle

47 W. 56th St., New York 19, N. Y.
Manager.....Edward Hochhauser, Jr.

Services Offered: Building almost any type of transcribed radio program or spot announcement for exclusive use of individual clients; cutting personalized commercial messages, syndicated.

TRANSFILM, INC.

(For complete listing see TV Film Producers)

TRENDLE-CAMPBELL ENTERPRISES, INC.

1803 Stroh Building, Detroit 26, Mich.

President .....George Trendle
V. Pres.....H. Allan Campbell

Services Offered: Producers of Challenge of the Yukon, The Lone Ranger, The Green Hornet and American Agent.

(*See Page* 264)

RICHARD H. ULLMAN, INC.

295 Delaware Ave., Buffalo 2, N. Y.
Phone: CLeveland 2066

President.....Richard H. Ullman
Exec. V.-P.....Robert P. Mendelson
Production Mgr.....Robert Nicholson

Services Offered: Create, wire and produce radio programs and announcements, selling direct to radio stations and advertising agencies.

UNITED PRESS ASSOCIATIONS

220 E. 42nd St., New York 17, N. Y.
Phone: MUrray Hill 2-0400

Radio News Manager.....Phil Newsom
Radio Sales Manager.....Al. F. Harrison
Radio Shows Div. Mgr....C. Edmonds Allen

Services Offered: Production for radio and TV of news and sports service, news scripts, news research.

UNITED ARTISTS TELEVISION

729 Seventh Ave., New York, N. Y.
Phone: CIrcle 5-6000

Director of TV.....John Mitchell
Acct. Director....Miss Louise E. Raphaiel

Services Offered: Distribution of TV program, made especially for TV.

THOMAS J. VALENTINO, INC.

150 W. 46th St., New York 19, N. Y.
Phone: CIrcle 6-4675-6

President.....Thomas J. Valentino
Vice-President.....Michael T. Valentino
Secretary.....Elsie F. Valentino
Treasurer.....T. J. Valentino
Sales Manager.....Peter J. Riolo

Services Offered: Sound effects records, transcriptions, chime and organ recordings, pressings, recording service.

VIDEO EVENTS, INC.

535 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-1668

President.....Julienne (Judy) Dupuy

Services Offered: Live TV programs, radio programs, TV commercials. Specializing in Children's shows.

V. I. P.

1775 Broadway, New York, N. Y.
Phone: PLaza 7-0130

President — Bill Murphey
Vice-President — Charlotte Morgan

Services Offered: Procuring prizes for quiz shows, producing quiz shows, endorsements by Very Important People, furnish guests for Radio-TV shows, servicing out-of-towners with reservations in hotels, theatre tickets and travel accommodations.

VIDEO VARIETIES CORP.

(For complete listing see TV Film Producers)

CHICK VINCENT CO.

509 Madison Ave., New York 22, N. Y.
Phone: EL 5-0734

Director Producer.....Chick Vincent
Casting Director.....Norma Vincent

Services Offered: Package producers, program production, TV programs, live and film.

VISUAL MEDIA, INC.

(*See TV Film Producer Section*)

WOLF ASSOCIATES, INC.

420 Madison Ave., New York 17, N. Y.
Phone: PLaza 5-7620

Manager — Edward Wolf

Services Offered: Radio-TV production.

WOLFF-FELDMAN ENTERPRISES, INC.

214 W. 42nd St., New York 18, N. Y.
Phone: LA 4-3450

President.....Max Wolff
Secretary-Treasurer.....Robert Feldman
Executive Producer.....Les Wintz
Talent.....Al Roth

Services Offered: Production and packaging of radio and TV shows for agencies and stations.

WORLD VIDEO, INC.

15 E. 47 St., New York 17, N. Y.
Phone: PLaza 9-3870

President.....Richard H. Gordon, Jr.
Vice-President.....John Steinbeck
Sec'y.-Treas.....Irving Oppenheim
Dir. of Sales.....Wallace A. Ross
Producer.....Donald Davis
Producer.....Richard Lewine

Services Offered: Package TV programs for sale, film programs, live programs, and combination film and live programs.

WYNN WRIGHT ASSOCIATES

17 W. 57 St., New York 19, N. Y.
Phone: PLaza 3-4417

Producer-Director.....Wynn Wright
Manager.....Charles Granzow
Casting Director.....Helen Wright

Services Offered: Building and producing radio & TV programs.

FREDERIC W. ZIV CO.

1529 Madison Rd., Cincinnati 6, O.
Phone: PLaza 1323

President.....Frederic W. Ziv
Vice-President.....John L. Sinn
V.P., Chg. of Prod.....Herb Gordon
V.-P., Chg. of Sales.....Alvin E. Unger
Treas. & Comptroller.....Joseph L. Moore
Partner.....M. R. Ziv

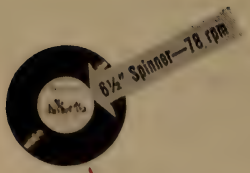
Services Offered: Network and transcribed programs.

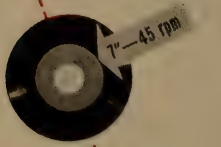
ZIV TELEVISION PROGRAMS, INC.

488 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-4700

Chairman of the Board.....Frederic W. Ziv
President.....John L. Sinn
Vice-President.....M. J. Rifkin
Treasurer & Comptroller...Joseph L. Moore

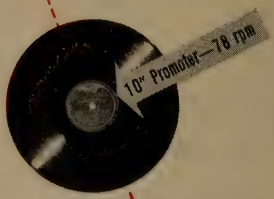
Services Offered: Network and film programs.





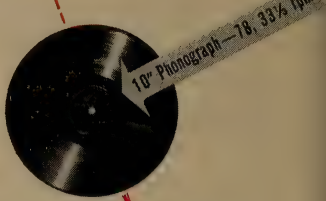
RCA VICTOR

makes every type of record!

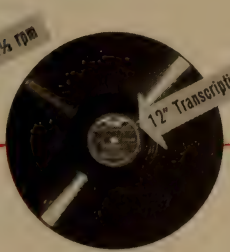


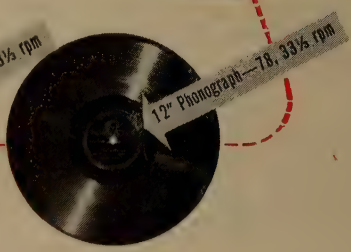
RECORDING
PROCESSING
PRESSING

Complete transcribed radio production facilities









Send for our Custom Record brochure today!

Custom Record Sales

Radio Corporation of America RCA Victor Division

CONTACT AN RCA RECORDING STUDIO TODAY:

120 East 23rd Street
New York 10, New York
ORegon 7-8000
(as of March 15, 1951:
630 Fifth Avenue
New York 20, New York)

445 North Lake Shore Drive
Chicago 11, Illinois
Whitehall 4-3215

1016 North Sycamore Avenue
Hollywood 38, California
Hillside 5171

Transcription Companies

ALL-CANADA RADIO FACILITIES, LTD.

305 Victory Bldg., Toronto 1, Ont., Canada
Phone: Elgin 2464

President.....H. R. Carson
Eastern Manager.....G. F. Herbert
Program Manager.....J. S. MacKay
Sales Manager.....F. W. Cannon

Services Offered: Representative for transcription companies.

ADVERTISERS RECORDING SERVICE, INC.

113 W. 57th St., New York 19, N. Y.
Phone: *Clrcle* 6-0141, 0142
(See detailed listing under Program Producers)

AFFILIATED PROGRAM SERVICE, INC.

535 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-1881

President.....Paul F. Adler

Services Offereds Sales representatives of transcribed programs an dproperties. Facilities for pressing records and transcriptions. Script services.

ALLENTOWN RECORD CO., INC.

10th & Walnut Sts., Allentown, Pa.
Phone: 3-7405

President.....Sanford L. Wartell
Treasurer.....John L. Schwartz
Secretary .....Sidney Rubin

Services Offered: (No New Copy)

ALLIED RECORD MFG. CO.

1041 N. Las Palmas, Hollywood 38, Calif.
Phone: HOllywood 9-0157

President.....D. K. Broadhead

Services Offered: Transcriptions, processing, phonograph records.

APEX RECORDING STUDIOS, INC.

119 W. 57th St., New York, N. Y.
Phone: PLaza 7-7067-8-9

Secretary-Treasurer....Sidney M. Feitelberg
President.....Robert E. Scheuing
Chief Engineer.....Thomas Dowd
Engineer .....Fred Grau
Engineer .....Al Schmitt

Services Offered: Complete theater studio facilities including Hammond Organ, sound effects, commercial record pressings, NAB standard transcriptions, reference auditions, off-the-air recordings. Remote location facilities, Tape and wire recording facilities. TV air checks.

ARTISTS RECORDING STUDIOS

15 West 10th St., Kansas City 6, Mo.
Phone: HA 6109

Owner.....Bill L. Godden
Engineer-Operator.....Bill L. Godden

Services Offered: Original or direct copy masters, TV sound production, phonograph record production, "custom built programs," spot announcements, air-checks, copies of disc, tape or wire, portable tape recordings, complete sound effects libraries, sync. cutting tables, script writers, talent files.

ARTS RECORDING STUDIOS

29 W. 57 St., New York 19, N. Y.
Phone: PLaza 8-0407

Owner-Chief Engineer...John R. Cieferskor
Associate Engineer.....Earl E. Welch
Manager .....M. Cieferskor

Services Offered: Complete transcription and commercial recording facilities. Fast pressing service direct from our own plant.

ASSOCIATED PROGRAM SERVICE (Div. of Muzak Corp.)

151 W. 46 St., New York 19, N. Y.
Phone: PLaza 7-7710

Vice-Pres. & Gen. Mgr...Maurice B. Mitchell
Vice-Pres. Chg. Sta. Rel.....Bert C. Lown
Vice-Pres. & Treas.....John C. Andrus
Vice-Pres. Chg. Rec.....Andrew M. Wiswell
Program & Prom. Mgr.....Leslie F. Biebl
Account Executive.....Clifford Greenland
Account Executive.....Walter Bates

Services Offered: Transcribed musical library for radio (AM/FM) and TV stations. Includes special production aids (time and weather jingles, etc.), script service for locally-sponsored programs based on library selections. Special local selling plans, sales aids, presentations, etc. Libraries also available for French-Canadian, foreign stations, colleges, universities, special needs.

"NEW ERA"

Thesaurus increases sales for you NOW ...with easy-to-sell shows



Thesaurus shows sell themselves to your sponsors at once. But the hard-hitting locally slanted sales aids you get—brochures, audition discs, promotion kits—make your selling job even easier.

Thesaurus is complete local programming...

BASIC LIBRARY: approximately 5000 selections.

MONTHLY RELEASE: no less than 52 new musical selections each month, with the average number of selections delivered much greater. Hit tunes released in advance of their popularity.

WEEKLY SCRIPTS: continuity for 25 program series . . . 73 individual shows per week, enough material for over 20 full hours of broadcasting. Special scripts for holiday shows and other bonus productions.

PRODUCTION AIDS: voice tracks, theme music, tie-ins, cross-plugs, mood music, sound effects, vocal cues, time and weather jingles, open-end commercial jingles, news and sports signatures, fully-recorded holiday shows.

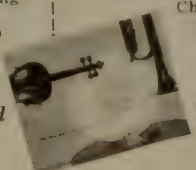
plus loose-leaf catalog, card index file and storage cabinets.



..and a vast array of top-name artists

Sammy Kaye
Vincent Lopez
Xavier Cugat
Art Van Damme Quintet
Johnny Guarnieri Quintet
Johnny Desmond
Bette Chapel
Sons of the Pioneers
Music of Manhattan
Norman Cloutier
Hugo Winterhalter
Hank Snow
Allen Roth Chorus
Golden Gate Quartet
Knickerbocker Four
Novatime Trio
John Seagle
Thomas L. Thomas
Edwin Franko Goldman
Max Hollander
Lawrence Duchow
Dolly Mitchell
Patti Dugan
Bob Hannon
Carson Robison
Richard Leibert
Jimmy Wakely
Thomas Hayward
Earl Wild
Louise Carlyle
Russ McIntyre
Church In The Wildwood Choir
Seagle Mixed Quartet
Concert Hall String Quartet
Varsity Glee Club
Denver Darling
Slim Bryant

Ask for our detailed



Thesaurus general brochure today!

recorded program services

Radio Corporation of America

RCA Victor Division

120 East 23rd Street
New York 10, New York
Oregon 7-8000

(as of March 15th, 1951:
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New York 20, New York)

445 N. Lake Shore Drive
Chicago 11, Illinois
Whitehall 4-3530

1016 N. Sycamore Avenue
Hollywood 38, California
Hillside 5171

522 Forsythe Building
Atlanta 3, Georgia
Walnut 5946

1907-11 McKinney Avenue
Dallas 1, Texas
Riverside 1371

from every point of view—**the finest**



columbia transcriptions

a Division of Columbia Records, Inc.

New York: 799 7th Avenue, CIrcle 5-7300 • Los Angeles: 8723 Alden Drive, BRadshaw 2-5411
Chicago: Wrigley Building, 410 N. Michigan Avenue, WHitehall 4-6000
Trade Marks "Columbia" ® and ® Reg. U. S. Pat. Off. Marcas Registradas

ATLANTIC AND PACIFIC BROADCASTING SYSTEM

2020 Pinehurst Rd., Hollywood 28, Calif.
Phone: GLadstone 6983

Vice-Pres. & Gen. Mgr.....Jack Parker
Prod. Mgr. & Asst. to V.-P.....Ray Bond
Executive Producer.....Garland Brunton
TV Producer & Chief TV Script Editor
Ross Van Nibroc

Services Offered: Transcription radio and TV network. Programs produced to order. Commercial copy service. Scripts to order. Associated with TV Films of America, Crest Film and TV Productions and Sight and Sound Productions, Ltd.

AUDIO-VIDEO RECORDING CO., INC.

1650 Broadway, New York, N. Y.
Phone: PL 7-0780

President.....Charles E. Rynd
Vice-Pres. Chg. Sales....Russell O. Hudson
Vice-Pres. Chg. Engng..W. Oliver Summerlin
Treasurer .....Richard Rynd
Dir. of Advertising.....Leon A. Wortman

Services Offered: Complete facilities for original magnetic tape recordings, tape productions; editing, multiple tape duplications at NAB and RMA standards; mastering from tape to disc or from live to disc; telephone line facilities available for remotes; air checks; spot recordings at any time (8 a.m.-midnight).

FORD BOND RADIO PRODUCTIONS

810 RCA Bldg. W., New York 20, N. Y.
Phone: CIrcle 7-2236

See detailed listing under Program Producers.)

BRINKLEY RECORDING CO.

232 E. Erie St., Chicago 11, Ill.
Phone: DElaware 7-4786

Owner-Manager .....Jack Brinkley

Services Offered: Transcriptions and phonograph records, open-end syndicate programs produced to client's specifications, commercial announcements and spots on Sound Film for TV. Sound recorded on disc, tape, film.

CAPITOL RECORDS, INC. BROADCASTING DIVISION

Sunset & Vine, Hollywood 28, Calif.
Phone: Hollywood 28, Calif.
Phone: Hollywood 9-8171

Sales Manager.....Clifford E. Ogden
Program Director.....Kenneth Nelson
TV Production Director.....Elmo Williams
Office Mgr.....Larry A. Robbins
Eastern Rep.....Alvin King
Southern Rep.....Jack Barton

Services Offered: Producers and distributors of Capitol transcribed music library for AM, FM and film TV programs.

THE CARDINAL CO.

1459 N. Seward St., Hollywood 28, Calif.
Phone: HEmpstead 1177

President.....Joseph F. MacCaughtry
Vice-President.....G. L. MacCaughtry
Secretary-Treasurer.....Joseph T. Scott

Canadian Office
S. W. Caldwell, Ltd.
80 Richmond St. W., Toronto, Canada

Services Offered: Radio and TV productions, live and transcribed.

CINEMART, INC.

Exec. & Sales Offices
565 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 8-2827

President.....Varian M. Fry
Vice-Pres.....George M. Benson
Secretary .....Samuel Oliphant
Treasurer.....George M. Benson

Services Offered: Complete sound recording services, including auditions, air and line checks, phonograph masters, transcriptions for broadcast, shellac and vinylite pressings, film recording, tape and wire recording, location recording. Production of 35 and 16 mm. films for advertising, industry and TV.

COASTAL RECORDING CO.

136 W. 52 St., New York 20, N. Y.
Phone: CIrcle 6-3900

Manager .....Arthur Shaer

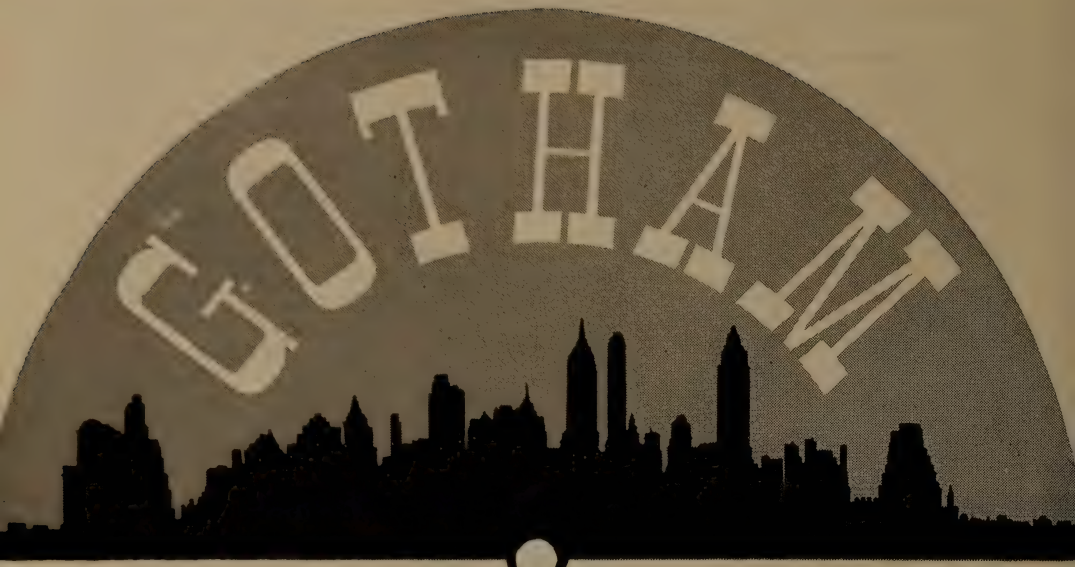
Services Offered: All types of recording services off-the-air, off-the-line studio and remote. Tape, wire and disc equipment available. Masters, pressings and instantaneous discs supplied. Custom-built radio programs and spots for electrical transcriptions.

COLUMBIA TRANSCRIPTIONS (A Division of Columbia Records, Inc.)

799 Seventh Ave., New York 19, N. Y.
Phone: CIrcle 5-7300

General Manager.....Robert J. Clarkson
Senior Sales Rep.....Alden O. Carlson
Sales Representative.....Carl Reinschild
Mgr., Order Serv. Dept....William L. Reeves
Manager, Chicago Office.....Girard D. Ellis
410 N. Michigan Ave., Chicago, Ill.
Dir. West Coast Oper....Andrew J. Schrade
8723 Alden Drive, Hollywood, Calif.

Services Offered: Studio recording—disc and tape—for standard recordings and long playing microgroove. Manufacturing facilities for transcriptions and phonograph records. Script and production service.



Lateral 33$^{1}/_{3}$ RPM

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THE *FINEST* EQUIPMENT

THE *BEST* PERSONNEL

THE *MOST* SERVICE

GOTHAM RECORDING CORPORATION ★ 2 WEST 46th ST. ★ NEW YORK

- 10 Studios (all sizes) . . . Custom-built Disc Lathes . . . Air Conditioned Editing Rooms . . .
- 10 Ampex Tape Recorders . . . All combine to offer you the ABSOLUTE TOPS in Recording.

Gotham Recording Corporation

2 WEST 46th STREET, NEW YORK 19, N. Y. JUdson 6-5577

Herbert M. Moss, Pres. Stephen F. Temmer, Vice-Pres.

Harry F. Landon, Gen. Mgr.

GORDON M. DAY PRODUCTIONS

108 E. 30th St., New York 16, N. Y.
Phone: ORegon 9-3595

Writer-Producer.....Gordon M. Day
Producer-Director .....Carol Bulkley

Services Offered: As "Assistant radio-TV department" for agencies to supply jingles, spots and programs as needed.

DECCA RECORDS, INC.

50 W. 57 St., New York 19, N. Y.
Phone: Columbus 5-2300

Vice-Pres. Chg. Recording.....Dave Kapp
Special Service.....Edward Strauss

Services Offered: Custom-built electrical transcription records.

EMPIRE BROADCASTING CORPORATION

480 Lexington Ave., New York, N. Y.
Phone: PLaza 9-4500

President & Treasurer...Helen D. Kelleher
Vice-President .....Arthur Lubo
Vice-President.....Fred de Jaager
Secretary.....John Hughes Dwyer

Services Offered: Studios, Air Checks, Line Checks, Portable Jobs and Tape Recording.

FRANKAY & JACKSON RECORDING STUDIOS, INC.

48 W. 48 St., New York 19, N. Y.
Phone: JUdson 6-9430

President .....Harry Jackson
Vice-President .....Frank Kay
Secy. and Treas.....Betty Jackson
Business Mgr.....Harry Jackson

Services Offered: Off-the-air recordings (air checks); spot announcements; transcriptions; large studios for rehearsals; masters and pressings; copies made from your recordings. Also Tape.

MITCHELL GERTZ AGENCY, INC.

240 S. Beverly Dr., Beverly Hills, Calif.
Phone: CR 4-5491

President .....Mitchell Gertz
Literary Division.....Arthur Hyman
Radio & TV Division.....Bob Oakley, Bob Detmers, Bob Ross and A.T.C.

Services Offered: Packagers of Radio and TV shows—live, transcribed, or kiniscoped. Talent and technicians for all types of production: producers, directors, production managers, art directors, set designers, writers, cameramen, actors and actresses, dialogue directors, composers, arrangers, conductors, editors, cutters.

HARRY S. GOODMAN PRODUCTIONS

19 E. 53 St., New York 22, N. Y.
Phone: PLaza 5-6131

President-Gen. Mgr.....Harry S. Goodman
Vice-Pres.-Charge Sales.Everett F. Goodman
Vice-Pres.-Charge TV...Daniel R. Goodman
Secretary.....H. D. Knuth

Services Offered: Producer of syndicated transcribed radio shows, live radio shows, syndicated TV availabilities and live TV shows. Also Custom Built AM and TV spots.

GOTHAM RECORDING CORP.

2 W. 46 St., New York, N. Y.
Phone: JU 6-5577

President.....Herbert M. Moss
Vice-President.....Stephen F. Temmer
Secretary-Treasurer .....Rita Bourne
General Manager.....Harry F. Landon

Services Offered: Line checks, air checks, studios, remotes, Ampex tape and Presto disc recording, high quality transcriptions. Writing and production staff available.

GEORGE HEID PRODUCTIONS

William Penn Hotel, Pittsburgh 30, Pa.
Phone: GRant 1-3696

President .....George Heid
Chief Engineer.....Clare "Doc" Cypher
Musical Director.....Max Adkins
Organist .....Dick Nussbaumer

Services Offered: Recordings, transcriptions, package programs for radio and TV, film productions, air check for radio and TV.

MARY HOWARD RECORDINGS

37 E. 49 St., New York 17, N. Y.
Phones: PLaza 3-4800 Ext. 47 & 55

Owner .....Mary Howard
Mgr. Chg. of Sales and Prom.
Betty Jane Keiuls
Office Manager.....Gretchen C. Howard

Services Offered: Off-the-air and off-the-line recordings, Commercial records, transcriptions all studio facilities—package shows and spots. Ampex tape recording and editing facilities (tape to records—records to tape). Audio ends of TV shows.

KASPER-GORDON, INC.

140 Boylston St., Boston 16, Mass.
Phone: DEvonshire 8-7357

President.....Edwin H. Kasper
Treas., Com. Dir. & Gen. Mgr.
Aaron S. Bloom
Office Manager.....Robert W. Graham
Engineer .....Frederick Piroumian

Services Offered: Transcribed spots, jingles, and programs—custom-built and "open-end" (syndicated). "Live" programs; complete recording facilities including disc, wire, and tape; syndicated musical, dramatic, and specialized business programs. Script and talent services, jingles, spots, and air check.

KEYSTONE BROADCASTING SYSTEM, INC.

580 Fifth Ave., New York 19, N. Y.
Phone: PLaza 7-1460

Executive Vice-Pres.....Naylor Rogers
Vice-President .....Joseph Bayer
Vice-President .....Arthur Wolf
Secretary-Treasurer.....Sidney J. Wolf
Ass't Secretary.....William Bayer
Eastern Sales Mgr.....Noel A. Rhys
Research Director.....James A. Yergin
Office Manager.....Eve Bannier

Branch Offices
134 N. LaSalle St., Chicago 2, Ill.
Phone: STate 2-4590

Secretary-Treasurer.....Sidney J. Wolf
Dir. of Sta. Rel.....E. R. Rogers
Acc'nt & Office Mgr....Elizabeth M. Mueller
Western Sales Manager.....Naylor Rogers
Special Representative...Edwin R. Peterson
310 Citizens Bldg., Cleveland 14, O.
Phone: CHerry 4050
Mid-Western Sales.....Louis M. Block, Jr.

Services Offered: The Keystone Broadcasting System is a network which assists local radio stations in their programming with transcriptions, with KBS making their time available to national advertisers and their agencies at an attractive network package rate.

At present, there are more than 400 Keystone affiliates, located in towns of 10,000 to 50,000 population where they reach both the small town and rural markets. For the most part, these Keystone stations serve those areas which are beyond the clear reception areas of the large metropolitan radio stations or other high-power stations. The number of radio homes in these Keystone markets run into the millions, all within the prime area of Keystone affiliates. And, most of these homes are beyond effective televison influence of the larger metropolitan areas.

Keystone is a flexible media easily purchased, whole or in part. Entire areas or spot coverage may be selected . . . whichever meets the needs of the advertising program. Regardless of the schedule, Keystone makes its time available at a considerable savings.

In operation, Keystone offers the same advantages as the wired networks. Instead of a large number of individual transactions, KBS reduces your problem to one order, one time clearance, one series of Affidavits of Performance, and one invoice.

During 1951, as in 1950, many of the nation's largest advertisers are using the



facilities of Keystone. Most of them are in the drug and food field. Types of programming vary from 25 word spots to one hour shows.

LANG-WORTH FEATURES PROGRAMS, INC.

113 W. 57 St., New York 19, N. Y.
Phone: JUdson 6-5700

President.....C. O. Langlois
Secretary.....John D. Langlois
Treasurer.....C. O. Langlois, Jr.
Vice-Presidents Pierre Weis, W. O'Keefe
Mgr. of W. Coast Oper....Walter B. Davison
Sales Representative.....Wm. E. Young

Services Offered: Transcribed music library service for radio stations, advertising agencies and advertisers. Custom built radio programs, both live and transcribed.

C. P. MacGREGOR

729 S. Western Ave., Hollywood 5, Calif.
Phone: DUnkirk 4-4191

President.....C. P. MacGregor
Manager.....George R. Jones
Studio Director.....Victor Quan
Production Mgr.....Paul Quan
Chief Engineer.....A. Q. Felthousen
Eastern Sales Mgr.....Nat V. Donato

Services Offered: Transcription library productions: music library service, dramatic and musical programs; recording studios. Complete packaging including recording electro-plating of masters and production on vinylite pressings.

MAYFAIR TRANSCRIPTION CO.

8511 Sunset Blvd., Hollywood 46, Calif.
Phone: CRestview 1-8151

Executive Vice-Pres.....B. A. Joslin
Production Manager.....Vern Carstensen
Office Manager.....Florence Jordan

Services Offered: Producers and distributors of open-end transcribed shows; tailor-made transcribed programs; transcribed announcements. "Alan Ladd-Box 13"; "Damon Runyon Theatre"; "The Unexpected"; Knox Manning's "Behind the Scenes," and "The Greatest of These."

FRED C. MERTENS & ASSOCIATES

20828 Pacific Coast Highway, Malibu, Calif.
Phone: Malibu 7871

President.....Fred C. Mertens
Sales Manager.....George L .Price

Services Offered: Primarily devoted to inspirational programs suitable for any type of ethical account, geared to sell for sponsor and to render genuine moral-building service to the community.

CHARLES MICHELSON, INC.

23 West 47 St., New York 19, N. Y.
Phone: PLaza 7-0695

President .....Charles Michelson
Divisional Sales Mgr.....Sidney Guber

appears only on the nation's finest transcriptions

- Recording studios—vertical, lateral and tape
- *Processed* Masters—masterpieces of invariable quality
- MUZAK custom-compounded Vinylite
- Transcriptions and phonograph records—*all speeds—all sizes*
- Most advanced methods and facilities
- Experienced, conscientious craftsmanship

All or any of these MUZAK specialized services are available to you.

Your next transcription will sound better — and will be better — if processed by MUZAK.

Muzak TRANSCRIPTION DIVISION
Reg. U. S. Pat. Off. *a service of Muzak Corporation*

Sales Dept., 250 West 54th St., New York 19, N. Y. PLaza 7-7700

Branch Offices
South 1st & B Sts., Richmond, Ind.
Phone: 1117
Manager.....Harry Gennett, Jr.
1344 So. Flower St., Los Angeles, Calif.
Manager .....Philip Johnson
Phone: Prospect 2035
Services Offered: Open end dramatic and musical transcribed feature programs. Gennett and Speedy-Q Sound Effect Libraries.

MODERN RECORDING STUDIO

55 W. Wacker Drive, Chicago 1, Ill.
Phone: FI 6-4183
Owner.....Edwin M. Webb
Services Offered: Transcription, commercial records, slide film, television sound track, microgroove and aircheck recording on tape or disc. Tape and disc copying. Tape remotes. Tape editing. Master processing and pressing.

MORTON RADIO PRODUCTIONS, INC.

360 N. Michigan Ave., Chicago 1, Ill.
Phone: Central 6-4144
President .....Morton Jacobson
Secretary .....Cecelia Jacobson
Services Offered: Open-end and custom built transcriptions, live packages. Transcribed programs.

MUSICOMMERCIALS

344 W. 72 St., New York 23, N. Y.
Phone: TRafalgar 4-1999
President .....Frank Novak
TV Productions.....John Gunn
Chg. Spot Creations.....Lewis Reed
Secretary .....Betty Marshall
Services Offered: Creation of Radio & TV jingles, package shows, TV film spots, and complete programs.

MUZAK CORPORATION

229 Fourth Ave., New York 3, N. Y.
Phone: ORchard 4-7400
President.....Harry E. Houghton
Exec. Vice-Pres.....Charles C. Cowley
Vice-Pres. & Treas.....John R. Andrus
Secretary.....Anna M. Kerner

Transcription Div.

Recording Studios: 151 W. 46 St., N. Y. C.
Phone: PLaza 7-7710
Sales Dept.: 250 W. 54 St., N. Y. C.
Phone: PLaza 7-7700



Don't Gamble

WITH THOUSANDS OF DOLLARS WORTH OF TALENT!

Into your shows go vast amounts of time, talent, and money. To be assured that your investment — and reputation — are protected, let Allied follow through.

The hundreds of firms all over the world now using Allied's service, confirm that Allied's exacting reproduction and never-failing dependability mean that your show always will be processed, pressed and delivered *right* — and on time.

Write for free folder "Allied All the Way."

ALLIED RECORD MANUFACTURING CO.

to be sure

1041 N. Las Palmas, Hollywood, Calif., HO. 9-5107
619 W. 54th St., New York 19, N. Y., JU. 2-3791

Vice-Pres. & Gen. Mgr...Richard A. Wilson
Gen. Sales Mgr.....Alexander Motenko
Mgr. Transc. Sales.....Edward Rogers
Adv. & Prom. Mgr.....Walter M. Warner

Services Offered: Production facilities, recording studios (vertical, lateral and tape), gold-sputtered masters, Muzak-compounded Vinylite biscuits, Vinylite transcriptions and phonograph records, studio, off-the-line, off-the-air recordings. Complete services for recording studios, advertising agencies, packaged program producers, radio stations, public service organizations.

Wired Music Div.

229 Fourth Ave., New York 3, N. Y.
Phone: ORchard 4-7400

Vice-Pres., Chg. of Sales..Curt H. Pfenniger
Vice-Pres. & Treas.....John R. Andrus
Vice-Pres., N. Y. Oper....Ethel W. Maclean
Promotion Mgr.....Roger L. Thaxter

Services Offered: Transcribed music library specially arranged, recorded and programmed for functional use by hotels, restaurants, offices, banks, factories, stores, and shops. Transmitted by telephone line from Muzak studios in all principal cities.

NATIONAL RECORDING & FILM CORP.

540 N. Michigan Ave., Chicago 11, Ill.
Phone: WHitehall 4-5543

President .....Richard Bradley
Secretary-Treasurer.....B. J. Tunick
Prog. Exec. & Dir. of Radio Sales
Richard Bradley
Office Manager.....Leo Rabens

Services Offered: General advertising, ET and transcribed programs, library services, etc. . . . Script service program production, air checks, film program services.

NOLA RECORDING STUDIOS

1657 Broadway, New York, N. Y.
Phone: PL 7-4870
Steinway Hall, 113 W. 57 St., New York, N. Y.
Phone: JU 6-0040

President.....Vincent J. Nola
General Manager.....Thomas Nola
Engineering Supervisor.....Stanley Bumbly

Services Offered: Complete tape and disc facilities for studios, master transcriptions, location and live AM, FM, and TV; sound-echo chambers, sound tables, organs.

IF YOUR RADIO & TV DRAMATIZATIONS NEED SOUND EFFECTS & MOOD MUSIC

USE MAJOR SOUND EFFECT RECORDS

- All 10-inch Double-face, Lateral Cut, 78 R.P.M.
- Recorded from Life on Film, then Waxed
- Quick-Cued Wherever Advantageous
- Playable on any Phonograph or Turntable

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DEPT. RA
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NEW YORK 19, N. Y.

CANADIAN DISTRIBUTOR
Instantaneous Recording Service
42 Lombard St.
Toronto, Ont., Can.

PREMIER RADIO ENTERPRISES, INC.

3033 Locust St., St. Louis 3, Mo.
Phone: NEwstead 3555

President.....Theodore P. Desloge
Vice-President .....Wilson Dalzell

Services Offered: Recording Studios and Sound Stage for Transcribed Radio programs and motion pictures for television. Pressing facilities for 10, 12 and 16 Vinylite transcriptions.

PRESS ASSOCIATION, INC.

50 Rockefeller Plaza, New York 20, N. Y.
Phone: PLaza 7-1111

Vice-Pres.& Ass't Gen. Mgr..Oliver Gramling

Services Offered: Sports Star Special—a 5-minute interview and dramatization of personalities who are the "who's who" of the sports world; Special Assignment—a 15-minute dramatization of the exciting or unusual experiences of one reporter or another in covering news; Personality Time—a 15-minute interview and dramatization presenting prominent personalities in the news, and from stage, screen, radio, art, science and literature.

GEORGE LOGAN PRICE, INC.

20828 Pacific Coast Highway, Malibu, Calif.
Phone: Malibu 7871

President.....George Logan Price
Sales Manager.....S. M. Lauch
Production and Copy.....George Price, Jr.

Services Offered: Planning, preparation, production of transcribed programs of any length, with accent on sales TO and FOR outstanding accounts. Commercials, publicity, promotion, based on 30 years' national advertising experience.

RCA VICTOR CUSTOM RECORD SALES DIV.

120 E. 23 St., New York 10, N. Y.
Phone: ORegon 7-8000

Manager.....James P. Davis
Administration Mgr.....Ralph C. Williams
Artist & Repertoire Mgr....Herbert H. Wood
Advtg. & Prom. Mgr.....Bennett S. Rosner

Custom Record Sales Sections

Acting Manager.....James P. Davis
Chicago Manager.....A. E. Hindle
Hollywood Manager.....R. C. Bucholz
N. Y. Slide Film Rep.....Marjorie Tahaney
New York Sales Rep. (Transcriptions)
Chicago Sales Rep.....Geoffrey B. Bennett
James R. Cunnison

Services Offered: Recording, processing, pressing of all types of phonograph records, transcriptions, slide film and promotion records; shipping and handling.

There's A TELEWAYS SHOW

★ FOR EVERY BUDGET
★ FOR EVERY PRODUCT
★ FOR EVERY AUDIENCE

The Following Transcribed Shows Are Now Available . . . . . .

AT LOW COST!

- JOHN CHARLES THOMAS
  156 15-Min. Hymn Programs
- RIDERS OF THE PURPLE SAGE
  156 15-Min. Western Musical Programs
- MOON DREAMS
  156 15-Min. Romantic Musical Programs
- BARNYARD JAMBOREE
  52 30-Min. Variety Hillbilly Programs
- DANGER! DR. DANFIELD
  26 30-Min. Mystery Programs
- STRANGE ADVENTURE
  260 5-Min. Dramatic Programs

SEND FOR FREE AUDITION PLATTER
AND LOW RATES FOR YOUR STATION

Write! Wire! Phone!

TELEWAYS HOLLYWOOD

RADIO PRODUCTIONS, Inc.
8949 SUNSET BLVD., HOLLYWOOD 46
PHONES: CRestview 6-7238 • BRadshaw 2-1447

RCA Recorded Program Services
Manager.....Donald J. Mercer
Sales Manager.....A. B. Sambrook
Central Sales Manager....William F. Reilly
Western Sales Manager.William C. Gartland
Northeastern Sales Rep.....Donald D. Axt
Southeastern Sales Rep...Henry A. Gillespie
Central Sales Rep.....David B. Rogers
Southwestern Sales Rep...William T. Davies
Services Offered: THESAURUS (musical program service); RCA SYNDICATED PROGRAMS (recorded dramatic, variety, musical shows).
Studios and Regional Offices
120 E. 23 St., New York 10, N. Y.
Phone: OREgon 7-8000
445 North Lake Shore Drive, Chicago 11, Ill.
Phone: WHitehall 4-3215
1016 No. Sycamore Ave., Hollywood 38, Calif.
Phone: HIllside 5171
522 Forsythe Bldg., Atlanta 3, Ga.
Phone: Walnut 5946
1907-11 McKinney Ave., Dallas, Texas
Phone: Riverside 1371

RADIO FEATURES OF AMERICA

37 W. 46 St., New York 19, N. Y.
Phone: LUxemburg 2-5130
Cable address: ARREFAY Newyork
Executive Director.....Oliver W. Nicoll
Associate Director.....Sandra Munsell
London Representative
Towers of London, Ltd.
84 Hallam St., London W. 1, England
Phone: LAngham 6248, 5050
(Harry Alan Towers)
Services Offered: Program production and consultation, syndicated transcribed programs, scripts, talent, package, live shows, phonograph records, international radio service.

REEVES SOUND STUDIOS, INC.

304 E. 44 St., New York 17, N. Y.
Phone: OREgon 9-3550
President.....Hazard E. Reeves
Vice-Pres. & Studio Mgr...Chester L. Stewart
Chief Engineer.....Lyman J. Wiggin
Mgr. Film Recording Div., Richard J. Vorisek
Manager of Disc Recording Div..Robert Fine
Engineers.....Charles E. Campbell, Emil Neroda, George Piros.
Services Offered: Recording sound on film, shooting facilities, orchestra facilities and disc recording. Facilities for TV production.

ROCKHILL RADIO RECORDING

18 E. 50 St., New York 22, N. Y.
Phone: PL 9-7979



President.....Stanley J. Wolf
Vice-Pres. & Gen. Mgr....Emanuel H. Wolf
Services Offered: Studio recordings; Off-the-air and off-the-line recordings; Masters; Shellac and vinylite pressings; Electrical transcriptions; Television recordings; Tape recordings.

JACK ROURKE PRODUCTIONS

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone: Hempstead 7178
President .....Jack Rourke
General Manager.....Fred Fuld, Jr.
Secy.-Treas.....Joan Lane Rourke
Services Offered: Live and transcribed radio and TV programs, spot and jingle campaigns.

SESAC INC.

475 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 5-5365
President .....Paul Heinecke
Secretary-Treasurer.....R. C. Heinecke
General Manager.....K. A. Jadassohn
Services Offered: Licensing the use of copyrighted music, transcribed library service, syndicated transcribed tailor-made programs for advertisers.

K. R. SMITH COMPANY, INC.

619 W. 54 St., New York 19, N. Y.
Phone: JUdson 2-3791
President.....K. R. Smith
Treas. & Gen. Mgr.....Peter M. Rogers
Services Offered: Manufacturer transcriptions and phonograph records.

SONG WRITERS' COOPERATIVE, INC.

2251 Farl St., Los Angeles 39, Calif.
Phone: NOrmandie 1-0845
Business Manager.....Harry Henderson
President .....Dorothea Towne
Vice-President .....Bill Cody
Secretary-Treasurer .....Sally Weightman
Directors at Large.....Billy Smith, Franklin Hmerlein
Music Supervision.....Kenneth Howell

SNADER TELESCRIPTIONS, INC.

277 S. Beverly Dr., Beverly Hills, Calif.
Phone: Cr 5-4551
President.....Louis D. Snader
Talent Director.....Phil Bloom
Production Co-ordinator.....Lou Victor
Distribution Co-ordinator.....Bob Snader
Production Executive.....Jack Snader
Production Manager.....Harold Godsoe
Musical Director.....Harry Zimmerman
Publicity, Public Relations Blowitz-Maskel
Services Offered: Three 3½ inch film musicals featuring vocalists, orchestras, variety, symphonic and specialty acts.

ALLENTOWN RECORD CO.

Fabricators of VINYLITE records

specialists in

LP MICROGROOVE PRESSINGS

Complete service from acetate to drop-shipments, including processing, art-work, albums, and labels. Capacity in excess of 300,000 records per month.

Attractive prices for 78 RPM and 45 RPM pressings.

ALLENTOWN RECORD COMPANY, INC.

10th & WALNUT STREETS

ALLENTOWN, PENNSYLVANIA

S. L. Wartell, President — Phone: 3-7405

• • • Transcriptions • • •

TELEWAYS RADIO PRODUCTIONS, INC.

8949 Sunset Blvd., Hollywood 46, Calif.
Phones: Crestview 6-7238, Bradshaw 2-1447
President.....Charles A. Kennedy
Services Offered: Transcribed programs, The John Charles Thomas Show, The Frank Parker Show, The Riders Of The Purple Sage, Moon Dreams, Strange Wills, Danger, Dr. Danfield, Barnyard Jamboree, Strange Adventure. Also creation and production of spot announcements and creation and production of custom-built, live-talent programs.

L. S. TOOGOOD RECORDING CO.

221 N. LaSalle St., Chicago 1, Ill.
Phone: CEntral 6-5275
Owner.....L. S. Toogood
Services Offered: Recording service.

TOWERS OF LONDON, LTD.

37 W. 46 St., New York 19, N. Y.
Phone: LUxemburg 2-5130-5131
Cable Address: TOWERSAM Newyork
International Pres.....Harry Alan Towers
Vice-Pres. & National Director for the U. S.....Oliver W. Nicoll
London Offices
Towers of London, Ltd., 84 Hallam St., London, W. 1, England
Phone: LAngham 6248, 5050
International Pres.....Harry Alan Towers
Services Offered: Program production and consultation, syndicated transcribed programs, scripts, talent, package shows; international radio service.

TRANSCRIBED RADIO SHOWS

2 W. 47 St., New York 19, N. Y.
Phone: LUx. 2-3530
President.....M. E. Moore
General Manager.....F. Kronen
Services Offered: Suspicion—39 Suspense programs. We The Jury—39 Who Done It Programs If It Had Been You—39 Life Saving Dramas. Five Star Theater—39 Two Act Playlets, Robinson Crusoe Jr.—39 Shows with Kids and For Kids, Salute to Song—52 of Your Favorite Songs Dramatized Hot Dates in History—62 Historical Dramatization.

TRANSCRIPTION SALES, INC.

117 W. High St., Springfield 35, O.
Phone: 2-4974, *N. Y. Phone*: CO 5-1544
President.....J. P. Williams
Executive Vice-Pres.....Adna H. Karns
Vice-Pres. & Gen. Mgr.....John F. Hyle
New York Office
47 W. 56 St., New York 19, N. Y.
Manager.....Edward Hochhauser, Jr.
Services Offered: Open end Transcriptions featuring outstanding name stars such as



"Singin' Sam," "Mullen Sisters," "Emile Cote," "Charles Magnante," "Curley Bradley," "The Golden Gate Quartet," and many others.

RICHARD H. ULLMAN, INC.

295 Delaware Ave., Buffalo 2, N. Y.
Phone: CLeveland 2066

President.....Richard H. Ullman
Exec. V. P.....Robert P. Mendelson
Production Mgr.....Robert Nicholson

Services Offered: Create, wire and produce radio programs and announcements, selling direct to radio stations and advertising agencies, Producers of "The Beatrice Kay Show," "Jingle-Library," "Musical Tune-O," "$Dollar Derby$," "Barbershop Harmonies," "Joe McCarthy Speaks," and tailored jingles.

UNITED BROADCASTING COMPANY, INC.

301 E. Erie St., Chicago 11, Ill.
Phone: SUperior 7-9114

Gen. Mgr. & Chief Producer..Wm. L. Klein
Assistant Manager.....Mariland L. Fridel
Chief Engineer.....Bryan A. Wright

Services Offered: Operate former World Broadcasting System studios. Transcribing "Judy & Jane," "The Lutheran Hour," "Tell Me, Doctor," "Hartz Mountain," and dramatized spot announcements. Making masters for phonograph record companies. Operate own processing and pressing plant. Syndicating "Dinner Winner" and "Bob Elson on the Century" programs. Doing TV, sound-film recording, and slide-film work.

UNITED RECORDING LABORATORIES

1650 Broadway, New York, N. Y.
Phone: CI 7-2089, 3718

Partners.....George Adams, Anita Smith

Services Offered: Commercial spots, electrical transcriptions, complete sound recording service, on records and tape, air checks.

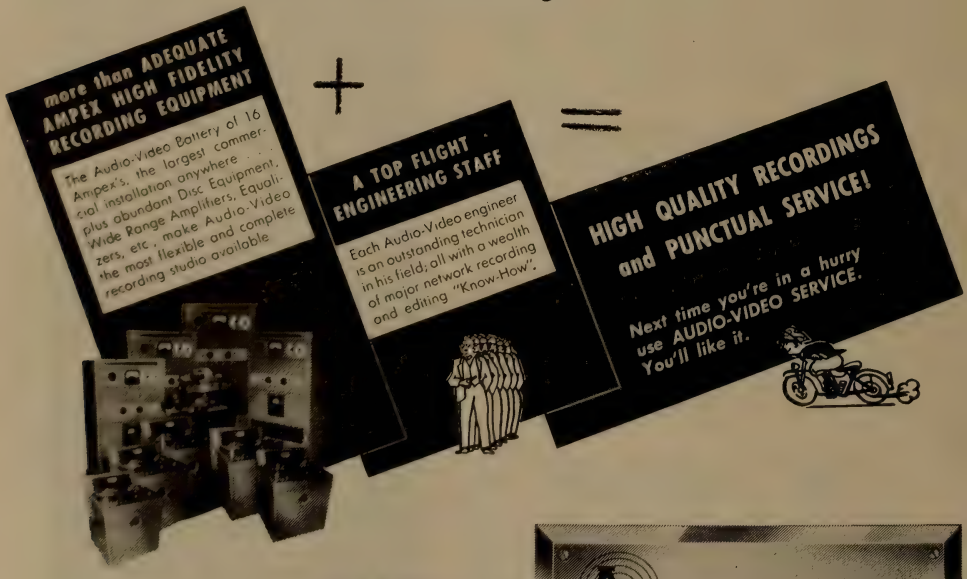
UNIVERSAL RECORDERS, INC.

6757 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllywood 9-8282

President.....Wesley I. Dumm
Exec. Vice-President.....Will H. Voeller
Vice-President.....George E. Hughes
Secretary-Treasurer.....Arthur B. Hogan

Services Offered: Recording of electrical transcriptions and commercial phonograph records. Tape recording. Processing and pressing. Production of custom-built ET programs. Sound for TV.

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Audio-Video
RECORDING COMPANY, Inc.
1650 BROADWAY, NEW YORK 19, N.Y., PLAZA 7-0780

UNIVERSAL RECORDING CORP.

100 E. Ohio St., Chicago 11, Ill.
Phone: MI 2-9302

President.....Milton T. Putnam
Vice-President.....A. B. Clapper
Secretary-Treasurer.....Robert A. Weber
Office Manager.....Mercedes Kelley
Controller .....Irving Steindler

Services Offered: Recording open end radio transcriptions, general recording facilities, complete sound effects and studio facilities for spot announcements. Transcription and phono record masters, processing, pressing.

THOMAS J. VALENTINO, INC.

150 W. 46 St., New York 19, N. Y.
Phone: CIrcle 6-4675

Pres. & Treas.....Thomas J. Valentino
Vice-Presidents.....Michael T. Valentino, Elsie F. Valentino
Gen. Mgr. & Sec.....Peter J. Riold

Services Offered: Sound effects records, transcription, chime & organ recordings, pressings, recording service. Recording film, tapes.

HAL WILSON RADIO PRODUCTIONS

6000 Sunset Blvd., Hollywood 28, Calif.
Phone: HO 9-1714

Owner .....Hal Wilson

Services Offered: Live and Transcribed Radio Shows. TV Films, Live TV packages. General production services for agencies.

WORLD BROADCASTING SYSTEM

501 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-4700

President.....John L. Sinn
Vice-President.....Frederic W. Ziv
Sales Manager.....Robert Friedheim
West Coast Manager.....Maynard Marquard

Services Offered: World Program Service Library. Library programs and custom built shows.

FREDERIC W. ZIV CO.

1529 Madison Rd., Cincinnati 6, O.
Phone: PLaza 1323

President.....Frederic W. Ziv
Vice-President (Executive)...John L. Sinn
Vice-Presidents.....Alvin E. Unger, Herb Gordon
Treas. & Comptroller.....Joseph L. Moore

Services Offered: Network and transcription Productions, featuring top-talented performers from radio, stage and screen—available to local and regional sponsors.

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RECORDING LABS.

TAPE — DISC
MASTERS
33 — 45 — 78
AIRCHECKS
AM - FM - TV

AT 78 RPM

3 Min. EACH on 7" Rec.

UNITED RECORDING LABS. MiniGroove

6 Min. SIDE 10" Rec.

CAN BE PLAYED ON ANY CONVENTIONAL PHONOGRAPH

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NEW YORK 19, N. Y.
CIrcle 7-3718 2089



ASCAP

MUSIC is the main ingredient of *all* successful entertainment programs—but not just *any* music. When you're in the business of entertaining people, it pays to give them the *best*.

ASCAP music is *demanded* music—the newest and most-requested novelty tunes and ballads . . . the old standbys . . . rhythms and blues . . . folk tunes and sacred songs . . . special music for special occasions.

ASCAP music is *successful*—successful because it's created by America's outstanding composers of stage and screen songs, popular tunes, operettas and concert works.

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All of ASCAP's rich and varied repertory—including the works of world-famous foreign composers—is available to you in one complete package at low cost, and with a minimum of clearance problems.

From Maine to California your local ASCAP representative, at your call, will bring you complete details as to the ASCAP license for your particular needs.



AMERICAN SOCIETY OF
COMPOSERS, AUTHORS AND PUBLISHERS
30 Rockefeller Plaza, New York 20, N. Y.



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NINETEEN FIFTY-ONE

A. S. C. A. P.

By OTTO A. HARBACH
President

A BLANKET AGREEMENT with The American Society of Composers, Authors and Publishers gives a client the right to use any or all of the hundreds of thousands of songs and other musical works whose public performing rights are registered with the Society. This includes most of the world's important compositions of the past fifty-six years, plus the present and future works of America's and Europe's best authors and composers.

Therefore, ASCAP becomes a vast clearing house through which creators can do business with users. It relieves both creator and user of all contractual and legal details and all bookkeeping relating to collections and distributions. To make its vast repertory easily available to licensees, ASCAP spends more than two million dollars yearly. Thus the great costs of music clearance that otherwise would accrue to the user are borne by ASCAP, whose members similarly are relieved of the otherwise onerous —in fact, impossible—task of supervising their musical properties.

Like Radio, ASCAP is truly cosmopolitan. Members of the Society hail from every state. Foreign-born Americans from more than forty countries are included in its membership. All speak the international language of music.

I am happy to extend to the vast radio industry and its young partner of the air waves, the amazing television industry, the greetings of ASCAP. It gives me special pleasure to report that Radio and Television on the one hand, and ASCAP on the other, are approaching our common problems with mutual respect. In this atmosphere, we look to the future with confidence.

ASCAP maintains headquarters in the RCA Building, Radio City, with 25 branches throughout the country. Officers as of Jan. 1, 1951 are:

Otto A. Harbach.....*President*
Saul H. Bourne.....*Vice President*
Oscar Hammerstein, II.....*Vice President*
George W. Meyer.....*Secretary*
Louis Bernstein.....*Treasurer*
A. Walter Kramer.....*Assistant Secretary*
Frank H. Connor.....*Assistant Treasurer*

The Board of Directors comprises 12 writer- and 12 publisher-members, eight of whom are elected annually by the membership for three year terms.

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American Music Pub. Co.
Amsco Mus. Pub. Co., Inc.
  Roat, Chas. E., Music Co.
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Barton Music Corp.
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Bell Song Publishing Co.
Belwin, Inc.
  Berg, S. M.
  Cinema Music Co.
Berlin, Irving, Music Corp.
  (Formerly: Berlin, Irving, Music Co.)
Bernie, Dave, Music Co.
Beverly Music Corp.
Bibo Music, Inc.
Biltmore Music Corp.
Birchard, C. C., & Co.
Blasco Music, Inc.
  Blasco Music Co.
Bloch Publishing Co.
Block, Martin
Bloom, Ben, Music Corp.
Blossom Music Corp.
  Kalmar & Ruby Music Corp.
  Loeb-Lissauer, Inc.
  Pan-American Music Co., Inc.
Bogat Music Corp.
Boland, Clay, Inc.
Bond, Carrie Jacobs, & Son
Boston Music Company
  Hatch Music Company
  Peate Music Co.
  Thompson, C. W., Co.
Bourne, Inc.
  Berlin, Irving, Inc.
Bregman, Vocco & Conn, Inc.
  Donaldson, Douglas & Gumble, Inc.
Briegel, Geo. F., Inc.
  Browne, J. A., Music Pub.
  Dillon, Carl, Music Co.
Bristol Music Corporation
  (Formerly: Dreyer Music Corporation)
Broadway Music Corporation
  Artmusic, Inc.
  Empire Music Co.
  York Music Co., The
Brooks Music Corp.
Brooks Music Pub. Co.
Broude Bros.
Bryant Music Company
Bulls-Eye Music, Inc.
  ARA, Inc.
  Morros, Boris, Music Co.
  Stanley Music, Inc.
Burke & Van Heusen, Inc.
  Curtis, L. B., Music Pub.
  Van Alstyne & Curtis
Burke-Van Heusen & Associates Music Corp.
Burnett, Ltd.
  Buxton Hill Music Corp.

Caesar, Irving
  Caesar, Irving, Inc.
Campbell-Connelly, Inc.
Capitol Publications, Inc.
  Ardmore Music Division
Capitol Songs, Inc.
Cara Music Pub. Co.
Caribbean Music, Inc.
Carmichael Music Publications
Carroll Publications
Century Music Pub. Co.
  Heritage Music Publications, Inc.
Champagne Music Corp.
Chappell & Co., Inc.
  Chappell-Harms, Inc.
Charling Music Corp.
Choice Music, Inc.
Church, John, Co., The
Clarick Music Co., Inc.
Coleman, Robert H.
Coleman-Ross Co., Inc.
Colony Music, Inc.
Congress Music Publications
Cornell Music, Inc.
Coslow Music
Courtney, Alan, Music Co.
Crawford Music Corporation
  De Sylva, Brown & Henderson, Inc.
  Green & Stept
  Yellen, Jack, Inc.
Crescendo Music Corp.
Crest Music Company
Crestview Music Corp.
Criterion Music Corp.
Cromwell Music, Inc.
Crystal Music Publishers, Inc.
Crystalette Music Co.

Daniels, Charles N., Inc.
Dash, Connelly, Inc.
Davis, Joe, Music Co., Inc.
  Georgia Music Corp.
Dawson Music Co., Inc.
Delkas Music Pub. Co.
Denton & Haskins Corp.
Disney, Walt, Music Co.
Ditson, Oliver, Co., Inc.
Dorsey Brothers' Music, Inc.
Drake-Hoffman-Livingston, Music Publishers
Dubonnet Music Publishing
Durante, Jimmy, Music Pub. Co., Inc.

East-West Music Co.
Edition Musicus—New York, Inc.
  Edition Musicus—New York
Edmonds, Shepard N., Music Pub. Co., The

Edwards Music Co., Inc.
(Formerly: Edwards Music Co.)
Elkan-Vogel Co., Inc.
Elliot Music Co., Inc.
Elliot Music Co.
Emery Music, Inc.
Empire Music Co., Inc.
Ensemble Music Press
Enterprise Music Corp.
Erwin-Howard Music Co.
Evans Music Company

Famous Music Corporation
Fanfare Music Co.
Farrow Music, Inc.
Favorite Publishers, Inc.
Feist, Leo, Inc.
Brown, Nacio Herb, Inc.
Loew's, Inc.
Fenner Publications
Fields, Arthur, Publications
Fillmore Music House
Fischer, Carl, Inc.
Composers' Music Corp.
Eastman School of Music of the Univ. of Rochester
Ellis, Robin
Mumil Pub. Co., Inc.
Pond, Wm. A., & Co.
Fischer, J., & Bro.
Fisher, Fred, Music Co., Inc.
FitzSimons, H. T. Company
Flammer, Harold, Inc.
Luckhardt & Belder
Foley, Charles
Foreign & Domestic Music Corp.
Cummins Music Co.
Forster Music Publisher, Inc.
Fortune Music, Inc.
Fowler Music Co.
Fox, Sam, Publishing Co.
Pallma Music Publishers, Inc.
Frank Music Corp.
Franklin, John, Co., Inc., The
Kay & Kay, Inc.

G & C Music Corporation
GI Music Corporation
GI Music
GI Music Pub. Co.
Galaxy Music Corporation
Gallico, Al, Music Co., Inc.
Gamble Hinged Music Co.
Gateway Music, Inc.
Gaumont Music Publishers, Ltd.
Gem Music Corporation
Conrad, Con, Music Pub., Ltd.
General Music Publishing Co., Inc.
Georgeoff, Evan, Mus. Pub. Co.
Concert Music Pub. Co.
Montrose, F., Mus. Pub. Co.
Gershwin Pub. Corp.
Glenmore Music, Inc.
Global Music, Inc.
Harvest Songs Co.
Goldmine Music, Inc.
Goldwyn, Samuel, Music Pub. Corp.
Goodman Music Co., Inc.
Handman & Goodman, Inc.
Handman, Kent & Goodman, Inc.
Universal Music Co., Ltd.
Gordon, Kaufman & Real, Inc.
Grand Music Corp.
Artists Music Corp.
Gray, H. W., Company, Inc.
Gray, H. W., Co.
Greenwich Music Co., Inc.
Guild Music Publishers, Inc., The
Guild Publications of California

Haggar Music Co.
Hall-Mack Company
Geibel, Adam, Music Co.
Hamilton Music Corp.
Hampshire House Pub. Corp.
Handy Bros., Music Co., Inc.
Hanover Music Corporation
Hansen, Charles H., Music Co.
Hargail Music Press
Harman Music, Inc.
Harmony Music Corp.
Harms, Inc.
Harms, T. B., Company
Harris, Charles K., Music Pub. Co., Inc.
Harris, Chas. K., Mus. Pub.
Herbert Music Co., Inc.
Hollybrook Music Co.
Homeyer, Chas. W., & Co., Inc.
Best Music, Inc.
Hope Publishing Company
Biglow-Main-Excell Co.
Excell, E. O., Co.
Tabernacle Pub. Co.
Howard, Joe, Music Pub.
Hubert Music Corp.
Hudson Music Corp.
Huntzinger, R. L., Inc.

Idriss-Brown-Tibbles, Inc.
Imperial Music Publications
International Music, Inc.

J. P. Music Co.
Jacobs, Walter, Inc.
Abt, Valentine
Bates & Bendix
Bendix, Theodore
Eby, Walter M.
Farrand, Van L.
Gay, Mace, Catalog
Jaques, Percy
Musiclovers Co.
Partee, C. L., Music Co.
Shattuck, B. E.
Virtuoso Music School
James Music, Inc.
Jayvee Music Pub. Co.
Jefferson Music Co.
Jenkins Music Company
Jewel Music Pub. Co., Inc.
Jones, Isham, Music Corp.
Jungnickel, Ross, Inc.

Kanes Music Publishers
Keane, Michael, Inc.
Kearney Music Co.
Kelton, Inc.
Kendis Music Corporation
Kenmor Music Co.
Keystone Music Company of California
King, Charles E.
Knickerbocker Songs, Inc.
(Formerly: Knickerbocker Music Co., Inc.)
Kramer-Whitney, Inc.
Beaux-Arts Music, Inc.

La Salle Music Publishers, Inc.
Gilbert, L. Wolfe, Mus. Pub. Co.
Schuster & Miller, Inc.
Lake Shore Pub. Co., Inc.
Laurel Music Corp.
Laurel Music Company
Leeds Music Corp.
Am-Rus Music Corp.
Consolidated Mus. Pub. House
Down Home Music Co.
Kaycee Music Co., Inc.
Mayo Music Corp.
Melrose & Montgomery
Olman Mus. Corp.
Sprague-Coleman, Inc.
Wabash Music Co.
Leslie, Edgar, Inc.
Leslie Music Corp.
Lewis Music Pub. Co., Inc.
Lincoln Music Corp.
Capano, Frank, Music Pub.
Lombardo Music, Inc.
Lorenz Publishing Co.
Tullar-Meredith Co., Inc.
Ludwig Music Pub. Co.
Lyric Music Publishers, Inc.
Silver, Frank, Music Pubs., Inc.
Spencer, Norman & Son

Macap Music Publishers, Ins.
Bernard, Al, Song Publications
Manhattan Music Publishers

Manor Music Company
Marchant Music Publishers
  LaBarre, Gene, Inc.
  Melody Publishing Corp.
  Tucker-Marchant Music Publishers
Margold Music Corporation
  (Formerly: Kuhn, Dick, Music Corp.)
Marks, Gerald, Music, Inc.
Marlo Music Corp.
Martin Music
Massey Music Co., Inc.
Maurice, Peter, Music Co., Ltd., The
  Maurice, Peter, Inc.
Maxwell-Wirges Publications
Mayfair Music Corp.
  Davis, Joe, Inc.
  Triangle Music Pub. Co., Inc.
Maypole Music, Inc.
McHugh & Adamson Music, Inc.
McKinley Publishers, Inc.
Melo-Art Music Publishers
Melomusic Publications, Inc.
  (Formerly: Melomusic Publications)
Melrose, Walter, Music Co.
Melrose Music Corp.
  Melrose Bros. Music Co., Inc.
Mercury Music Corp.
Milene Music
Miller, Bob, Inc.
  Marks, Gerald, Music, Inc.
  Pla-A-Song Co.
  Streamline Editions
Miller Music Corp.
  Miller Music, Inc.
  Noble, Johnny
  Sherman, Clay & Company
  American Composers, Inc.
Mills Music, Inc.
  Beck, Mort
  Clark, Frank, Mus. Co.
  Daly, Joseph, Mus. Pub. Co.
  Edwards, Gus, Mus. Pub. Co.
  Gordon & Rich, Inc.
  Gotham Attucks Mus. Co.
  Gotham Mus. Service, Inc.
  Jerome, M. K.
  Jerome & Schwartz Pub. Co.
  Kalmar, Puck & Abrahams, Consolidated
  Keit Music Corp.
  Kornheiser, Phil, Inc.
  Lincoln, Harry J., Music Co.
  Morse, Theodore, Music Co.
  Nelson, Jack, Mus. Co.
  Stark & Cowan, Inc.
  Stept & Powers, Inc.
  Sterling Songs, Inc.
  Sunlight Mus. Co., Inc.
  United States Music Pub. Co.
  Vandersloot Music Pub. Co.
  Waterson, Berlin & Snyder Co.
  Waterson, Henry, Inc.
  Williams, Harry, Mus. Co.
Mogull Music Corp.
Monaco, James V., Inc.
Monmar Music, Inc.
Mood Music Co., Inc.
Morris, Edwin H., & Co., Inc.
  Mercer & Morris, Inc.
  Morris, Joe, Music Co.
  White-Smith Mus. Pub. Co.
Movietone Music Corp.
Musette Publishers, Inc.
Music Makers Publishing Co.
  Berk, Lew, Music Co.
Music Workshop
Musical Works
Mutual Music Society, Inc.
Myers Music

National Music Pub. Corp.
Nazarene Publishing House
  Bilhorn Bros. Mus. Co.
  Lillenas Pub. Co.
New World Music Corp.
Noble Music Co., Inc.
Northern Music Corp.
Novelty Music Company

O'Flynn, Charles, Publications
O'Kay Music Company
Oriole Music Corp.
Orten Music Company
Owens-Kemp Music Co.
Oxford Music Corp.
Oxford University Press, Inc.

P.D.S. Music Publishers, Inc.
Paramount Music Corp.
  Popular Melodies, Inc.
  Spier & Coslow, Inc.
Paull-Pioneer Music Corp.
  Rossiter, Harold, Mus. Co.
Paxton Music, Inc.
Pepper, J. W., & Son, Inc.
Photo Play Music Co., Inc.
  Luz Brothers Music Pubs.
  Music Buyers Corporation
Piantadosi Music Publications
Pic Music Corp.
Pickwick Music Corp.
  Ahleim, Walter C., Music Co.
  Clifford, Frances, Music Co.
  Maison-Blanche Music Co.
  Piron, A. J., & Co.
  Sun Music Co., Inc.
  Thomas, George W., Mus. Co.
  Weil, Milton, Music Co., Inc.
  Williams, Clarence, Music Pub. Co., Inc.
Piedmont Music Co., Inc.
Pinkard Publications, Inc.
  Pinkard Publications
Players Music Corp., The
Plymouth Music Co., Inc.
  Browne, Ted, Music Co.
"Pops" Music Publishing Co.
Popular Music Co.
Portilla Music Corp.
Presser, Theodore, Company
Pyramid Music Co.

R. F. D. Music Pub. Co., Inc.
Record Music Corporation
Record Songs, Inc.
Reinbert & Co., Inc.
Remick Music Corp.
Remsen, Alice
Renault Music Co., Inc.
Rene, Leon, Publications
Rhyme & Rhythm, Inc.
Rialto Music Pub. Corp.
Ricordi, G., & Co. (of N. Y.)
Ringle, Dave
  Congress Music Co.
  Famous-Writers Co.
  Goulden Leng Co.
  Krey, Geo. M., Co.
  Maytone Music Publishers
  Sleepy Valley Music Co.
  Tracy Wm., Pub. Co.
  United Music Co.
  Victory Music Co.
  World Music Co.
  York & King Pub. Co.
Ritchie Music Co., Inc.
Ritter, Tex, Music Publications, Inc.
Robbins, J. J., & Sons, Inc.
  Algonquin Pub. Co.
  Gordon, Hamilton S., Estate of
  Gordon, Hamilton S., Inc.
  Gordon, Hamilton S., Music Pub.
  Gordon, S. T., Music Pub.
  Gordon, S. T., & Son, Music Publishers
  Himan, Alberto, Music Pub.
  Wise, Jessie Moore
  Wise, Wm. H., & Co.
Robbins Music Corporation
  Abrahams, Maurice, Inc.
  Metro-Goldwyn-Mayer Corp.
  Out of the World Pub. Corp.
  Sonnemann Mus. Co., Inc.
  Twentieth Century Music Corp.
  Universal Music Corp.
  Whiteman, Paul, Publications
  Wiedoeft, Rudy, Mus. Pub. Co.

Robert Music Corporation
Cecille Music Co., Inc.
Rodeheaver Co., The
Ross, Charles, Music Co., Inc.
Rossiter, Will
Row, R. D., Music Co.
Riker, Brown & Wellington, Inc.
Row, R. D., Inc.
Roy Music Co., Inc.
Royal Music Publisher
Rubank, Inc.
Carlson, M. L.
Finder & Urbanek
Victor Music Co.
Ruval Music Co.
Rytvoc, Inc.
Burke Doyle Music Co.
Major Music, Inc.
Tesio, P., & Sons
Tesio-Major

St. Nicholas Music Publishing Co.
Sanson Music Co.
Santly-Joy, Inc.
Santly Bros., Inc.
Santly Bros.-Joy, Inc.
Santly-Joy-Select, Inc.
Select Music Publications, Inc.
Saunders Publications
Schirmer, G., Inc.
Heffelfinger, R. W.
Sanders-Weiss, Inc.
Schroeder, D. L.
Schroeder & Gunther, Inc.
Schwarz, Merrell, Music Co., The
Shapiro, Bernstein & Co., Inc.
Shattinger, Inc.
Shattinger Piano & Music Co.
Shawnee Press, Inc.
Shilkret, Nathaniel, Music Co., Inc.
Quincke, W. A., & Co.
Shubert Music Pub. Corp.
Simon, George, Inc.
Sinatra Songs, Inc.
Skidmore Music Co., Inc.
Skokie Music Co.
Mike-Tunes
Skylark Songs Music Publisher
Smith, Ethel, Music Corp.
Smith-Foley Music Publications
Society for the Publication of American Music, Inc.
Songs, Inc.
Southern Music Company
Southern Music Pub. Co., Inc.
Spier, Larry, Inc.
Helf & Hager Co.
McKinley Music Co.
Root, Frank K., & Co.
Spina-Green Music Corp.
Spitzer, Henry, Mus. Pub. Co., Inc.
Standard Music Publishers, Ltd.
Stanwood Music Corp.
Starlight Music
Stasny Music Corp.
Bibo-Lang, Inc.
Stasny-Lang, Inc.
State Music Pub. Co., Inc.
Stephens, Bob, Inc.
Stept, Inc.
Stone Music Corp.
Summy, Clayton F., Co.
Sunset Music Publishers, Inc.
(Formerly: Sunset Music Publishers)
Superior Music, Inc.
Supreme Music Corporation

Tempo Music, Inc.
Tempo Pub. Co., The
Thomas, John, Music Corp.
Thornhill Music Co.
Tin Pan Alley
Tobey Music Corporation
Tobias & Lewis, Music Pubs.
Tone Music Co.
Towne Music Corp.
Charles Music Corp.
Transcontinental Music Corp.
Triangle Music Corp.
Tropical Music Publishers

United Music Corp.
University Music Corp.
Brown & Henderson, Inc.
Urban Music Publications

Valando Music Corp.
Variety Music
Victor Publishing Co.
Victoria Publishing Co.
Viking Music Corp.
Villa-Lobos Music Corp.
Villa-Moret, Inc.
Vogel, Jerry, Music Co., Inc.
Crumit, Frank, Songs Co.
Haviland, F. B., Pub. Co.
Worth, Geo. T., & Co.
Volkwein Bros., Inc.
Agnew, J. E., Publications (Band & Orchestra Catalog Only)
Bellefield Pub. Co.
Caton Pub. Co.
Crist, D. W.
Dalbey, W. R., Music Co.
Groene Music Pub. Co.
Hall, Ellis B.
Heltman, Fred
Nirella, Danny
Southwell, Geo., Pub. Co.
White House Publications, The
Von Tilzer, Harry, Music Pub. Co.

Warnow, Mark, Music
Warock Music, Inc.
Warock Music Co.
Warren, Harry, Music, Inc.
Waverly, Jack
Weingarten, David, Music Publications
Weintraub Music Company
Weiss, Sam, Music, Inc.
West'rn Music Pub. Co.
Whale Music Corp.
Whalen Music
Williamson Music, Inc.
Willis Music Co.
Windsor Music Corp.
Witmark, M., & Sons
Wood, B. F., Music Co.
Woodward Music, Inc.
Words & Music, Inc.
Davis, Coots & Engel, Inc.
Engel, Harry, Inc.
Keit-Engel, Inc.
World Music, Inc.
Worth, Bobby, Music Publishers, Inc.

Yankee Music Pub. Corp.
Italian Book Co., Inc.
Yellen and Fain

BROADCAST MUSIC, INC.

By CARL HAVERLIN

President

IF HISTORY repeats itself, the first year of BMI's second decade will be one of continuing gains and consolidations, rather than of spectacular growth. In the past years, we have tried to conduct our business, as any business might, by constantly improving both product and service.

The past year has seen the fruition of significant publishing ventures in the field of American music, such as Carl Sandburg's New American Songbag, Songs of the Confederacy, and the Square Dance Book.

While special attention has been given to fostering folk music—with the result that one third of total BMI AM performances in 1950 were folk music—BMI has not avoided its obligations on the wider international scene. Simultaneous with the strengthening of our native roots, BMI has entered into bilateral agreements with the performing rights societies of Spain, Belgium, Austria and Portugal.

BMI has long fostered writers as individuals and it has recently established its writers plan. We are proud of the progress made by this department in the past year. Some of the writers have been responsible for Hit Parade and Honor Roll of Hit Tunes, such as Pee Wee King (Tennessee Waltz, Bonaporte's Retreat); Woody Guthrie (So Long), etc.

As an extension of service, and at the request of several state associations, the well known BMI Program Clinics, which have brought over fifteen hundred station executives to New York has gone out into the field.

OFFICERS OF BMI are: Carl Haverlin, president; Sydney M. Kaye, vice-chairman of the board and general counsel; Robert J. Burton, vice-president in charge of publisher relations; Charles A. Wall, vice-president in charge of finance; Roy Harlow, vice-president, station series; Jean Geiringer, vice-president, foreign relations; Charles E. Lawrence, assistant treasurer, and Alexander D. Nical, controller.

DIRECTORS (elected annually): Justin Miller, chairman; Sydney M. Kaye, vice-chairman; Herbert V. Ackerberg, CBS; John Elmer, WCBM; Walter Evans, Westinghouse Radio Stations, Inc.; Carl Haverlin, BMI; William S. Hedges, NBC; Herbert Hollister, KBOL; Leonard Kapner, WCAE; Joseph A. McDonald, ABC; Paul W. Morency, WTIC; J. Leonard Reinsch, WSB; J. Harold Ryan, Fort Industry, Inc. and James E. Wallen, MBS.

Aaron Music Company
Acuff-Rose Publications
Adams-Vee & Abbott, Inc.
Adanac Music Company
Airlane Music, Inc.
Aladdin Music Publications
Algonquin Music, Inc.
Allegro Music, Inc.
Allen Rick Publications
Allied Music, Inc.
Alvin Music Corporation
American Composer's Alliance
American Music, Inc.
American Performing Rights Society
Amigo Music Publishing Co.
Andrea Music Co.
Anson Music Publishing Co.
Appleton-Century, D. Co., Inc. (B.M.I.)
Aragon Music Company
Arberne Music Co.
Ardsley Music Company
Arlene Music Co.
Arena Stars Incorporated
Arrow Music Press, Inc.
Associated Composers, Inc.
Associated Music Publishers, Inc.
Atlantic Music Corp.
Aurora Music Publishers
Autry, Gene Music Publishing, Inc.
Avery Music Company
Avon Music, Inc.
Ball Music Publishing Company
Ballet Russe de Monte Carlo (BMO—"Gaite Parisienne")
Banbury Music, Inc.
Bandbox Music Incorporated
Bar Music Publishing Company, Ltd., The
Barclay Music Company
Barron Music Company
Bartlett & Hartman Music Publishers, Inc.
Baton Music Publishers
Beacon Music Company
Becker-Williams Publications
Beechwood Music Corp.
Bell Music Co.
Bellmore Music Pub. Co.
Bell-Tone Music Publishing Co.
Berger Publishing Company
Berwick Music Corp.
Beverly Music Company
Big "D" Pub. Co.
Biltmore Music, Inc.
Blane Music Company
Blazon Music Company
Block, Martin Music Inc.
Bluebird Music Company
Blue Note Records
BMI Canada Ltd.
Bomart Music Corp.
Bradshaw Music Co.
Brenner Music, Inc.
Brightlights Music Publishing
Broadcast Music, Inc.
Byron Music Co.
Cameron Music Co.
Camille's Music Company, Ltd.
Campbell Music, Inc.
Canfield, Cogswell
Cardinal Music Publications
Carnival Music Company, Inc.
Carol Music Company
Carson-Carrier Publications
Casa Musicale Sonzogno
Cascales, Joe, Music Publisher
Castle Music Pub. Co.
Cavalier Music Pub. Co.
Celestial Music Pub. Co., Inc.
Century Songs, Inc.
Cerabino, Joseph
Charill Music Pub. Co.
Chase Music Co.
Checker Music Publishing Company
Chelsea Music Corporation
Cherio Music Publishers, Inc.
Chords Music Publishers
Christian Music Publishing Co.
Cille and Dail Publications
Cinephonic Music, Inc.
Claremont Music Company
Click Music Publishing Company
Close Harmony Publications
Clow, O. B. (Estate of)
Coast to Coast Music Corp.
Cole Corporation, M. M.
Collwill Corporation
Colonial Music Publishing Co., Inc.
Columbia Music Publishing Company
Commercial Music, Inc.
Commodore Music Corporation
Continental Music Publications Co.
Continental Record Co.
Copyright Music
Cornell Music Company
Country Music
Crestwood Publications
Crocker, Al
Cross Music Company
Cross, Samuel Avery
Crossroads Music Co.
Crowe, Edward
Crowe, Edward and Pyle, Pete
Crowell Music Pub. Co.
Cundy-Bettony Co.
Dallas Music Co., Inc.
Dana Music Co., Inc.
Dance Music Corp.
Daniels Music Publishing Company
Darrell, Jack, Music Publisher
Davis & Ostergard
Davis Music Company
Dawn Music Co.
Dayton Smith Publications
D. Davis & Co., Pty.
D. Dreyer Co., Inc.
Delaware Music Co.
Dennis Music Co.
Dexter, Al and Paris, James
Dexter, Al, Music Publishing
Dinehart Music Company, The
Dixie Music Publishing Co.
Dolan, Ann
Domino Music Corporation
Doraine Music Publishing Co.
Doraine, Peter, Inc.
Doray, T., Music Publishing Co.
Dornix Music, Inc.
Douglas Publishing Company
Duchess Music Corporation
Dumac Music Corporation
Dunhill Music Corp.
Dunray Music Company
Duo Music Publishing Corp.
Eagle Music Publishing Corporation
East Coast Music Publications
Eberle-Maxted Music Co.
Eccma Music Company
Echoes of Victory Music Pub. Company
Editions Musicales Victoria Musical Editions
Editora Dominicana De Musica, C. Por A.
Edizioni Kramer (Milano)
Edizioni Mascheroni (Milano)
Edizioni Musicali Di Lazzaro
Edizioni Musicali Italiane
Edizioni Suvini Zerboni
Edlee Music Corp.
Edward Music Service
Edwards, Norman, Music Pub.
Elkane Music Company
Elliott, Lewis
Elmore, C. M. Publisher
Elsmo Bros. Publishers
Elwood Publishing Co.
Embassy Music Corp.
Emco Music Company
Emerald Music Company
Emerson Music Publications, Inc.
Encore Music Publications, Inc.
Enos, Clyde
Esquire Music Co.
Essay Music Company
Excelsior Music Publishing Co.
Executive Music Corporation
Fairfax Music Company
Fairway Music Corp.
Fame Music Company
Fargo Music Inc.
Fi-Del Music Publishing Co.
Fine Songs
Fletcher Publishing Company
Florida Music Company

Flye-Bye-Knight Pub. Co.
Folk Songs
Ford Music, Inc.
Foremost Melodies Inc.
Forest Glen Music Publishers
Four-Star Music Company
Fowler, Wallace Publications
France Music Company
Francis & Wilmore Music Pub.
Franco-American Publications
Freed & Hall Music Publishers
Freeman, Albert Edward
Freeman Music Co.
Fremart Music Company
Frey, Fran and Company
Friedly, Lowell G. & Company
G & W Music Publications, The
G. M. S. Music Publishing Co.
Gainsborough Music Inc.
Gala Music Publishing Corp.
Gale & Gale, Inc.
Gilbert Music Publishers
Glamor Music Co.
Globe Publications
Goday Music Inc.
Golden Gate Quartet Music Co.
Golden Tune Publishers
Golden West Melodies, Inc.
Golden West Music Publications
Gollatz Music Publisher
Goode Music, Inc.
Gordon Music Company
Green Music Publications
Guinand, Clinton
Guy Publishing Company, The
H. M. Banner Publications
Halama, Frank J., Publications
Helmac Company
Hamilmeyer Music Publishing Company
Hanna & Co. Music Compositions
Happy Songs, Inc.
Harcourt, Brace & Co., Inc.
Harmony House
Harmony Music Publishers
Hartmann, Edward & Lynette
Hartmann & Van Horn
Harwall Music Publishers
Haun, Dal E., Company
Hawaii Conservatory Pub. Co.
Hemispheric Publications
Hendrix Music Publications
Hill and Range Songs, Inc.
Hill Music Publishing Company
Hillbilly Music Publishing Co.
Hilliard-Currie Music Publishers
Hillside Music Publishers
Hinds, Hayden & Eldredge, Inc. (B.M.I.)
Hit Parade Publications
Hockenhull's Music Publications
Hoffman, Carrie
Holden, Alfred H.
Holdsworth, Elmer
Hollis Music, Inc.
Hollywood House Music Publishing Co.
Hollywood Melody Publishing Co.
Hollywood Music Sales
Hollywood-Western Music Co., Inc.
Holmes Publications
Hoosier Music Publications
Hopkins, Earle C.
Horoscopes in Song
House of Carols
House of Fortune
House of Irish Songs
House of Melody
Howard, Jack, Publications, Inc.
Hub Publishing Company
Humphries, Bruce, Inc.
Hunter's Music House
Hynnes Music Company
Imco Music Publishing Co.
Imperial Music Publishing Co.
Inco Music Company
Independent Music Publishers
Indigo Music, Inc.
Ineman, James
Inspired Music Company
Inter-American Music Pub. Co.
Intermountain Specialty Sales Company
International Dance Studio
International Popular Music Co.
Irma Music Company
Irving Tanz Music Corp.
J.A.Y. Music Company
Jackson Music Corporation
Jahnke Publishing Company
Jardy Music
Jarman Publications, Ltd.
Jay-Dee Music Corporation
Jay Method, Publisher
Jean Music Company
Jill Music Co.
Jim Bulleit Music Corp.
Jo-Ann Music Company
John Mason's Pub. Co.
Johnstone-Montei, Inc.
Johnstone Music, Inc.
Jones, J. Grayson, Music Company
Joseph Music
Judson Music Co.
Jupiter Publishing Company
Kammen, J. & J., Music Co.
Kampas, William T.
Kaolene Corp.
Karen Publications
Karr, Jerome J.
Kaymusic Publishers
Kayro Music Publishing Co.
Keenote Music
Kelly Music Publications
Kelly, William A.
Kelton-Romm Music Company
Kennedy Music Company
Kenneth Publishing Company
Kerr, Edward
Key Music Company
Keyser Music Publisher
Keystone Music Co.
King-Del Music Publishers
Kingsbury Music, Inc.
Kinkade's Songs
Kit Music Company
Knight Publishing Co.
Knobloch, M. H.
Knudsen Publications
Knutson & Kilbourne Song Publishers
Kolbert, Marguerite (Productions)
Kord Music Company
L & B Publications
La Chapelle Music Publications
La Rue Publishing Company
Langley Music Co.
Lang-Worth Publications, Inc.
Lanier Music Company
Latin American Publishing Corp
Laura-Lea Music
Laurel Music Publishers, Inc.
Lawndale Music Publishers
Leal, Felipe Valdes
Lee, Robert, Music Publishers, Inc.
Lee Music
Lennerts Music Publications
Leora Music
Lester, Betty
Lester, J. L., Music Company
Lewcon Music Company
Liberty Music Publishers
Life Music, Inc.
Life Records, Inc.
Lincoln, F. S.
Lind Music Company
Linden Music Publishers
Little Jazz Music Pub., Inc.
Livingston & Evans Music Company
Lois Music Publishing Co.
Lomax, Carl, Music Publishing Company
London Music Corp.
Lone Star Music Co.
Long, J. Baxter
Long, Joey Music Publishing
Lowden, C. Harold
Lubin, Jimmy, Music Publishers
Lucky Music Publishers
Lutz Brothers Music Co., Inc
Lydian Music Publishers
Lynch, Edward J.
Lynn, E. A., Publishing Co.
Lynn Music Corp.
Lynne Music Company
Lyric Music Co.
M. and F. Music Publisher, The
M-E Melodies

M. R. E. Music Co.
Mac Angelo
MacFarlane, Thomas M.
Mac Gregor, Grant
Mack Music Company
Mack-Nell Publications
Mackley Music Publishing Co.
Maestro Music Company
Magnet Music, Inc.
Magnolia Music Corp.
Main Music Publishing Company, The
Main Street Songs, Inc.
Majestic Music Company
Major Melodies
Major Minor Music
Malamar Music, Inc.
Mallory Music Publications
Manhattan Melodies Music Pub.
Mank's, Chaw, Blue Ribbon Music Co.
Mann Music Co.
Manning Music Company
Mansfield, Frank, Music Pub. Co.
Marchant, J. C., Publications
Marcy, Victor
Mardi Gras Music Company
Maresh Music Co.
Margo Music Co.
Marino Music Company
Marion and Son Publishing Co.
Mark-Lee Music Company
Mar-Lane Music Publishers
Marks, E. B. Music Corp.
Mars Music Publications
Marsales, Frank
Marston Music
Martens, W. F., Music Co.
Martin, Jack "Tex"
Marvel Music Pub. Co.
Master Melodies Music Pub.
Master Music Press, Inc.
Master Music Publishers
Masters Music
Material Songs Publishing Company
Mayhams Music Company
Maywood Music Co.
McCall and Malin Publishing Company
McClaran, Olive Hanson
McClellan Music Company
McClure Music Company
McClure, Ruth D.
McCune Music Company
McDonald, J. K.
McDonald Music Company, The
McDowell, Frances Grider
McGhee, Berry M.
McGinty Music Publishing Company
McClean, Gene, Music Co.
McMahon, Frank
Meadowbrook Music Publishing Co.
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Medallion Music Corp.
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Melo Music Co.
Melo-Song Publishers
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Melody Lane, Inc. (Peer)
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Melody Music Publications
Melotone Music Publishers
Memphis Music Publishers, The
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Mercury Music
Merit Music, Inc.
Merit Music Publishing Co.
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Merrymount Music Press
Merrywood Publishers
Metro Music
Metropolitan Music Company
Metropolitan Music Publishers
Michael Music Co., Inc.
Micor Publishing Company
Midland Music Company
Midwestern Publishers
Millbrook Music
Millburn Music Publishers, Inc.
Milliegene Music Publishing Company
Miracle Music Company
Mission Hills Publications
Missud, Jean M. (B.M.I.)
Mode Music Publishing Co.
Modern Melo Melody Publications
Modern Melodies Publishing Co.
Modern Music Publishing Co.
Modern Standard Music Co.
Mohawk Music Publishing Co.
Monahan Music Publications
Monarch Music Company
Mongiello, Cosmo Andreotti
Monitor Music Publishers
Monmouth Publishing Company
Mono-Music
Monroe Music Company
Monroe Music House
Monroe Publications
Moon Ray Music Publishers
Morris Music Publications
Morrison & Ewing
Morrison Music Company
Morrissey Music Company
Morse, Dave, Studio Pub. Co.
Morton Music Corp.
Motley Music Publishing Co.
Motor City Music Publishers
Mount Vernon Publications
Mountain Music Company
Mountain State Music Pub.
Movieland Music Publishers
Murob Music Publishers
Murray Music Publishers
Musart, L. C. Publications
Music Art Publications
Music Box Melodies
Music City Copyrights
Music Counter, The
Music Enterprises
Music for Frets
Music For Young America Co.
Music Incorporated
Music Manuscript Reporter
Music Products, Inc.
Music Row Publications
Musicana, Inc.
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Mustang Music Pub. Co.
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Nash Chain Song Service, The
Nacham Nardi
National Association For Blind Composers, Inc.
National Broadcasting Co., Inc.
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Nationwide Songs, Inc.
Nelson, Overson Publications
Neptune Music Publishers
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New England Song Publishing
New Era Music Corporation
New Harmony Music Publishers
New York Music Publishing Co.
Newton, Al
Niehoff, Dolorosa
Niksch, Donald E.
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Nolan Music Co.
Nolton, Frances Stuart
Nordoll Music Co.
Normandy Music, Inc.
Normay Music Company
Northeastern Music Company, The
Northern Bell Music Pub. Co.
Nosnaws Music Company
Note Music Co.
Noteworthy Music, Inc.
Nu-Tune Music Corporation
Nu-View Publications
Oahu Publishing Company
Ocean-Spray Music Company
Olin, Milton E.
Oliver-Jacobs Music
Olson, Nils
Olympian Agencies
Onyx Publishers
Orange Music Publishers
Oree Music
Original Music Publishing Co., Inc.
Oriole Tunes
Orpheum Music Corp.

Osvaldo Farres Music, Inc.
Otten & Kemp
Out West Music Publisher, The
P. M. Music Publishing Co.
Pace Music Co.
Pacific Coast Music Publishers
Pacific Music Publications
Palladium Music Publishing Co.
Palomar Music Corp.
Pan-American Publications
Parade Music Company
Paradise Music Company
Paragon Music Corp.
Paragon Publishers
Paris, James B.
Pastor Music Co.
Paterson, James A.
Patmar Music Company, Inc.
Patriotic Music Publishing Co.
Paty Publishing Company, The
Paul Reiner Music Pub. Co., Inc.
Paxon, Margaret O.
Pearl Music Company, Inc.
Peer International Corporation
Peerless Music Publishing Co.
Pelkonen, Matt, Music Co.
Peloubet, William Spalding
Pemora Music Company, Inc.
Penn-Sylvan Publications
Personal Publications
Peskin Music Publishing Co.
Phoenix Music Corp.
Phono-Tunes Music Company
Pittman, Pete, Publications
Pitts, P. S., Publications
Plamor Music Company
Plumb, Neely Publishing Co.
Pond, Frank, Music Company
Porgie Music Corporation
Portland Music Company, The
Prelude Music Co. (E. B. Marks)
Premier Music Publishing
Prestige Music
Preview Music Co., Inc.
Pre-View Publications
Princess Publications
Pritchett Publications
Professional Music, Inc.
Pro Musica Publishing Co.
Propoggio, R. N.
Prosser Music Publishing Co.
Proven Publications
Putman Publications
Quaker Music Company
Quality Music Company, Inc.
Quincy Music Publishers
R. R. Publishers
R. S. Rose Publishing Co.
Radio & Video Music Publishing Company
Radio Music Company
Radio Music Publishers
Radio-Recording Songs, Inc.
Radio Screen Music Pub. Co.
Rainbow Melodies Music Co.
Rainbow Music Corporation
Rainbow Music Publishers
Rainier Music Publishers
Rancho Music
Randolph, Al, Publications
Ray Music Publishing Company
Raybert Music Company
Raymond Music Corp.
Raymond, William
Raymor-McCollister Music Publishers
Rayven Music Co., Inc.
Real Music Company
Record Music Publishing Company
Recordo Music Publishers
Red River Songs
Redskin Publishing Co.
Redwood Music Co., Inc.
Reeny Rhythms
Rees, H. E., Music Publishers
Reeves, John Frank
Regal Music Company
Regal Music Company, Ltd.
Regent Music Corp.
Reid & Singer Music Publishing Co.
Remarque Music Publishing Co.
Remington Music
Renown Music, Inc.
Republic Music Corporation
Retter, Louis, Music Company
Revell, Thomas H.
Reveille Music Co.
Rex Music Publishers
Rhodes, David W.
Rhythm Publishing Company
Rhythms Of The West
Richardson Songs
Ricordi, G. & Co.
Rinehart, Marion W., Music Enterprise
Ringwald Publications
Rinker, Charles, Music Pub.
Rion, Johnny
Riverdale Music Co.
Rivervale Music, Inc.
Roberts, Virgil, Publishing Co., Inc.
Rod Jon Music Company
Rodenberg, Edward L.
Romance Music Publications
Romaunt Music Publications
*Romay Music, Inc.
Roque, Julio
Rork, Ernest A., & Son
Rosemart Music Co.
Rosetti, Joseph
Roslyn Music Company
Ross & Howard
Rossi, Edward
Rossi, Edward and Louis
Roth, Howard H., & Co., Inc.
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Roxy Music Corp.
Royal Crown Music Company
Royal Gorge Music Publishing
Royal Music Corporation
Royalty Music Company
Rubens, Mark
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Rujanart Music Publications
Rumbalero Music, Inc.
Russell, Willard
Russian-American Music Publishers, Inc.
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Savoy Music Company
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Saxonette Music Company
Scala Music Publishers
Schael, August, Company
Scheuerle Bros. Music Publishers
Schillinger, Arthur E.
Schirmer, E. C., Music Co.
Scholl Publishing Company
Schumann Music Company
Scripter's
Seattle Music Publishing Co.
Seidel, Emil, Music Pub'g Co.
Sentinel Music Publications
Serac Publishing Co.
Sgambellone, G., Music Publishers
Shavers, Herman
Shaw, Charlie, Publications
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Shelby Music Publishing Co.
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Shields Music Corporation
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Show-Biz Music Co.
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Singer, Murray, Music Pub.
Singmore Music Publishers
Siravo Music Company
Skrivanek Music
Skylark Songs
Skyline Music Publishers
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Smart Songs Publishing Co.
Smith, Bob
Smith, Jerry, Publications
Smith Publications
Snell, Ethel, Publishing Co.
Snyder, Fenton Publications
Sobeck, Rosina
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Soergel, Oscar

Sommers, Henry J.
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Song-Ranch Publications
Song Shop, The
Song-Tex Music Company
Song Writers' Cooperative, Inc.
Sonorous Music Co., Inc.
Sons Music Pub. Co.
Sophisticate Music, Inc.
Sorority Fraternity Record Co.
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Spitzer Songs, Inc.
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Staff Music
Staff Music Corporation
Stan-Host Melodies
Standard Publications
Star Music Co.
Stark Music Printing Company
Starlight Music Company
Stavin Milt, Music Company
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Stein, Rose Yvonne
Stern, Jos. W., & Co. (E. B. Marks)
Stern Music Publishing Co.
Steven, Arthur Publications
Stevens Music Company
Stevens Music Corporation
Stevens, Thomas A.
Stone, Irving
Stone Jack & Associates
Stover Music Company
Strand Press Music Publishers
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Stuart Music, Inc.
Stuart Hambleu Music Co.
Sudlik & Siegel
Sultan Associates
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Sunnyside Music Publications
Sunrise Music Company
Superior Melodies Publishing Co.
Sutton Music Company
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Sweet Music Publications
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Swing & Tempo Music Co.
Swing Music Publishers
Symbolic Music Publishing Co.
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Szathmary, Irving
Tannen Music, Inc.
Taps Agency
Tara Music Company
Tele-Mus Publishing Company
Tennessee Music Corp.
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Tic-Toc Publishing Company
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Tiffany Productions, Inc.
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Time Music Company
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Tinker, Bill
Tobby Music Publishers
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Tompkins, Clarence F.
Tompkins, Clarence & Cuff, Paul
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Topik Tunes
Tourjee, Leo Eben
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Transatlantic Music Company
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Tune Towne Tunes
Turner Tunes, The
Turnpike Music, Inc.
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Uhl & Ware
Ultra Music Company
Unger Music Publisher
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United Artists Publishing Co.
Universal Music Sales
University Music Co.
University of Toledo
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Valjean Music
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Van Brunt Publishing Company
Van Dorn
Van Russ Music
Vance Music Company
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Versailles Music Co., Inc.
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Victory Music Company
Village Music Co.
Vogue Music Corporation
Volunteer Music Pub. Co.
Volunteer Music Sales Co.
Von Hallberg Music Company
Wade Franklin, Publications
Wahl, J. Frederick
Walden, Orville C.
Waldman, Irving, Music Pub.
Wallace Publishing Company
Ward, Allan W., Music Pub.
Warner Studio
Warren Publications
Washburn, Rozella T.
Washington Music Bazaar
Waterss Music Publishing Co.
Watkins Music, Inc.
Watson, W. A.
Wayne, D., Music Publishing
Weaver, Jesse E.
Webster Music Company
Weeks, Publisher
Wemar Music Corporation
Wentworth, Martha
Wesjay Music Corp.
West Coast Music Publishers
Whimsy, Ltd.
White Mountain Music
White Way Music Company
Whitney, F. E., Publications
Wilcox Music Publishing Co.
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Williams, Albert
Wilson Publishing Co.
Winchester Music Inc.
Winfield Music, Inc.
Wing Music Corp.
Winner Music
Winters, Leo, Inc.
Winthrop, G. & Company
Wise Music Publications
Witro Music Publishing Co.
Wizell, Murray, Music Co.
Wolfe, Hugh J.
Wood Song and Record Co.
Woodward, Harry, Music Pub.
Woodland Music Company
Woods Music Co.
World Music Co.
Worldwide Music Publishers
Wright Publishing Company
Wrightman, Neale Publishers
Wyner Music Publishers

NOTE: BMI publishers of Religious Music, special releases of individual compositions and the scores and songs of colleges and universities, are not included in this listing.

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By M. E. TOMPKINS
President and Secretary

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SESAC, Inc.

By PAUL HEINECKE

President

IN contemplation I realize that for a long time I have been devoting my energies to the cause of music. It has been from a place in the world of music that I have witnessed each phase of the growth and change of the half century. Fifty years with melody — and twenty of those satisfying years at the helm of SESAC. As we leave a momentous year and meet the challenge of the next, I think it more fitting to dwell for a moment on the shape of musical things as they are, than those to come.

SESAC's purpose, generally speaking, has always paralleled the industry's — to satisfy a growing need for rewarding listening across the land. Its publishers have made steady strides in the public interest — contributing to the American culture, catering to the fundamental musical tastes of our people.

We are today making available to all music users the works in over 200 outstanding catalogs, an immense repertory of durable standard music that will continue to grow and go on meeting the test of time. SESAC music, by virtue of our complete Performance License coverage, now blankets the nation.

I am glad to also report that our SESAC Transcribed Library — has become a solid sales stimulant and a real Radio Station operational support — presently at 4000 brilliantly produced selections as well as hundreds of bright salable script shows commercially tested and proven — a fine volume of program notes and a practical, workable Catalog of Bridges, Moods and Themes.

We are proud to offer our big, complete and different Library Service at a rate within every station's reach. It should be of particular satisfaction to discriminating broadcasters who demand balanced musical fare, as light on the ears as on the budget.

Music shall always be a great force in our way of life. Whatever the future asks of radio, SESAC shall continue to mean good listening with "the Best Music in America."

My warmest greetings to you all. May 1951 be the harbinger of lasting good will at home and abroad.

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Braun Organization, The

Breuer, Harry, 1650 Broadway, New York 19

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Huffer, Fred K.
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Dean & Edmiaston
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Trio Music Co.
Fitzsimons, H. T., Co., Inc., 615 N. LaSalle St., Chicago 10
Forberg, Rob., 2303 Pershing St., Durham, N. C.
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Future Music (See National Music Co., Inc.)

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Hoffman, Raymond A., Co., 118 W. Ohio St., Chicago 10
Holbrooke, Josef (See Modern Music Library)
Huffer, Fred K. (See Chart Music Publishing House, Inc.)

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Idzikowski, M. (See "P.W.P.")
"IPA," Israel Publishers Agency, P. O. Box 4345, Tel Aviv, Israel
including:
"Iscam," Israel Society of Composers, Authors and Music Publishers, Tel Aviv, Israel
Edition Hazemer, Tel Aviv, Israel
Edition "Pizmon," Tel Aviv, Israel
Edition Gil-ron, Tel Aviv, Israel
Wilensky, Moshe, Tel Aviv, Israel

"Iscam," Israel Society of Composers, Authors and Music Publishers (See "IPA," Israel Publishers Agency)
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Jewell, Fred, Music Co., Worthington, Ind.

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Keene, Hank, Inc., South Coventry, Conn.
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Lillenas Publishing Co. (See Nazarene Publishing House)
Littig, Frank, Music Publishing Co. (See Chart Music Publishing House, Inc.)
Liturgical Music Company (See McLaughlin & Reilly Co.)
Liturgical Music Press, Inc., 68 West 125th St., New York 27

Maciejowski, ZB. (See "P.W.P.")
Markiewicz, Adam (See "P.W.P.")
McLaughlin & Reilly Co., 45 Franklin St., Boston 10
including:
Liturgical Music Company
Catholic Music Co.
Also including published copyrighted compositions taken over from:
Wm. E. Ashmall & Co.
Berge Music Company
John Singenberger
Otto Singenberger
Gilbert Music Company
Mercury Music Corp., 47 W. 63rd St., New York 23
including:
Music Press, Inc.
Weaner-Levant Publications
Weaner, Maxwell
Modern Music Library, 55 Alexandra Road, London, N.W. 8, England
including:
Josef Holbrooke
Moniuszko Publishing Co. (See Zalewski, B. J.)
Morris-Henson Music Co. (See Henson, J. M. Music Co.)
Music Press, Tuskegee Institute, Ala.
including:
Dawson, William L.
Music Press, Inc. (See Mercury Music Corp.)
Music Products Corp. (See Pallma Music Products)
National Music Company, 3404 Avenue G, Fort Worth, Texas
including:
Ferrill, J. W.
Quartet Music Company
Thomas, Alvis O.
Thomas, J. E.
National Music Company, Inc., 69 W. Washington St., Chicago 2
including:
A bright Music Company
Bendix Publishing Corp.
Broadcast Music Publishers
(*See Hanson, Eddy*)
Capitol Music Co.
Fairbank, H. W., Company
Future Music
Hart's Music Company
Popular Music Publications
Select Music Company
Standard Music Company
(*See Hanson, Eddy*)
Standard Songs
(*See Hanson, Eddy*)
Windsor Music Company
Also including published copyrighted compositions taken over from:
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Nattrass-Schenck, Inc., 141 W. 45th St., New York 19
Nazarene Publishing House, 2923 Troost Ave., Kansas City 10, Mo.
including:
Lillenas Publishing Co.
Network Music Publishers (See Top Music Publishers, Inc.)
Northwestern Press, The, 2200 Park Ave., Minneapolis 4, Minn.
Nowa Scena, Warsaw, Poland
Nowacki, Henryk X. (See "P.W.P.")

Oak Ridge Quartet Music Company, 220 Woodland Street, Nashville 6, Tenn.

Pagani, O., & Bro., 289 Bleecker St., New York 14
Pallma Music Products Corp., Beaumont, Calif.
including:
Pallma, Frank, Music Publisher
Music Products Corp.
Babwin Publications
Quincke, Walter A. (*Compositions as per list issued.*)
Panella, Frank A., 273 Clearview Ave., Pittsburgh 5, Pa.
Paragon Music Publishers, 83 Fourth Ave., New York 3
Parks, J. A., Company, The, 223 W. Lake St., Chicago 6
Parris Music Co. (See Stamp's Quartet Music Co.)
Parris, O. A. (See Stamps Quartet Music Co.)

Perry, F. Clark, Co. (See Tennessee Music and Printing Co.)
Perry's Sons, A. W., Sedalia, Mo.
Pioneer Music Press, 975 South West Temple, Salt Lake City 4, Utah
including:
Wheelwright, Lorin F.
Podgorski, I., 2233 Orthodox St., Philadelphia 37, Pa.
Polonia Publishing Co. (See Zalewski, B. J.)
Polskie Towarzystwo Muzyki Wspolczesnej, Warsaw, Poland (See "P.W.P.")
Poltawski, Aleksander (See "P.W.P.")
Pomeranski, Zygmunt (See "P.W.P.")
Popular Music Publications (See National Music Company, Inc.)
Pro Arte (See Editions Pro Arte)
"P.W.M.," Polskie Wydawnictwo Muzyczne, Krakow, Poland
"P.W.P." Przedstawicielstwo Wydawnictw Polskich (Association of Polish Publishers), Warsaw, Poland
Affiliates:
Adamus, A.
Adamus, Zenobiusz
Barwicki, K. T.
Czytelnik-Warsaw
Edition "Jastrzab"
including:
Rudnicki, Walery
"W. J. R."
Rzepecki, J.
Editions Pro Arte
Idzikowski, M.
Jastrzab
Maciejowski, Zb.
Markiewicz, Adam
Nowacki, Henryk X.
Polskie Towarzystwo Muzyki Wspolczesnej
Poltawski, Aleksander
Pomaranski, Zygmunt
Pro Arte
Seyfarth, G.
Slaski, H.
Towarzystwo Wydawnicze Muzyki Polskiej
Wiehler, Z.
Witczyk, Stanislaw
"Zaiks" Zwaikzu Autorow, Kompozytorow I Wydawcow
Zak, Czeslaw
Zaremba, Alojzy

Quartet Music Company (See National Music Company)
Quincke, Walter, A. (See Pallma Music Products)

Radio City Guitar Studio, 32-18 88th St., Jackson Heights, L. I., New York
Ramsey, Will M. (See Central Music Co.)
Ramsey & Parker (See Firm Foundation Publishing House)
Revival Music Company, The, Searcy, Ark.
including:
Walls, W. M.
Ricart & Cia, Luis, S. L., Via Layetana 13, Barcelona, Spain.
Rondo Publications (See Harmonia Edition Publishing Co.)
Rozan Publishing Co. (See Zalewski, B. J.)
Rudnicki, Walery (See "P.W.P.")
Rzepecki, J. (See "P.W.P.")

Sacred Music Foundation, The, 558 South Hope Street, Los Angeles 13, Calif.
including:
Tovey, Herbert G.
Craig, Ivy E.
Sajewski, W. H., Music Publishing Co., 1017 Milwaukee Ave., Chicago 22
Schmidt, Arthur P., Co., The, 120 Boylston St., Boston 12
Schmitt, Paul A., Music Company, 86-88 S. 10th St., Minneapolis 2, Minn.
including:
Selmer, H. & A., Inc. (Compositions as per list issued.)
Schuberth, Edward, & Co., Inc., 240 W. 55th St., New York 19
Sebren, George W., Music Co. (See Tennessee Music & Printing Co.)
Select Music Company (See National Music Company, Inc.)
Selmer, H. & A., Inc. (See Schmitt, Paul A., Music Company)
Seyfarth, G. (See "P.W.P.")
Showalter, A. J., Company, The (See Tennessee Music & Printing Co.)
Simon, Frank, Box 208, Middletown, Ohio
Singenberger, John (See McLaughlin & Reilly Co.)
Singenberger, Otto (See McLaughlin & Reilly Co.)
Sisk Music Company, The (See Stamps-Baxter Music & Printing Co.)
Slaski, H. (See "P.W.P."
Slater, Will W., Box 7178 Sylvania Station, Fort Worth 11, Texas
Smith, Wm. J., Music Co., Inc., 254 W. 31st St., New York 1
Southern Music Plate Co. (See Henson, J. M., Music Co.)
Stamps-Baxter Music & Printing Company, Box 4007, Dallas 8, Texas; Chattanooga, Tenn.; Pangborn, Ark.
including:
Beazley, Samuel W., & Son (Publications copyrighted in 1925 and thereafter.)
Sisk Music Co.
Stamps, V. O., Music Company

Stamps Quartet Music Company, Inc., 916-18 West Jefferson Blvd., Dallas 8, Texas
including:
Parris Music Co.
Parris, O. A.
Standard Music Company (See National Music Company, Inc.)
Standard Songs (See National Music Company, Inc.)
Stirling Music Publishing Co., 117 W. 48th St., New York 19
including:
Avalon Music Publishing Co.

Target Music Co. (See Goddard Publishing Corp.)
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Tennessee Music & Printing Co., Cleveland, Tenn.
including:
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Denson Trio Music Co.
Denson-Parris Music Co.
Hall Music Co., The (Publications as per list issued.)
Perry, F. Clark, Co.
Sebren, George W., Music Co.
Showalter, A. J., Co., The
Thomas, Alvis O. (See National Music Company)
Thomas, J. E. (See National Music Company)
Top Music Publishers, Inc., 74 Riverside Drive, New York 24
including:
Kanner Music Publishing Co.
Network Music Publishers
Tovey, Herbert G. (See Sacred Music Foundation, The)
Towarzystwo Wydawnicze Muzyki Polskiej, Warsaw, Poland (See "P.W.P.")
Treasure Chest Publications, Inc., 240 W. 55th St., New York 19
Trio Music Co. (See Firm Foundation Publishing House)
Tuskegee Institute (See Music Press—William L. Dawson)

Vaughan, James D., Music Publishers, Lawrenceburg, Tenn.
Vitak-Elsnic Co., 4815 S. Ashland Ave., Chicago 9
including.:
Georgi and Vitak Music Co.

Walls, W. M. (See Revival Music Co.)
Warde, Harry (See Chart Music Publishing House, Inc.)
Warner, F. Eugene (See Chart Music Publishing House, Inc.)
Warszawskie Towarzystwo Muzycne (Warsaw Music Society), Warsaw, Poland
Weaner, Maxwell (See Mercury Music Corp.)
Weaner-Levant Publications (See Mercury Music Corp.)
Wells, Kenneth H., 445 N. Central Ave., Chicago 44
Western Accordion Music Company (See Chart Music Publishing House, Inc.)
Wheelwright, Lorin F. (See Pioneer Music Press)
Whitney Blake Music Publishers, 1585 Broadway, New York 19
Wiehler, Z. (See "P.W.P.")
Wilensky, Moshe (See "IPA," Israel Publishers Agency)
Windsor Music Company (See National Music Company)
Winsett, R. E., Dayton, Tenn.
Witczyk, Stanislaw (See "P.W.P.")
"W.J.R." (See "P.W.P.")
Wydawnictwo Muzyczne Arcta, Nowy Swiat 35, Warsaw

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— A —

ABLETT, KEN
Ken Ablett Sings
WCEN, Mt. Pleasant, Mich.
ACEVADO, MARIA ESTHER
WVJP, Caguas, P. R.
ADOLPHSON, IDA MAE
Songs of the Cross
KUOA, Siloam Springs, Ark.
AIKEN, DICK
Dick Aiken Sings
WTRR, Sanford, Fla.
ALBERT, EDDIE
Saturday Date
WTRY, Troy, N. Y.
ALEXANDER, DURELLE
Your Song and Mine
WBAP-TV, Fort Worth, Tex.
ALLEN EMORY
Songs for Sunday
WRBL, Columbus, Ga.
ALM, JEANNE
Jam For Supper
WDAY, Fargo, North Dakota
ALMAGUER, ROSITA
Dance Time
WOAI-TV, San Antonio, Tex.
AMERICA, TRIO
WCMN, Arecibo, P. R.

ANDERSON, LES CARROT TOP
TV Shows: Carrot Top Anderson; Dude Ranch Varieties; Home Town Jamboree. Harmony House Radio Show, MBS. Recording Artist for Decca.

ANDERSON, MARTHA
KXEO, Mexico, Mo.
ANDERSON, PAUL
Breakfast With Bigelow's
WJTN, Jamestown, N. Y.

ANDREWS SISTERS
Club 15, CBS.

ARCHER, GENE
Here's Archer
WRC Washington, D. C.
ARMEN, KAY
Stop the Music (AM)
ABC
ARTHUR, GEORGE
Dinner Bell Round Up
WNAX, Yankton, S. D.
ASHBY, ALVIN
Toast 'n Coffee
WGBF, Evansville, Ind.
ASHMAN, MICHAEL
Evening Serenade
KTOH, Lihue, Kauai, T. H.
ATKISSON, PHIL
KINS, Independence, Kansas
ATTAR, VIRGINIA
Dream Girl
WJHP, WMBR-TV, Jacksonville, Fla.
AUSTIN, GENIE
Chow Time & Saturday Jamboree
KFH & KFH-FM, Wichita, Kansas
AUSTIN, WOOD
Singing Milkman
KTTR, Rolla, Mo.
AXELBENDER, ELMER
Elmer's Scrapbook
KSIB, Creston, Iowa

— B —

BAILEY, GENE
WWYO, Pineville, W. Va.
BAKER, CARL
Carl Baker Sings & Laugh With the Ladies
WISH, Indianapolis, Ind.

BAKER, DICK "Two Ton"
(See Artists).

BAKER, JOY
Songs to Remember
WBBZ, Ponca City, Okla.
BAKER, SHELDON
Hillbilly Hayride
WIRA, Ft. Pierce, Fla.
BALLOU, MONTE
Dixieland Jazz
KGON, Oregon City, Ore.
BARBER, LOUISE
Singer-Bob Smiley Show
WGAR, Cleveland, Ohio
BARFIELD, WARREN
Barfield & Scott
WPTF, Raleigh, N. C.
BARLOW, JERRY
Hi Neighbor
KLOU, Lake Charles, La.
BARNES, ANNIE KATE
Songs for Sunday
WELR, Roanoke, Ala.
BARR, VIRGINIA
Open House
KFOR, Lincoln, Nebr.
BARRETT, LYNNE
WPTZ, Philadelphia, Pa.
BASIL, TROY
Chuckwagon Jamboree
WKAY, Glasgow, Ky.
BASS, DOUG
Hi Neighbors
WFLA, Tampa, Fla.
BAUER, JOAN
KWHN, Ft. Smith, Ark.

BAVAAR, TONY
Club 7, ABC-TV; Wendy Barrie, WABD-Dumont; Vincent Lopez, WABD-Dumont; Arthur Godfrey, CBS; Moods & Melodies, NBC; Paula Stone, WNEW.

BEAN, BONNIE
Songs by Bonnie Bean
KROS, Clinton, Iowa

BEASLEY, IRENE
Grand Slam, CBS.

BEE, BENNY
Your Song For Today
WHOK, Lancaster, Ohio
BELL, BOB
Breakfast, Frolic
KFH & KFH-FM, Wichita, Kansas
BELL, WANEVA
KWTC, Barstow, Cal.
Shopping With Sandy
BELLAMY, TOMMY
WKAY, Glasgow, Ky.
BELOTE, GRACE
WTJH, East Point, Ga.
BENNETT, JEANNE
WBNS, Columbus, O.
BENSON, JUNE
Listen Ladies
WIRC, Hiskory, N. C.
BERLIN, PAUL
KNUZ, Houston, Tex.
BERNIER, DAISY
Fred Waring Show
CBS-TV
BERRAR, CAROL
Hobnail, Corners
KOMO, Seattle, Washington
BEVERLY, ELAINE
Brunch
KDKA, Pittsburgh, Pa.
BINKLEY, JEAN
Star Time
WAND, Canton, O.
BLACK, BETTY
KECA-TV, Hollywood, Cal.
BLACKWOOD, PATSY
Pat Blackwood Sings
KTAT, Frederick, Okla.

BLAINE, JIMMY
(See Announcer-M.C.).

BLAIR, VICKIE
WTMC, Ocala, Fla.
BLANCHARD, CHARLES
Standard Furniture Morning Watch
WROW, Albany, N. Y.
BLANCHARD, LOWELL
Midday Merry Go Round
WNOX, Knoxville, Tenn.
BOLAND, NORM
WFBG, Altoona, Pa.
BOND, ANN
Western Barn Dance
KWFT, Wichita Falls, Tex.
BONDS, GRANDPAPPY LEE
WGWD, Gadsden, Ala.
BOUCK, LOUIS
Name the Song
WMTC, Vancleve, Ky.
BOULETTE, WILLIE
Kove Ranch Time
KOVE, Lander, Wyoming
BREEN, PAT SHOW
KTUL, Tulsa, Okla.
BRETT, ROBERT
Can You Sing It
WSAV, Savannah, Ga.
BRIANT, NEOMA
Tel-A-Shop
WDSU-TV, Louisville, Ky.
BROOKS, FOSTER
The Foster Brooks Show
WAVE, Louisville, Ky.
BROOKS, LYN
Standard Furniture Morning Watch
WROW, Albany, N. Y.
BROWN, ART
WIMA, Lima, Ohio



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BROWN, DICK
Stop The Music (AM)
ABC
BROWN, JUDY
WHAL, Shelbyville, Tenn.
BROWN, PHIL
The Phil Brown Show
WMOU, Berlin, New Hampshire
BRUCE, MURIEL
WMBR-TV, Jacksonville, Fla.
BURNS, FREDDIE
Tenn. Jamboree
WHBQ, Memphis, Tenn.
BURRELL, JOAN
Songs with Joan
WCDL, Carbondale-Honesdale, Pa.
BURY, CHESTER
WSBC, Chicago, Ill.
BUSWELL, LILLIAN
My America
KODI, Cody, Wyoming
BUTCHER, JACK
Parade of Grocers
KWPC, Muscatine, Iowa

— C —

CAHILL, BOB
WOW-TV, Omaha, Neb.
Cahill's Corner
CAMERON, BARBARA
TV Dreamhouse
WKRC-TV, Cincinnati, Ohio
CAMPBELL, CHRISTINE
WALT, Tampa, Fla.
CAMPBELL, DICK
Song of the Day
WDVA, Danville, Va.
CAMPBELL, POLLY
Polly, The Singing Sweetheart
KFBI, Wichita, Kansas
CANOVA, JUDY
B. Nov. 29, 1916, Jacksonville, Fla.; The Judy Canova Show, NBC.
CAROLINA RANGERS
WGBG, Greensboro, N. C.
CARR, NANCY
Chicago Theater of the Air
WGN, Chicago, Ill.
CARROLL, GLORIA
Beantown Varieties
WEEI, Boston, Mass.
CARSON, KEN
Garry Moore Show
CBS-TV
CAWLEY, BOB
Bob Cawley Show
KPHO-TV, Phoenix, Ariz.
CHANDLER TRIO
Trio Time
WTOM, Bloomington, Ind.
CHARLES, VIOLET
Hyme Time
KCOG, Centerville, Iowa
CHURCHILL, STUART
Fred Waring Show
CBS-TV
CLAIR, DOROTHY
The Dream Busters, Coffee and Cakes
WXYZ-TV, Detroit, Mich.
CLAIR, SHIRELY
Malloy & Company
KGO-TV, San Francisco, Calif.
CLARK, NINA MAE
Nina Clark Show
WNAG, Grenada, Miss.
CLAY, JEFF
Musical Jackpot
WATV, Newark, N. J.
CLINE, BEA
Bea Cline Sings
WWOD, Lynchburg, Va.
CLOONEY, ROSEMARY
Robert Q's Matinee; Songs for Sale
CBS-TV
COLE, LYN
KPRC, Houston, Tex.
COMO, PERRY
Chesterfield Show, CBS-TV.
CONLON, JUD, RHYTHMAAIRES
Bing Crosby Show
CBS
COLLIER, NANCY
Music Box
WGLS, Decatur, Ga.
COOK, JIMMY
Buy Hawaiian
KGMB, Honolulu, T. H.
COOK, JOE & LOIS
690 Club
KGGF, Coffeyville, Kansas
CORNWALL, ARTHUR
Shut-In Hour
WGCD, Chester, S. C.
COULDSON, EDITH
Date With Edith
WEAM, Arlington, Virginia
CRAVEN, MARGIE
Breakfast at Bishops
KOME, Tulsa, Okla.
CROOK, MARIAN
Jim O'Neill Show
KOWH, Omaha, Nebr.

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STARRING

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Sunday Night
CBS Network

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Tony Martin Show

Colgate Musical Comedy Hour

NBC
Television Network

• • Vocal Artists • •

CROSS, KEN
Coffee Time
WPLI, Jackson, Tenn.

— D —

DADDAN, TED
KCUL, Ft. Worth, Tex.
DAHLSTROM, EARL
KLIX, Twin Falls, Ida.
DALE, ALAN
July 9, 1925, Brooklyn, N. Y.; Sing It Again, WCBS-TV, AM; Milton Berle, WNBT; Ed Sullivan, WCBS-TV; Alan Dale Show, WABD; Alan Dale Show, WCBS-TV; Broadway Open House, WNBT.
ROBERT DALTON HAPPY SMILING BOYS
WGBG, Greensboro, N. C.
DANA, JOE
Dana on Discs
KOY, Phoenix, Ariz.
DANE, DONNA
Operation March
WMBM, Miami Beach, Fla.
DARR, MOLLY
Barndance Show
WSHA, Chambersburg, Pa.
DATA, MARISHA
Polish Poppies
WSBC, Chicago, Ill.
DAVIS, ANDY
Western Memories
WVOS, Liberty, N. Y.
DIEHL, JINNY
WCAU, WCAU-TV, Philadelphia, Pa.
DAVIS, JANETTE
Arthur Godfrey Time (Radio), Arthur Godfrey And His Friends
CBS-TV
DAVIS, MILDRED
The Night Watchman
KTHT, Houston, Tex.
DAWN, MARION
Club 1300
WFBR, Baltimore, Md.
DAY, DENNIS
Jack Benny Program
CBS
DAY, MERRY
Our Third Street
KBUN, Bemidji, Minn.
DAY, JACK
Great Day with Jack Day
WNAR, Norristown, Pa.
DAYUBE, SYLVIA
Sylvia Sings
WWSC, Glens Falls, N. Y.
DEAN, BILLY
Billy Dean Show
WNAX, Yankton, S. D.
DEER, JIMMIE
Jimmie Deer Show
WDAR, Savannah, Ga.
DEL AND JIM
Jim and Del
WFMJ, Youngstown, Ohio
DelMAR, DOLORES
Lee Kelton Orchestra
WJAS, Pittsburgh, Pa.
DEMPSTER, FRANCES
Frances Dempster Sings, Ann of Anagold
KWKW, Pasadena, Cal.
DESMOND, JOHNNY
The Breakfast Club, ABC; The Don McNeill TV Club, ABC-TV; Johnny Desmond Goes to College, ABC. M-G-M Recording Artist



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KAY KYSER SHOW
NBC-TV

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7:05 to 7:30 P.M.





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DEVINE, JOHNNY
Same
KISD, Sioux Falls, S. D.
DIAZ, BOBBY
Bobby Diaz Sings
WPRP, Ponce, P. R.
DICK, BOBBY
WREN, Topeka, Kansas
DICK, GERALDINE
WREN, Topeka, Kansas
DIXIE TRIO
WJMW, Athens, Ala.
DOREY, RAY
Ken & Bill with Ray Dorey
WHDH, Boston, Mass.
DORR, RUSSELL A.
Open House in Studio A
WGAN, Portland, Me.
DOUGH, WHITNEY & HIS MUSICAL
Ministers
Melody Time
WAMS, Wilmington, Del.
DOUGLAS, ANN
WFBM-TV, Indianapolis, Ind.
DUGAN, JOHNNY
On the Beat, Morning Matinee
KNBH, Hollywood, Cal.
DUNLAP, MILES
Songs to Remember
WBBZ, Ponca City, Okla.
DUQUETTE, DON
Your Songs
WKNE, Keene, New Hampshire

— E —

EDEN, RICHARD PROGRAM
KTAT, Frederick, Okla.
ELLINGTON, HAZEL
Hazel & Her Guitar
KWAD, Wadena, Minn.
ELLIOTT, JERRY
KCUL, Ft. Worth, Tex.
ENDICOTT, JIM
Coffee Time
WHFB, Benton Harbor, Mich.
ESMERELDY
Tenn. Jamboree
WHBQ, Memphis, Tenn.
ESTES, DON
Voice of the Gospel
KTOK, Oklahoma City, Okla.
EVANS, DENNY
Song Time with Denny
WASA, Havre de Grace, Md.

— F —

FAGAN, JEANNE
Jim & Jeanne Show
WXRA, Buffalo-Kenmore, N. Y.
FANSLER, DICK
Dick Fansler Show
WMDN, Midland, Mich.
FARRELL, SKIP
Skip Farrell Show
WCFL, Chicago, Ill.
FIELDS, LEE
Vincent Lopez, WABD-Dumont; Vanity Fair, WNBT; John Conte's Little Show, WNBT; Zeke Manners Show, WJZ-TV; Ted Steel, WPIX.
FIELDS, MARGIE
Studio Matinee
WMBD, Peoria, Ill.
FINCH, DOROTHY
WTJH, East Point, Ga.
FISHER, RUSS & JO
WKCT, Bowling Green, Ky.
FIVE STAR QUINTET
WSTP, Salisbury, N. C.
FLEMING, BOB
The Bob Fleming Show
KAYS, Hays, Kansas
FONTAINE SISTERS (BEA, MARGE & GERI)
Perry Como Show
CBS-TV
FORD, LUCKY
Oklahoma Playboys
KMAC, San Antonio, Tex.
FOWLER, SAM
Happy Sam the Banjo Man
WIRC, Hickory, N. C.
FOX, MARJEAN
Easy Does It
KTUL, Tulsa, Okla.
FRANCIS, CAROL
KALL, Salt Lake City, Utah
FRIELING, JIM
Jim & Jeanne Show
WXRA, Buffalo, N. Y.

— G —

GARIN, LLORRAYNE
WPBC, Minneapolis, Minn.
GARRETT, PATSY
Patsy At Three
WLEE, Richmond, Va.
GARRISON, JOAN
Garrison Trio
KLVT, Levelland, Tex.
GARRISON, JOE
The Garrison Trio
KLVT, Levelland, Tex.



GAYLORD, CHET
The Chet Gaylord Show
WAAB, Worcester, Mass.

GIRARD, ARMAND
Armand Girard Show
KGO-TV, San Francisco, Calif.

GILLETTE, MARION
WJR, Detroit, Mich.

GLASS, BILL
Glass Showcase
KOTV, Tulsa, Okla.

GOERS, HANNABELLE
Harmonies by Hannabelle
KROS, Clinton, Iowa

GOFF, HARRY
Greetings From Goff
WDEM, Providence, R. I.

GOLDEN, CLIFF
Golden Melodies
WAOV, Vincennes, Ind.

THE GOLDEN LINKS
Songs by the Golden Links
WLAG, LaGrange, Ga.

GOLDEN, ROY
The Drifting Playboy
WGAA, Cedartown, Ga.

GOLDENNAIRES QUARTET
WAVZ, New Haven, Conn.

GUNTER, HARDROCK
Golden River Boys
WAPI, Birmingham, Ala.

GOODMAN, GORDON
Fred Waring Show
CBS-TV

GORDON, AL
Oklahoma Playboys
KMAC, San Antonio, Tex.

GORDON, ANITA
Hollywood Studio Party
KTTV, Los Angeles, Calif.

GRANDPAPPY NERIT
Jamboree
WLAQ, Rome, Ga.

GRANT, JANE
Jane Grant Show
KMOX, St. Louis, Mo.

GREER, CECIL
Early Morning Tunes
KSIJ, Gladewater, Texas

GRIFFITH, GENE
Morning Matinee
WLW-T, Cincinnati, O.

GRISE, TONY
Melody Matinee
WCCO, Minneapolis, Minn.

GROVE, BETTY ANN
B. Arlington, Mass.; Stop the Music, ABC; Bert Parks Show, NBC; Paul Whiteman Revue, ABC.

— H —

HAGAMAN, CHARLIE
Midday Merry Go Round
WNOX, Knoxville, Tenn.

HALE, CHARLOTTE
Music For You
WHEN, Syracuse, N. Y.

HALLE, MURIEL
Reniew Musicals
WHDH, Boston, Bass.

HALLIDAY, GLORIA
TV WAAMboree
WAAM-TV, Baltimore, Md.

HAMILTON, DAVE
Dollar Derby
WLW-D, Dayton, O.

HAMILTON, GUY
Hamilton, Berta
WTNT, Tallahassee, Fla.

HAMMANS, LILY JO
Lily Jo Sings
KWNW, Wenatchee, Wash.

HAMMOND, CATHY
Carousel
WLW-D, Dayton, O.

HANEY, PEGGY
Andy Schroder's Western Band

HANNA, PHIL
Once Upon A Tune
WABD-TV

HANSEN, EARL BARR— PIANO
Fiers, Clark — Organ, Singing Keyboards
WIOD, Miami, Fla.

HANSON, BURT
Murphy Barn Dance
WCCO, Minneapolis, Minn.

HARDY, LOUISE
Louise
WOKZ, Alton, Ill.

HARP, MARTHA LOU
Norman Brokenshire Show, Strictly From Dixie, Martha Lou Harp Show
ABC

HARRIS, HOLLY
Once Upon A Tune
WABD-TV

HART, NORMAN
Singing Peddler
KOTV, Tulsa, Okla.

HAWKES, CHARLEEN
On the Beat, Morning Matinee
KNBH, Hollywood, Cal.

HAWKINS, W. W.
Melody Time
WPAD, Paducah, Ky.

LES (CARROT TOP) ANDERSON

"CARROT TOP ANDERSON"
T.V. Show

"Dude Ranch Varieties"
T.V. Show

"Home Town Jamboree"
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HAYES, RICHARD
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CBS

THE HEATHERTONES
Bert Parks Show, NBC-TV; Frank Sinatra, CBS-TV; The Show Goes On, CBS-TV; Versatile Varieties, NBC-TV; Ted Steele, WPIX; By Popular Demand, CBS-TV.

HENDERSON, HAP
Hap Henderson Sings
KOMW, Omak, Wash.

HILL, JACKIE
Manhattan Coffee Quiz, Syncopation Piece
KMOX, St. Louis, Mo.

HILLIARD, BETTY RUTH
Song Time
WTJS, Jackson, Tenn.

HODEN, ROSELLA
Rosella
WOW-TV, Omaha, Neb.

HODGES, BOB
Ranch Hands
WALT, Tampa, Fla.

HOGAN, JANE
Jane Hogan Sings
WPKY, Princeton, Ky.

HOLMES, DICK
WILM, Wilmington, Del.

THE HONEY DREAMERS
Broadway Open House, NBC-TV; John Conte's Little Show, NBC-TV; Kay Kyser Show, NBC-TV; Colgate Comedy Hour, NBC-TV; Garry Moore Show, CBS-TV; Arthur Murray Show, WABD-Dumont.

HOOSIER KIDS
Farm Fair
WTOM, Bloomington, Ind.

HUGHES, JEAN
KPRC, Houston, Tex.

HURLEY, BETTY
Betty Hurley Sings
WLDY, Ladysmith, Wis.

— J —

JACKIE, TOOTSIER
WOTW, Nashua, New Hampshire

JAMES & HAYDEN
Smile Awhile Boys
WCKB, Dunn, N. C.

JAYNES, DOC
Farm Front
KFYR, Bismarck, North Dakota

JEFFERS, 'SLEEPY'
Magic Valley Jamboree
WTIP, Charleston, W. Va.

JOHNE, BROOKE
Morning In Maryland
WBCC, Bethesda, Md.

JOHNSTON, FRANCES
KCLO, Leavenworth, Kansas

JOHNSTON, JOHNNY
Ken Murray Show
CBS-TV

JONES, PAUL
Song Souvenirs
WFLA, Tampa, Fla.

— K —

KAYE, ELAINE
Elaine Kaye Show
WMUR, Manchester, New Hampshire

KEATHLEY, ANNETTE
Reminiscing with Annette
KTRE, Lufkin, Tex.

KENDALL, FRED
WJR, Detroit, Mich.

KING, BEE BEE
Spirit of Memphis Quartet
WDIA, Memphis, Tenn.

KING, PEE WEE
Cheer Up Jamboree, WAVE; Pee Wee King Show, WAVE-TV, Louisville, Ky.

KIRBY, FRED
WBT, Charlotte, N. C.

KIRK, JOHNNY
Mr. Melody
KTUL, Tulsa, Okla.

KIRK, RED
WIMA, Lima, Ohio

KIRKPATRICK, CLEO
Elmer's Scrapbook
KSIB, Creston, Iowa

KITCHEN, BETTY
Melody Kitchen
WMON, Montgomery, W. Va.

KRUEGER, DICK
Saturday at the Shamrock
KXYZ, Houston, Tex.

KUBIAK, BENNY & CARL
Kubiak Brothers
KGFF, Shawnee, Okla.

KUNS, BUD & SALLY
Bud & Sally
KAKC, Tulsa, Okla.

— L —

LaDELLE, JACK
Musical Scrapbook
KPHO-TV, Phoenix, Ariz.



JEAN SABLON
Management: Martin Goodman
65 West 54th St., N. Y. C.

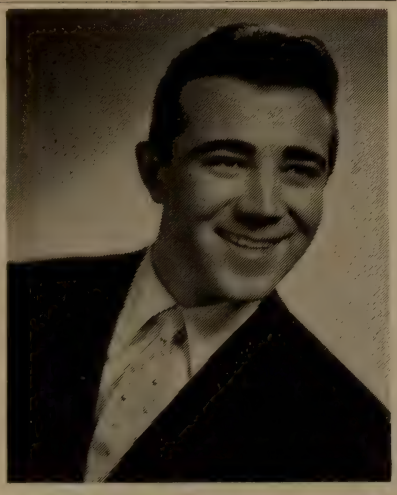


LEE SULLIVAN
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OF
DATE IN MANHATTAN
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LANE, FRANCEY
Easy Does It
WNBT, New York, N. Y.
LANGE, RUTH
Boy, Girl & A Song
WAFM-TV, Birmingham, Ala.
LANGFORD, FRANCES
Star Time
WABD-TV
La ROSA, PAUL
The Coble Show
WIS, Columbia, S. C.
La TULLIPPE, DON
WJDA, Quincy, Mass.
LAUGHLIN, GRETA
Greta Laughlin Sings
WKIC, Hazard, Ky.
LAWRENCE, AIMEE
Breakfast Gang
KFRC, San Francisco, Cal.
LAWRENCE, BILL
Arthur Godfrey Time, Arthur Godfrey And His Friends
CBS-TV
LAWRENCE, POLLY
Breakfast Gang
KFRC, San Francisco, Cal.
LEA, TERRY
Early Birds Night Out
WFAA-TV, Dallas, Tex.
LEE, BOBBIE
Hi Neighbors
KGGF, Coffeyville, Kansas
LEE, LINDA
Songs by Linda Lee
WHAZ, Troy, N. Y.
LEE, MEL
Dixie Jamboree
KTTR, Rolla, Mo.
LEE, PATSY
The Breakfast Club, ABC; The Don McNeill TV Club, ABC-TV
LEE, SALLY
Saturday at the Shamrock
KXYZ, Houston, Tex.
LEGER, RUSS
KOWH, Omaha, Nebr.
LEISNER, LEE
Texas Rhythm Boys
KFRD, Rosenberg, Tex.
LeMASTER, MARY JANE
Morning Call
WMBD, Peoria, Ill.
LEON, SONIA SHOW
WDAS, Philadelphia, Pa.
LESTER, BILL
Uncle Bill
KOY, Phoenix, Ariz.
LESTER STAMPS QUARTET
WVOK, Birmingham, Ala.
LEVRIDGE, RUSSELL
Songs By Russell Levridge
WKIC, Hazard, Ky.
LEWIS, JEAN
Jean Lewis Sings
WOHI, Dayton, Ohio
LLOYD, JACK
Jack Lloyd Show
KARE, Atchison, Kansas
LLOYD, TOMMY
Strolling Cowboy
WTOD, Toledo, Ohio
LONE STAR QUARTET
KSFA, Nacogdoches, Tex.
LONG, LILLIAN
Sing A Song
WAGC, Chattanooga, Tenn.
LOR, DENISE
Garry Moore Show
CBS-TV
LORRAINE
Lorraine and her Grand Piano
KWAT, Watertown, S. D.
LUKER, BERYL
Play or Pay
WOC-TV, Davenport, Ia.
LUYBEN, RITA
Rita Sings
WKUL, Cullman, Ala.

— M —

McCLELLAN, DON
Heinie & His Band
WMAW, Milwaukee, Wis.
McCLESKEY, FRED
Songs with McCleskey
KUOA, Siloam Springs, Ark.
McDONALD, PATSY
Patsy Sings
WELR, Roanoke, Ala.
McDOWELL, JIM
Coffee Time
WHFB, Benton Harbor, Mich.
McFARLAND, PRUTH
WLS, Chicago, Ill.
McGAY, WARREN
Songs By McGay
KNEB, Scottsbluff, Nebr.
McHUGH, PAT
KRUL, Corvallis, Ore.
McRITCHIE, BARBARA
KNBC, San Francisco, Cal.
MACK, JIMMY
WHFB, Benton Harbor, Mich.
MACK, JOHNNY
WFAA-TV, Dallas, Tex.
MADIGAN, BETTY
The Game Room
WTTG, Washington, D. C.



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MAINWARING, CLARA
Meditation in Music
WHAP, Hendersonville, N. C.

MALAIN, NINA
Music a la Mode
WTTT, Coral Gables, Fla.

MALES, CURLY
Compliments with Music
WDAD, Indiana, Pa.

MARINE, JOE
Fred Waring Show
CBS-TV

MARINERS, THE
Arthur Godfrey Time, Arthur Godfrey And His Friends, CBS-TV.

MARLOWE, JACK
Jack Marlowe Show
KWAD, Wadena, Minn.

MARQUIS, ROSALIND
Sports Doubleheader
WHAS, Louisville, Ky.

MARTIN, FRANK
Breakfast Club
WITZ, Jasper, Ind.

MARTIN, PERRY
Perry Martin Show
WTCN, Minneapolis, Minn.

MARTIN, TONY
(See Artists)

MARY, LOU
Southern Maid
WRBL, Columbus, Ga.

MARY, MAY
Vocal Styles
KROX, Crookston, Minn.

MARY, TEXAS
KFAB, Omaha, Nebr.

MEINKE, RUTH
Treasure Trails of Melody
KOA, Denver, Col.

MENONA, ROSINA
Rosina Menona Sings
WITZ, Jasper, Ind.

MESSNER, BUD
Barndance Show
WCHA, Chambersburg, Pa.

MERRILL, ROBERT
Show of Shows, NBC-TV; Metropolitan Opera.

MILLER, BILL
WCBA, Corning, N. Y.

MILLS, DICK
Dick Mills Show
WPTR, Albany, N. Y.

MILLS, ETHEL
Tunes at Noon
WKNB, New Britain, Conn.

MILNE, NANCY
Milne and Townsend
WDBJ, Roanoke, Va.

MINNESOTA WOODCHOPPER
KVOX, Moorhead, Minn.

MODERNAIRES
Club 15
CBS

MONETT, ROBERT
KNBC, San Francisco, Cal.

THE MOON MAIDS AND MOON MEN
Vaughn Monroe Show, Camel Caravan with Vaughn Monroe
CBS-TV

MORGAN, DON
Through the Years
WFCB, Dunkirk, N. Y.

MRGAN, LEE
Toni DiSimone Trio
KYW, Philadelphia, Pa.

MORRIS, BROS.
Jamboree
WLAQ, Rome, Ga.

MORRISON, NANCY
Nancy Sings
KTBS, Shreveport, La.

MORRISON, NAT
Singing For You
WKNE, Keene, New Hampshire

MUDELL, GLORIA
Fred Waring Show
CBS-TV

MULBEHILL, RUTH
Scandia Barn Dance
KOMO, Seattle, Washington

MULLIN, DIANE
Diane Comes Calling
WKAL, Rome, N. Y.

MULLINS, MAXINE
Ballad Time
KCOG, Centerville, Iowa

MURPHY, WANDELL
Musical Kitchen
WMGA, Moultrie, Ga.

MURRAY, BERT & BOB
WGAN, Portland, Me.

MUSTIN, BILLIE
Billie Mustin Show
WIS, Columbia, S. C.

— *N* —

NASH, BARNES
Warlick Presents Barney
WHIS, Bluefield, W. Va.

NEBLETT, BETTY
Let's Have Fun
WBKB, Chicago, Ill.



BETTY ANN GROVE
STOP THE MUSIC—ABC
BERT PARKS SHOW—NBC
PAUL WHITEMAN REVUE—ABC
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Singing Emceeing
TV RADIO
Personal Management
PETER DEAN
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NEW YORK, N. Y.
CO. 5-0790

NELSON, GENE
Gene Nelson Show
KFAM, St. Cloud, Minn.
NESBIT, FRED
Treasure Trails of Melody
KOA, Denver, Col.
NEUMAN, DICK & RUTH
WLAN, Lancaster, Pa.
NEVINS, NATALIE
WCAU-TV, Philadelphia, Pa.
NEWMAN, JACK
Jack Newman Sings
KOME, Tulsa, Okla.
NORMAN, LUCILLE
Lucille Norman Sings
KTTV, Los Angeles, Calif.
NORMAN, TED
WBAP, Ft. Worth, Tex.
NOVAK, MILDRED
Millie Novak
WPIC, Sharon, Pa.

— O —

OGBURN, RUTH
Ruth Ogburn Sings
WIVY, Jacksonville, Fla.
O'HEREN, RICHARD
Say It With Music
WHK, Cleveland, Ohio
OSUNA, BOBBY FLORES
Serenade of Love
WVJP, Caguas, P. R.
OVERSTAKE, EVELYN
WLS, Chicago, Ill.

— P —

PAGE, BOB
Bob Page Sings
WBEX, Chillicothe, Ohio
PALMER, COY
KPDN, Pampa, Tex.
PARKER, ANDY And The Plainsmen
Leo Carrillo TV show (coast to coast); Pappy Cheshire's Dude Ranch Roundup Radio Show
PASCAL, BETTY
The Singing Sweethearts
WIBR, Baton Rouge, La.
PATT, ALINE
Songs By Aline
KDAL, Duluth, Minn.
PATTERSON, CREAN
WONS, Hartford, Conn.
PERRY, BOB
Pfeiffer Frolics
WGR, Buffalo, N. Y.
PERRY, PENNY
Fred Waring Show
CBS-TV
PETE, COLORADO
KFRM, KMBC, Kansas City, Mo.
PETERSON, VIRGINIA
Melody Time
WLIP, Kenosha, Wis.
PHILLIPS, DOROTHY
Sunday Salon
WSSB, Durham, N. C.
PHILLIPS, RALPH
Club 1300
WFBR, Baltimore, Md.
PICKENS, JANE
NBC.
PICKETT, BILL
Sports Doubleheader
Of Songs & Stories
Coffee Call
WHAS, Louisville, Ky.
PIEO, IRENE
Through the Years
WFCB, Dunkirk, N. Y.
PIERCE, JOHN
John Pierce Sings
WLAV, Grand Rapids, Mich.
PIKERS, NORTHERN
WPBC, Minneapolis, Minn.
PINE RIDGE BOYS
WJMW, Athens, Ala.
PINSKI, ARTHUR
Serenade in the Night
KGA, Spokane, Wash.
POST, BILL
Melody Mill
KSL-TV, Salt Lake City, Utah
PRESTON, LEW SHOW
KWOE, Clinton, Okla.
PRICE, MRS.
Mrs. Price Sings
WMEV, Marion, Va.
PULLIAM, NICK
KWPC, Muscatine, Iowa

— Q —

QUARTET, FOUR SQUARE
Revival Hour
WRFS, Alexander City, Ala.
QUINLAN, ROBERTA
Mohawk Show Room, NBC-TV
QUINN, BENNY
Rainbow Revue
KSUB, Cedar City, Utah
QUIRK, PHIL
Lunch Timers
WBRE, Wilkes-Barre, Pa.

— R —

RAYE, SUSAN
Susan Raye Sings
WABD-TV



"ANDY PARKER AND THE PLAINSMEN"
On
LEO CARRILLO T.V. SHOW
COAST-TO-COAST
PAPPY CHESHIRE'S DUDE RANCH
ROUNDUP RADIO SHOW



LEE FIELDS
JOHN CONTE'S LITTLE SHOW — NBC-TV
TED STEELE SHOW — WPIX
BOBBY CLARK COMEDY HOUR — NBC-TV
TR 4-5112

REED, CAROL
Carol Calling
WPTZ, Philadelphia, Pa.

REEHL, JOHNNIE
WTRY, Troy, N. Y.

ROSS, LANNY
MBS

RUPPLE, ELVERA
The 6:30 Show
WGR, Buffalo, N. Y.

RYAN, ANN
Melody Showcase
WLW-T, Cincinnati, O.

RYAN, DANNY
WDAE, Tampa, Fla.

RYAN, RAY
Sunday Serenade
WFLO, Farmville, Va.

RYAN, SHIRLEY
Encores
WDAY, Fargo, North Dakota

— S —

SABLON, JEAN
Jean Sablon Show, WOR

SAKRY, CLIFF
KFAM, St. Cloud, Minn.

SANDERS, MACK
Jeanne Sanders
KMA, Shenandoah, Iowa

SARGENT, MICHAEL
Steinway, Stencils and Pianoland; Music and Memories, Music Michael Please; WBIW, Bedford, Ind.

SAUNDERS, FRANK P.
Jimmy Durante, NBC; Perry Como, Fred Waring

SAUNDERS, JEAN
Twilight Time
WORZ, Orlando, Fla.

SAVAGE, BILL
Let's Have Fun
WBKB, Chicago, Ill.

SCHAFER, BOB
WKNX, Saginaw, Mich.

SCHAFF, PEGGY
Peggy Schaff
WEAM, Arlington, Va.

SCHARD, PALMA
Hal Sawyer Show
KECA-TV, Hollywood, Cal.

SCHREIBER, RICHARD
Treasury of Music
WCFL, Chicago, Ill.

SEEBODE, MEL
WAAM-TV, Baltimore, Md.
TV WAAMboree

SHAHAN, FREDERICK
Voice in Old Village Choir
WSNJ, Bridgeton, N. J.

SHARVER TRIO
Stamps-Sharver Show
KTAT, Frederick, Okla.

SHARYN, LYNN
Songs for Supper
WYZ-TV, Detroit, Mich.

SHERIDAN, PHIL
Anne Lee's Notebook
KYW, Philadelphia, Pa.

SHORE, DINAH
(Mrs. George Montgomery)
B. March 1, 1917, Winchester, Tenn.; RCA Victor Records; The Tide Show for Procter & Gamble, CBS; Guest Television appearances Bob Hope, Milton Berle Shows.

SIMMONS, DICK
Dick Simmons Show
WTAN, Clearwater, Fla.

SIMS, BARBARA E.
Pick a Hit, WBBM-CBS; Hawkins Falls, WMBQ-NBC; The Ann Darris Show, ABC

THE SKYLARKS
Refreshment Time
CBS

SLATER, NORVELL
WFAA, Dallas, Texas

SMILEY, BETTE
Musical Triplet Time
WCAE, Pittsburgh, Pa.

SMITH, DRIFTING JOHNNY
Drifting Johnny
KRUL, Corvallis, Ore.

SMITH, JIMMY
Jimmy Smith Show
WGWD, Gadsden, Ala.

SMITH, MELISSA
WOAI-TV, San Antonio, Tex.

SNYDER, BOB
Bob & Gene
WFBG, Altoona, Pa.

SONS OF HARMONY
Songs of Harmony
WHYU, Newport News, Va.

SONS OF THE SOIL
WDLB, Marshfield, Wis.

SOSEBEE, TOMMY
Hillbilly Roundup
WFBC, Greenville, S. C.

SPARKS, CLARK
KGER, Long Beach, Cal.

STAFFORD, JO
Carnation Contented Hour, CBS; Club 15 for Campbell's Soup, CBS; Voice of America, Radio Luxembourg; Columbia Records.

STAMPS-BAXTER
Texoma Time; Texoma Quartet
KFDX, Wichita Falls, Tex.

STAMPS QUARTET
KWFT, Wichita Falls, Tex.

STARLIGHT FOUR
Songs by the Starlight Four
WHYU, Newport News, Va.

STEELE, TED
"Mr. Matinee" Show,
WPIX, New York, N. Y.

STEVENS, HERB
Lee Kelton Orchestra
WJAS, Pittsburgh, Pa.

STEWART, CLAIRE
WFAA, Dallas, Texas

STEWART, REDD
Pee Wee King Show
WAVE-TV, Louisville, Ky.

STREICH, AL & SUE
KNEM, Nevada, Mo.

SUE & MILLIE
KFRM, KMBC, Kansas City, Mo.

SULLIVAN, DON
WHB, Kansas City, Mo.

SULLIVAN, LEE
B. May 11, 1911, Brooklyn, N. Y.; Theater Guild, WNBC; Texaco Star Theater, NBC-TV; Mohawk Show Room, WNBT; Ilka Chase, WCBS; Paul Whiteman Review, ABC-TV; Date in Manhattan, WNBT.

— T —

TANNER, EARLE
Stars in the Night, ABC; Solo and Soliloquy, ABC; Illusion. ABC

TEXTOR, SYLVIA AND KEITH
Fred Waring Show
CBS-TV

THOMPSON, JOHNNY
Johnny Thompson Sings Your Home Beautiful
MBS

TINGLEY, IRVING
Irv & Dee
WBEL, Beloit, Wis.

THE TOPNOTCHERS
KHON, Honolulu, T. H.

TOWNSEND, DUDLEY
WDBJ, Roanoke, Va.

TREBBLE TRIO
KXOX, Sweetwater, Tex.

— U —

UPSON, DAVE
TV Dreamhouse
WKRC-TV, Cincinnati, Ohio

— V —

VALENTINE, RANCE
In a Nutshell; Thoughts to Remember; Scrapbook
WEBC, Duluth, Minn.

VERNIS FULMER QUARTET
KSFA, Nacogdoches, Tex.

— W —

WARD, JIM
Saturday Jamboree
KGST, Fresno, Cal.

WEBB, HELEN
Sooner Shindig, WKY-TV; Anthony Avenue, WKY, Oklahoma City, Okla.

WEBSTER, JOE
Anthony Avenue
WKY, Oklahoma City, Okla.

WESSELS, MAX H.
Continental Variety
WWRL, Woodside, N. Y.

WEST, NADINE
Nadine & Raymond
KANS, Wichita, Kansas

WESTERNAIRES
WJTN, Jamestown, N. Y.

WHEATLEY, JOANNE
Fred Waring Show
CBS-TV

WILLIAMS, GENE
WSPD-TV, Toledo, O.

WILLIS, JOE
Joe Willis Sings
KNEM, Nevada, Mo.

WILSON, JANE
Fred Waring Show
CBS-TV

WRAY, PAULA
WGN-TV, Chicago, Ill.

WRIGHTSON, EARL
(See Artists).

— Y —

YOUNG, VIRGINIA
Virginia Young Show
KMHL, Marshall, Minn.



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RADIO-TV ARTISTS
—their work during 1950

— A —

ADAMS, CEDRIC
Cedric Adams
CBS

ADAMS, INGE
Wendy Warren, CBS; Big Sister, Brighter Day, CBS; Children's Sketchbook, Lights Out, NBC; Kraft NBC; I Love A Mystery, MBS

ADAMS, JOEY
Rate Your Mate
CBS-TV

AGNELLO, VIRGINIA
Radio-8 yrs., TV-KTTV; KFI, Jerry Fairbanks, Telefilm

ALBERTSON, JACK
Colgate Comedy Hour, NBC-TV; Ford Theater, CBS-TV; Four Star Revue, WNBT; Billy Rose, ABC-TV; Ford Star Revue, WNBT; Texaco Show, WNBT

ALEXANDER, DENISE
Chesterfield Supper Club, A Tree Grows In Brooklyn, Bobby Benson, NBC

ALLEN, GRACIE
B. San Francisco, Cal.; George Burns and Gracie Allen Show, CBS-TV

ALLEN, LYNN
Dr. Christian, NBC Theater, Skippy Hollywood, TV-Lynn Allen's Your Home and Shoppe, Look and Listen

ALLEN, REX
Rex Allen Show
CBS

ALLEN, STEVE
Steve Allen Show, CBS-TV

ALLISON, FRAN
"Aunt Fanny" Breakfast Club, ABC; Don McNeill TV Club, ABC-TV; Kukla, Fran and Ollie, NBC-TV

ALLISON, JONE
Guiding Light
CBS

ANDERSON, EDDIE "ROCHESTER"
B. Oakland, Cal., Sept. 18, 1905; The Jack Benny Show, CBS; Jack Benny TV Show, CBS-TV

ARDEN, EVE
Our Miss Brooks
CBS

ARLEN, MARGARET
WCBS

ARTHUR, LOUISE
Screen Guild, Lux, Gildersleeve, Man Called X

ARVAN, JAN
Dr. Christian, CBS; Red Ryder, California Caravan, TV; The Jonathan Story, Ed Wynn, Alan Young Shows

AUDLEY, ELEANOR
TV—New York; California

AVERY, TOL
The Whistler, Dragnet, Amazing Mr. Malone; TV — Mysteries of Chinatown, Stars over Hollywood, Trio Films

— B —

BACKES, ALICE
This is Your FBI, NBC Theater, Command Performance, TV — Your Witness, Hawthorne Show, Shop, Look & Listen

BAER, PARLEY
Count of Monte Cristo, Dragnet, Richard Diamond, This is Your FBI



WILLIAM GARGAN

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ANNOUNCER

NARRATOR

ACTOR

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BAKER, DICK "TWO TON"
Two Ton Baker Show, WGN; Baker's Spotlite, WGN; Weather Jingles, Standard Transcription, Tune For Today, Transcribed, Rhythm Rodeo, DuMont

BAKER, PHIL
$64 Question, NBC; Songs For Sale, CBS; Milton Berle, NBC-TV; Take It or Leave It, NBC; Ed Sullivan, CBS-TV; Big Show, NBC

BARA, NINA
Mr. President, Family Theater, Blondie, TV — Space Patrol, Pinky Lee Show, Joey Graydon

BARNES, PATT H.
Patt Barnes & Barbara, WJZ-ABC

BARRETT, ANTHONY
This is Your FBI, Lux Radio Theater, Family Theater, TV Narration for Jerry Fairbanks Prodns.

BARRETT, MICHAEL ANN
This is Your FBI, Lux, Suspense, Sara's Private Caper, TV — Textron-Telequiz, The Pendulum

BARRIE, WENDY
The Wendy Barrie Show, ABC-TV

BARTLEY, BETTY
Studio One, Sure As Fate, The Webb, Suspense, Detective's Wife, CBS-TV

BATES, JEANNE
Lux, Screen Guild, The Whistler, Dangerous Assignment, TV — Stars over Hollywood, Triumphant Hour, TV Commercials

BATTERSEA, WES
MC of Free for All, Jack in all Trades, Battin' Around with Battersea, TV-MC of Ralph's Win It, Bid for Bargain

BAYAN, ADRIENNE
True Detective Mysteries
MBS

BEASLEY, IRENE
Grand Slam, CBS

BECK, JACKSON
B. July 23, 1912, New York, N. Y.; Bobby Benson, MBS; Mark Trail, MBS; Quick As A Flash, ABC; Greatest Story Ever Told, ABC; Escape, CBS-TV; Suspense, CBS-TV; Ma Perkins, CBS; Superman, MBS

BECKER, SANDY
Young Dr. Malone
CBS-AM

BEECHER, WALTER
Hot Point Show, KNX; TV-Mystery is My Hobby, You Be the Jury, Ed Wynn Show

BEHRENS, FRANK
Bobby Benson
MBS

BELL, RALPH
Bobby Benson
MBS

BENADARET, BEA
George Burns and Gracie Allen Show
CBS-TV

BENGSTON, VIRGINIA CLARK
Virginia Gale Program, WGN; Hostess House, WGN

BENNETT, JULIE
Theater Guild of the Air, NBC; True Detective, MBS

BENNY, JACK
B. Feb. 14, 1894, Chicago, Ill.; The Jack Benny Show, CBS; and Jack Benny TV Show

BENSON, AL
WGES, Chicago

BENSON, RED
Red Benson's Movie Matinee, Take A Number, MBS; Julie Conway and Red Benson Show, MBS; St. Nick's Music Hall Varieties, WOR-TV

BERG, GERTRUDE
The Goldbergs, CBS-TV

BERGEN, EDGAR
B. Feb. 16, 1903, Chicago, Ill., educ. Northwestern Univ., B.A., hon. M.A.; Edgar Bergan, Charlie McCarthy Show, CBS, CBS-TV

BERLE, MILTON
Texaco Star Theater, NBC-TV

BERNARD, TOMMY
One Man's Family, Those Websters, Great Gildersleeve, TV — The Ruggles

BERNER, SARA
Star of Sara's Private Caper, Jack Benny, Jimmy Durante, Amos 'n Andy, TV — Toast of the Town, Ted Mack's Original Amateur Hour, Buster





JAN MURRAY

RADIO-TV
SONGS FOR SALE — CBS
SING IT AGAIN — CBS

Bookings: M.C.A.
Management: JACK BERTELL



PHIL BAKER

"$64 Question"—NBC

Management:
JACK BERTELL



EARL WRIGHTSON

At Home Show — CBS-TV
Paul Whitman Revue — ABC-TV
Victor Records

Personal Management:
Jack Bertell
Don Coplin—Associate
745 5th Ave.
New York 22, N. Y.
PL. 9-5260

Keaton, Tex Williams Western Caravan

BERRY, JIM
This is Your FBI, TV — ABC & KECA Staff

BERTRAM, BERT
Suspense, CBS; Fred Waring Show, Love and Learn, Cameo Theater, NBC; Longines-Wittnauer Show, CBS

BICKART, SANDY
Buck Rogers, ABC-TV; Backstage Wife, NBC; Philco, NBC-TV; Tropic Holiday, ABC-TV; Lights Out, NBC-TV; Studio One, CBS-TV

BILLINGSLEY, SHERMAN
The Stork Club
CBS-TV

BLOCK, HAL
What's My Line?
CBS-TV

BLYDEN, LARRY
Bobby Benson
MBS

BOLES, JIM
B. Feb. 28, 1914, Lubbock, Texas; I Love A Mystery, MBS; One Man's Family, NBC-TV; King's Row, CBS; Greatest Story Ever Told, ABC; The Shadow, MBS; Big Town, CBS-TV; Bobby Benson, MBS; Mr. Fix, NBC; Fred Allen, NBC; Big Story, NBC; Kraft Television Theater, NBC-TV; Famous Jury Trials

BONNEY, GAIL
20 Years in Radio

BOON, ROBERT
Lux, Stars Over Hollywood, Clyde Beatty, Sherlock Holmes, TV—Your Witness, Mystery is My Hobby

BOYD, BILL
B. June 5, 1898, Cambridge, O.; Hopalong Cassidy starring William Boyd, MBS, NBC-TV

BRAHAM, HORACE
Studio One, CBS-TV; Philco, NBC-TV; Cavalcade, NBC; Theater Guild, NBC; Mystery Theater, CBS; Man Against Crime, CBS

BRIGGS, DON
True Detective Mysteries
MBS

BROWN, DORIS
Lucky Pup
CBS-TV

BROWN, JOHN
George Burns & Gracie Allen Show, My Friend Irma
CBS-TV

BRYAN, ARTHUR Q.
Fibber McGee & Molly, Richard Diamond, TV—Hank McCune

BRYAN, MARVIN
Shadow and Substance, TV—Lightning Never Strikes, Venus or Bust

BRYSON, LYMAN
We Take Your Word, Invitation To Learning
CBS

BUNIN, HOPE
Lucky Pup
CBS-TV

BUNIN, MOREY
Lucky Pup
CBS-TV

BURKE, BERNARD
Goodyear-Paul Whiteman Revue, ABC; Kraft TV Theater, NBC-TV; The Big Story, NBC; Treasury Men In Action, ABC; Hilltop House, Helen Trent, CBS

BURKE, MAURICE
Philco Theater, NBC-TV; Lucky Strike Theater, NBC-TV; Man Against Crime, WCBS-TV; One Man's Family, NBC-TV

BURNS, GEORGE
B. New York, N. Y.; George Burns and Gracie Allen Show, CBS-TV

BURROWS, ABE
This is Show Business, We Take Your Word, Hear It Now
CBS & CBS-TV

BUTLER, DAWS
Suspense, The Whistler, Dr. Christian, TV — Time for Beany, Yer Ole Buddy

BUYEFF, LILLIAN
Lux, Broadway is My Beat; Richard Diamond

— C —

CAESAR, SID
Your Show of Shows, NBC-TV

CALDER, KING
Bobby Benson
MBS

CALDWELL, SAM
Garden Gate
CBS-AM



VAN
AND
THE
GENIE

Rosamond Vance
Lorenzo Fuller

GERTRUDE BERG

AND

THE GOLDBERGS

SANKA COFFEE
YOUNG & RUBICAM
CBS-TV

Exclusive Representation

TED ASHLEY ASSOCIATES



Jack Carson

Management
Frank Stempel
Hollywood, Calif.

CAMARGO, RALPH
Mark Trail, MBS; Modern Romances, ABC; Gang Busters, CBS; Road of Life, NBC; Counterspy, ABC; The Web, CBS-TV; Fat Man, ABC; Treasury Agent, ABC-TV; The Big Guy, NBC; Theater Guild, NBC; Front Page, CBS-TV; Believe It Or Not, NBC-TV; Grand Central Station, CBS; Bobby Benson, MBS

CAMPBELL, PATSY
Second Mrs. Burton
CBS-AM

CANOVA, JUDY
B. Nov. 29, 1916, Jacksonville, Fla.; The Judy Canova Show, NBC

CANTOR, EDDIE
Four Star Review, NBC-TV

CAROL, JACK
Father Knows Best, Sherlock Holmes, My Favorite Husband, Gene Autry, TV — Armchair Detective

CARSON, JACK
B. Oct. 27, 1910, Carman, Manitoba, Can.; Jack Carson Show, NBC-TV

CARTER, ANN
Lux, Edgar Bergen, Own Disc Jockey Show 2 yrs., KFWB; Screen Guild Theater, Hedda Hopper, Academy Award

CARTER, JACK
The Jack Carter Show, NBC-TV

CASSEL, ARTHUR S.
B. April 18, 1941, New York, N. Y.; One Man's Family, NBC-TV; Eddie Cantor, NBC-TV; Fred Allen, NBC-TV; Chico Marx, ABC-TV; Studio One, CBS-TV; Ford Theater, CBS-TV

CASSEL, SID
Man Against Crime, CBS-TV; Ford Theater, CBS-TV; Studio One, CBS-TV; Lights Out, NBC-TV; Gabby Hayes, ABC-TV; Big Story, NBC-TV

CAVENDISH, CONSTANCE
Lux, NBC Theater, Jack Benny; Hallmark Playhouse, TV —Thespian, Christmas Carol

CHAPMAN, PATTEE
13 yrs. network radio. Life of Riley, This is Your FBI, others, TV — Spookie on Enchanted Piano, Hour Glass Show, Campus Capers, Life of Riley

CHASE, ILKA
Fashion Magic
CBS-TV

CHASE, STEPHEN
Cisco Kid, Family Theater, TV — Craig Kennedy, Lone Ranger

CHORDETTES
Arthur Godfrey Time, Arthur Godfrey And His Friends
CBS-TV

CHRISTINE, VIRGINIA
Hedda Gabler, Irene Show, NBC; TV — Films & Live

CHRONIS, PHILLIP
Lux, Cavalcade, Gildersleeve, TV—16 mm. films

CLARK, CLIFF
Dennis Day, The Whistler

CLARK, LON CLAUDE
B. Bricelyn, Minn.; Nick Carter, MBS; Exploring the Unknown, MBS; Flashgun Casey, NBC; Aldrich Family, NBC; Boston Blackie, MBS; Gangbusters, ABC

CLARKE, PHILIP
Mr. Keen, Tracer of Lost Persons
CBS

CLARKE, ROBERT
Skippy Hollywood Theater, Lux, Cavalcade, Stars over Hollywood, TV—Philco Playhouse, Studio One

CLINTON, EDITH
Jimmy Allen Show, The Fightin' Calhans, TV — Hoffman TV Shows, KECA

COCA, IMOGENE
Your Show of Shows, NBC-TV

COGAN, SHAYE
Vaughn Monroe Show
CBS-TV

COLE, BOB
Lux, Family Theater, Texas Rangers, TV—Jonathan Story

COLLINS, COLEEN
Jimmy Durante, Life of Riley, TV—Those Housewife Commercials, Gigi and Jack, United TV

COLLYER, BUD
Beat the Clock, CBS-TV; Say It With Acting, NBC-TV; Break The Bank, NBC-AM-TV

ED WYNN

FOUR STAR REVUE

NBC-TV

DANNY THOMAS

NBC - TV

"FOUR STAR REVUE"

Congratulations

DINAH SHORE

You just can't help being the best.

Eddie Cantor

COMO, PERRY
Perry Como Show, CBS

CONNOR, WHITFIELD
Dragon, Sam Spade, Hallmark

CONTE, JOHN
B. Sept. 15, 1915, Palmer, Mass.; Arms and the Girl, Theater Guild-Broadway Musical; Startime, Dumont-TV; Van Camp's Little Show, NBC-TV; Your Show of Shows, NBC-TV; Studio One, CBS-TV; Somerset Maugham TV Theater, CBS-TV

COOK, BARBARA

COOK, PHIL
WCBS

COOK, TOMMY
Over 2000 Network shows, TV, Several guest appearances

COOLEY, SPADE
B. Grand, Okla.; Spade Cooley TV Show, KTLA; Paramount; Decca Records; Standard Transcriptions

COOPER, BEN
True Detective Mysteries
MBS

COTSWORTH, STAATS
Casey-Crime Photographer, CBS; Front Page Farrell, NBC; Marriage For Two, NBC; The Guiding Light, CBS; Cavalcade, NBC; Theater Guild on the Air, NBC; The Shadow, MBS

COWLING, SAM
Breakfast Club, ABC; Don McNeill TV Club, ABC-TV

CRAIG, RENA
12 yrs. on radio, TV — KFI (live)

CROCKER, BETTY
Betty Crocker Program
CBS-TV

CROSBY, BING
Bing Crosby Show
CBS

CROSBY, BOB
Club 15
CBS

CURY, DAN
Bobby Benson
MBS

— D —

DALY, JOHN
We Take Your Word, CBS-TV; What's My Line, CBS-TV

DAVIS, JOEL
Hallmark, Count of Monte Cristo, Clyde Beatty Show, TV — The Ruggles, Your Witness

DAVIS, KENNY
Vaughn Monroe Show
CBS-TV

DAWSON, RONALD
Johannesburg, South Africa; Murder By Experts, Mutual; Mysterious Traveller, Mutual; Nick Carter, Mutual; Philco Playhouse, NBC; The Clock, NBC; Studio One, CBS

DEKOVEN, ROGER
Bobby Benson, MBS; True Detective Mysteries, MBS

DELANO, GWEN
20 yrs. radio, TV — With Arch Oboler, Jackie Gleason, Ruggles Ehow

DE SANTIS, JOE
Under Arrest, WOR; Big Story, ABC; Ford Theater, CBS; Big Sister, CBS; Casey, Crime Photographer, CBS; Big Town, NBC; Bobby Benson, MBS

DIAMOND, ANNE
Screen Directors Playhouse, Skippy Hollywood Theater, Cisco Kid, TV — Apt. 4A, Armchair Detective

DIAMOND, DON
Dangerous Assignment, NBC Theater, So Proudly We Hail, TV — Marshal of Gunsight Pass

DIXON, BOB
Kate Smith, NBC-TV; Ed Murrow Program, CBS; Chuckwagon, CBS-TV; Perry Mason, CBS; Life Can Be Beautiful, NBC.

DOAN, DOROTHY
Vanity Fair
CBS-TV

DONALD, PETER C.
B. June 6, 1918, Bristol, Eng.; Can You Top This?; Chesterfield Supper Club; Benny Goodman Show; Subbed for Dorothy & Dick and Arthur Godfrey; TV MC, Bell Telephone & Gimbel Bros.;

MARY
MARGARET
McBRIDE

— • —

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New York City



Frank Sinatra



Ed and Pegeen Fitzgerald

T V Too!

Warriors of Peace, ABC; Fred Allen Show.

DONLEY, BOB
Bobby Benson
MBS

DORING, EDDIE
Date with Judy, Junior Miss, Life of Riley, TV — Mr. Do Good, Assignment Hollywood, Hollywood Mystery House

DOUGLAS, DON
True Detective Mysteries
MBS

DOUGLAS, SHARON
Life of Riley, Joan Davis Show, Judy Canova, Lux

DOWNEY, MORTON
Star of the Family, CBS-TV; Refreshment Time

DRAKE, ALICE

DRAKE, GALEN
WCBS

DRAPER, MARGARET
Brighter Day
CBS-AM

DRESSLER, ERIC
True Detective Mysteries
MBS

DRYDON, BOB
Bobby Benson, MBS; I Love A Mystery, MBS

DUNN, EDDIE
(See Announcer-MC)

DURANTE, JIMMY
Norge, NBC-TV; Pet Milk, NBC-TV; Motorola, NBC-TV; Big Show, NBC

DuVAL, JOE
Cisco Kid, Red Ryder, Richard Diamond, TV — Your Witness, Eddie Drake Series

— E —

EDWARDS, RALPH
Truth or Consequences, CBS; Truth or Consequences, CBS-TV; This is Your Life, CBS

EDWARDS, SAM
Corliss Archer, Suspense, Father Knows Best, TV — Hoffman films

EGGLESTON, SHIRLEY
B. Cleveland, Ohio; Nash Airflyte Theater, CBS-TV; Counterspy, ABC; Modern Romances, ABC; Hannibal Cobb, ABC; Aldrich Family, NBC; Cathedral Films of Hollywood, Cal.

EILER, VIRGINIA
Dennis Day, Let George Do It, Dr. Christian, TV — Commercials

ELSPETH, ERIC
The Shadow
MBS

ENDERS, RUTH
Mr. I. Magination
CBS-TV

ERLENBORN, RAY
Edgar Bergen, Blondie, Gene Autry, TV — Ed Wynn Show, Alan Young, Buster Keaton Shows

— F —

FADIMAN, CLIFTON
This Is Show Business
CBS-TV

FARRAR, STANLEY
20th Year in Radio, TV — The Ruggles



PAUL
WINCHELL
AND
JERRY
MAHONEY

★

MANAGEMENT—COUNSEL
GOLDFARB, MIRENBURG & VALLON
RKO BLDG. — N. Y. C.

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MARVIN KOHN

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WILLIAM MORRIS
AGENCY

JEAN HERSHOLT

"Dr. Christian"

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Sponsored by
BONA FIDE MILLS

MANAGEMENT - COUNSEL
Elizabeth Miele
ATTORNEY-AT-LAW
1136 - 5th AVENUE
TRafalgar 6-5893

FELD, FRITZ
NBC Theater, Night Beat, The Saint, TV — Pantomine Quiz, Buster Keaton

FELTON, VERNA
Judy Canova, Much about Doolittle, Dennis Day

FENNELLY, PARKER
The Fred Allen Show
NBC

FIELD, NORMAN
Six years on Lux, TV — 39 weeks on Mystery is my Hobby

FIELDS, EDDY
Screen Guild, Lux, My Friend Irma, TV — The Judge

FITZGERALD, ED & PEGEEN
The Fitzgeralds, ABC, ABC-TV

FITZMAURICE, MICHAEL
When A Girl Marries, NBC; Pepper Young's Family, NBC; What Makes You Tick, CBS; Tales Of Fatima, CBS; Nick Carter, MBS; The Shadow, MBS

FORAY, JUNE
Fibber McGee & Molly, Buster Brown, Harry & Faye, Bob Hope, TV — Tex Williams, Buster Keaton, Buster Brown Gang

FORD, SENATOR ED
B. June 13, 1887, Brooklyn, N. Y.; Can You Top This?, NBC; Vox Pop; Hobby Lobby; Guest Appearances.

FRANCIS, ARLENE
What's My Line?, CBS-TV; Blind Date, WJZ-TV

FRANCIS, EUGENE
Kraft, Lights Out, WNBT; Mr. District Attorney, WNBC; Modern Romances, WJZ; True Detective, Martin Kane, MBS; Perry Mason, CBS

FREEMAN, FLORENCE
Wendy Warren And The News
CBS-AM

FROST, ALICE
Mr. & Mrs. North, WCBS; Quick as a Flash, WJZ; M-G-M Theater of the Air, WMGM; FBI in Peace and War, WCBS; Mr. District Attorney, WNBC; Peter Salem, WOR

FULLER, ED
Mr. I. Magination
CBS-TV

FULLER, LORENZO
B. March 22, 1924, Stockton, Kan.; Van and the Genie, WPIX; Lorenzo Fuller Show, WLIB; Kiss Me Kate (Musical Conductor, Musical Miniatures), NBC-TV

— G —

GAMMILL, NOREEN
23 yrs. on radio, TV — Commercials

GARDNER, ED "ARCHIE"
Duffy's Tavern, NBC

GARGAN, WILLIAM
Martin Kane, Private Eye, NBC-TV, Mutual

GARLAND, LENORE
Bobby Benson
MBS

GATES, RUTH
Mama
CBS-TV

GAVLIN, FREDERICK
Radio Since 1943, TV — Alan Young, Bill Welsh Shows

GAXTON, WILLIAM
Nash Airflyte Theater
CBS-TV

GERALD, HELEN L.
Cavalcade, NBC; Armstrong Theater, CBS; Martin Kane, MBS; Living 1950, NBC; Suspense, CBS-TV; Ford, NBC-TV

GERARD, HAL
Stock and Repertoire

GERSTLE, FRANK
Lux, Hollywood Star Playhouse, The Whistler, TV — Lone Ranger, Armchair Detective, Hedda Hopper Show

GILMAN, PAGE
One Man's Family, I Love a Mystery, TV — One Man's Family, Spice of Life

GILMAN, TONI
B. June 2, 1923, Chicago, Ill.; Our Gal Toni, ABC-TV

GODFREY, ARTHUR
Talent Scouts, CBS-TV; Arthur Godfrey Show, CBS-TV

GEORGE BURNS and GRACIE ALLEN

WCBS-TV

Every Other THURSDAY

FOR

CARNATION EVAPORATED MILK

THRU

ERWIN, WASEY & CO., INC.

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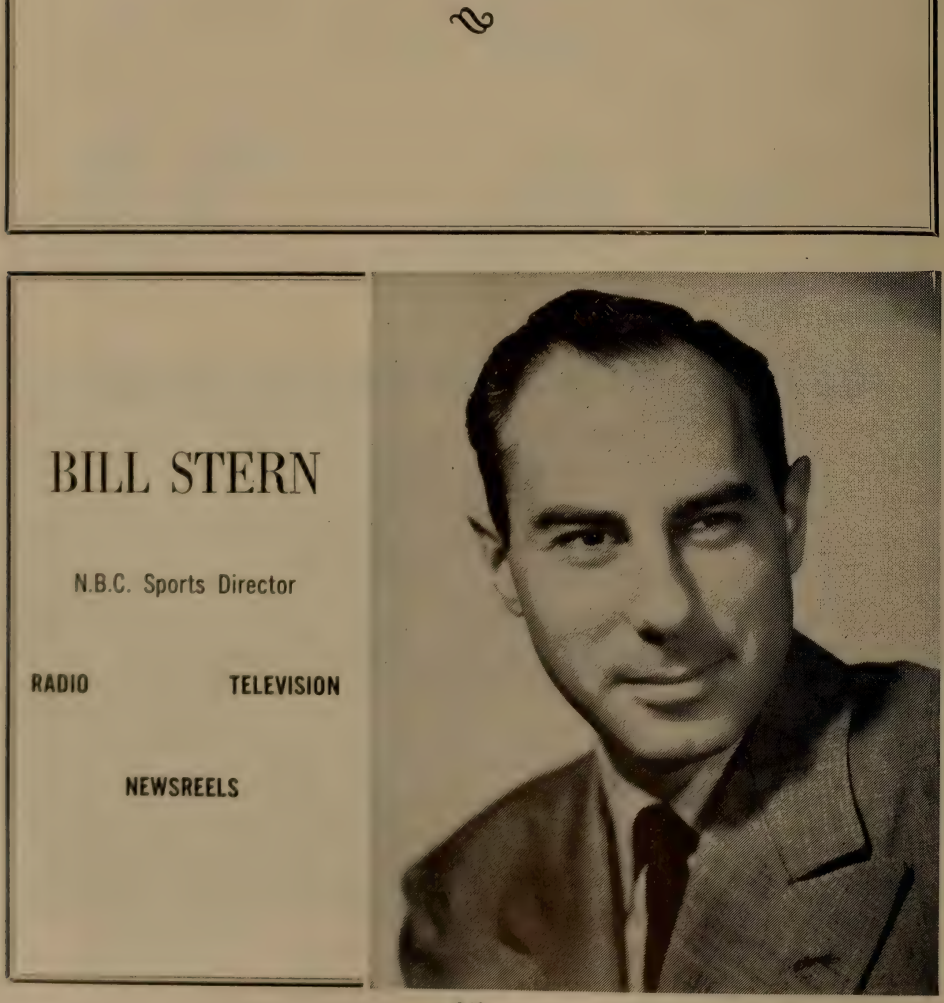
BILL GOODWIN
BEA BENADERET
JOHN BROWN

Producer - Director
RALPH LEVY

Writers—

PAUL HENNING
SID DORFMAN
HARVEY HELM
WILLY BURNS

ARTHUR GODFREY



BILL STERN

N.B.C. Sports Director

RADIO TELEVISION

NEWSREELS

GOODWIN, BILL
George Burns and Gracie Allen Show
CBS-TV

GORDON, GLORIA
My Friend Irma, The Halls of Ivy, Jack Benny, Alan Young, Lux

GOSFIELD, MAURICE L.
Theater Guild on the Air, NBC; Martin Kane, Pvt. Eye, WOR; Right to Happiness, NBC; Casey Crime Photographer, WCBS; Studio One, CBS-TV; The Clock, NBC-TV

GOSS, JAMES
Cavalcade of America, NBC; Greatest Story, ABC; FBI in Peace and War, CBS; Perry Mason, CBS; Spy King, MBS; Armstrong-SBL, ABC (Chicago)

GRAHAM, TIM
Sherlock Holmes, Lux, Skippy Hollywood Playhouse, Hopalong Cassidy, TV — Mystery is my Hobby, The Ruggles Show

GRANBY, JOSEPH
22 years in Radio, TV — Your Witness, You Be the Jury

GRANT, BERNARD
Big Story, NBC; Radio City Playhouse, NBC; FBI In Peace and War, CBS; Cavalcade of America, NBC; Counterspy, ABC; Kraft Television Theater, NBC-TV; Bobby Benson, MBS

GRANT, GLORIA
One Man's Family, Skippy Hollywood Theater, Guilding Light, TV — Live and Films

GRAY, BARRY
Barry Gray Show, WMCA; Wisner Take All, CBS-TV

GRAY, ROBERT
Dangerous Assignment, Lux Theater, Cavalcade of America, TV — Armchair Detective

GREGG, VIRGINIA
Richard Diamond, Let George Do It, Count of Conte Cristo

GREY, ARLYNE
Believe It or Not, NBC-TV, Mary Kay & Johnny, NBC-TV

GRIGGS, JOHN
Bobby Benson
MBS

GRUNDY, DORIS
Jack Armstrong, ABC; Judy and Jane, NBC; Tom Mix, MBS; Quiz Kids Commercials, NBC-TV; Curtain Time, NBC; Hall of Fantasy, MBS

— H —

HAAG, J. ROBERT
Hilltop House, CBS; Rosemary, CBS

HAINES, LARRY
Inner Sanctum, CBS; FBI In Peace and War, CBS; Gregory Hood, MBS; Cavalcade of America, NBC; Gangbusters, CBS; Rosemary, Dr. Malone, CBS; Pepper Young, Mr. D.A., NBC; True Detective, Shadow, MBS; The Shadow, MBS

HALL, HELEN
WOR's Barbara Welles; Femme Fair, MBS

HALOP, FLORENCE
Duffy's Tavern, Durante Show

HAMMOND, EARL
B. June 17, 1921, New York, N. Y; Modern Romances, ABC; Kraft, NBC-TV; Inside Detective, WABD; Martin Kane, WNBC-TV, WOR; Detour, WJZ-ABC; Counterspy, ABC

HANOR, DONNA
This is Your FBI, Lux, Cisco Kid, TV — Commercials, Hank McCune Show

HARFORD, ALEC
Lux, Suspense, NBC Theater, Hallmark Playhouse

HARRINGTON, MARY LOU
11 years in Radio as "Joan" on One Man's Family, TV-KFI-TV, N. Y. and California

HARRIS, ALAN
Father Knows Best, Cisco Kid, Family Theater, TV-Ed Wynn Show, Alan Young Show, The Ruggles, You Be the Jury

HARRIS, PHIL
Jack Benny Show
CBS

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DORIS McWHIRT *and* LAWSON ZERBE

SC. 4-5700



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ACTOR — ANNOUNCER
NARRATOR
RADIO — TELEVISION

PL. 7-0700

HARVEY, DON
The Whistler, Red Ryder, Hedda Hopper's Hollywood, TV — The Dictator and other films

HARVEY, KEN
Dr. Christian, Life of Riley, Red Ryder, TV — Films

HAYES, MICHAEL
Family Theater, Stars over Hollywood, The Rosary Hour, TV — Mystery Is My Hobby, The Triumphant Hour

HEARN, SAM
Jack Benny Show, Bob Hope, Dennis Day, TV — Guest appearances, Ed Wynn, Alan Young Show

HECKERT, EILEEN
The Shadow
MBS

HEDLUND, GUY
Guy Hedlund Co., Traveler's Insurance Co.

HEIDT, HORACE
Horace Heidt Original Youth Opportunity Program
CBS-TV

HERBERT, WILMS
Richard Diamond

HERMAN, GIL
Prudential Family of Stars, My Friend Irma, Life with Luigi, TV — Arch Oboler's Comedy Theater, Ed Wynn Show

HERSHFIELD, HARRY
Can You Top This?, NBC

HERSHOLT, JEAN
B. July 12, 1886, Copenhagen, Denmark; Dr. Christian (14th year), CBS

HEWITT, ALAN
The Shadow, MBS, The Aldrich Family, NBC

HICKMAN, HERMAN
Celebrity Time
CBS-TV

HILL, RAMSAY
Lux, Escape, Pursuit, TV — Armchair Detective, and other films

HILTON, JAMES
Hallmark Playhouse
CBS

HODGE, AL
Bobby Benson
MBS

HOLBROOK, JOHN
Red Skelton Show, Horace Heidt, Ralph Edwards, TV — Tex Williams Western Caravan, Cyclone Malone

HOLLAND, TOM
One Man's Family, FBI, Philip Marlowe, Family Theater, TV —The Pendulum, Your Witness

HOLMES, ELSIE
Junior Miss, Red Ryder, Hollywood Star Theater, TV — KTLA, KTTV, KLAC, Hollywood Career, Armchair Detective

HOLTON, ROBERT WILSON
Hollywood Playhouse, Cisco Kid, Dr. Paul

HOOD, DARLA
Ken Murray Show
CBS-TV

HOPE, BOB
Bob Hope Show, NBC, NBC-TV

HUBER, HAROLD
True Detective Mysteries
MBS

— I —

IRVING, CHARLES
B. July 30, 1912, Minneapolis, Minn.; B-Bar-B Riders, MBS; Milton Berle Show, NBC-TV; The Babe Ruth Story, ET; Joe DiMaggio Show, CBS, NBC; The Henry Morgan Show, NBC; Bobby Benson, MBS

IRVING, HOLLIS
B. July 22, 1924, Minneapolis, Minn.; Rosemary, CBS; Van Camp Little Show, NBC-TV; Pepper Young, NBC; Detective's Wife, CBS-TV; Ford Theater, CBS-TV; Hollywood Screen Test, ABC-TV

— J —

JACKSON, GINNY
Rex Allan Show
CBS

JACKSON, JANET
If I had my Life to Live Over

Miss Toni Gilman

Television:

Chicago — New York



BEST WISHES

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WGES

Chicago, Illinois



ATHENA LORDE



JIM BOLES

SU. 7-5400

JANNEY, LEON
Ethel Merman Show, NBC; Think Fast, WJZ; This Is Nora Drake, CBS; Pepper Young's Family, NBC; Stop Me If You've Heard This, NBC; Famous Jury Trials, Bobby Benson, MBS; True Detective, MBS

JAYE, MIRIAM
The Truitts
TV-KLAC

JOELS, MERRILL E.
Bonny Maid Versatile Varieties, NBC-TV; Believe It Or Not, NBC-TV; Life Can Be Beautiful, NBC; Big Story, NBC; Crime Photographer, CBS; Martin Kane, MBS

JOHNSON, CLIFF

JOLLOS, INGE
Lux, Gene Autry, Grand Central Station, Ford Theater, TV — Live and Film

JORDAN, JIM
B. Nov. 6, 1896, Peoria, Ill.; Fibber McGee and Molly, NBC (Pet Milk)

JORDAN, MARIAN DRISCOLL
B. April 15, 1897, Peoria, Ill.; Fibber McGee and Molly, NBC (Pet Milk)

JOSTYN, JAY
Mr. District Attorney, NBC

— K —

KADELL, CARLTON W.
A Life In Your Hands, NBC; Jack Armstrong, Sky King, ABC

KANE, BYRON
10 years, all networks, TV — Armchair Detective, The Pendulum, Oboler's Comedy

KAUFMAN, GEORGE S.
This Is Show Business
CBS-TV

KAY, GERALDINE
Gloom Dodgers with Willie Shore, WENR-TV (ABC), The Dave Garroway Show, WMAQ (NBC); Studs' Place, WMAQ, WENR-TV; Hawkins Falls, WMAQ (NBC); Comedy Playhouse, WGN (Mutual); First Nighter, WENR - TV ABC)

KAYE, VIRGINIA
Rosemary
CBS-AM

KEATH, BYRON
Jack Carter, WNBQ-TV; Chi. Mystery Theater, WGN-TV; They Stand Accused, WGN-TV; Sky King, WGN; Crisis, WNBQ-TV; Quiz Kids, WNBQ-TV

KEEN, EARL
Sam Spade, Phil Harris, Let George Do It, Roy Rogers, TV — Commercial Trailer, Special Effects

KEENE, WM.
B. Aug. 4, 1911, Franklin, Pa.; The Big Story, NBC & NBC-TV; Big Town, NBC; Greatest Story Ever Told, ABC; Famous Jury Trials, WABD; We, The People, NBC & NBC-TV; Road Of Life, NBC

KEIGHLEY, WILLIAM
Lux Radio Theater
CBS

KEITH, RICHARD
True Detective Mysteries
MBS

KELK, JACKIE
The Aldrich Family, NBC-AM, TV

KIDDER, HUGH
Lux Radio Theater, Dr. Paul, Aunt Mary

KILGALLEN, DOROTHY
What's My Line?
CBS-TV

KING, CARL
B. July 30, 1921, St. Louis, Mo.; King's Crossroads, WOR-TV; Capt. Video, WABD - Dumont; Mayfair House, WPIX

KING, JOHN REED
WCBS

KINGSTON, LENORE
TV — Mistress of Ceremonies

KIRKWOOD, JACK
B. Belfast, Ireland; Jack Kirkwood Show, Don Lee Network; The Bob Hope Show, NBC

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AFFILIATED ARTISTS

Representatives

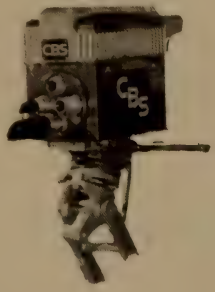
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SAM COWLING

"Breakfast Club" — ABC

"Don McNeill TV Club" — ABC-TV

KNOTTS, DON
Bobby Benson
MBS

KOPLIN, MORTON
True Detective Mysteries
MBS

KRAMER, MANDELL
True Detective Mysteries
MBS

KROEGER, BERRY
The Shadow
MBS

KRUGMAN, LOU
In radio since 1929, TV — Live and Film

KRUSCHEN, JACK
Dragnet, Suspense, Lux, Broadway is my Beat, Screen Guild, Dennis Day

KRUSCHEN, MIRIAM
Dragnet, Stars Over Hollywood, Rocky Jordan

— L —

LAIRE, JUDSON
Mama
CBS-TV

LANG, HARRY
Cisco Kid

LANSING, MARY
20 years in radio

LAPOINTE, ARMAND
America's Town Meeting, TV —Narrator, actor

LARKIN, JOHN
A Tree Grows in Brooklyn, Right to Happiness, NBC; Perry Mason, CBS; True Detective Mysteries, MBS

LATHAM, JOE
Big Story, Aldrich Family, Hopalong Cassidy, WNBT; Suspense, CBS-TV; Cavalcade, NBC; F.B.I., CBS

LA TOREE, CHARLES
Lux, Suspense, TV — KNBH; KFI; KTLA

LA VINDER, GRACILLE
This is Hollywood, Family Theater, TV — KTSL; KTLA; KEDA

LAURIE, JOE, JR.
Can You Top This?, NBC

LAWRENCE, CHARLOTTE
Lux, This Is Your FBI, Night Beat, The Whistler, TV — Marge Evans, The Jonathan Story

LAWRENCE, MORT
(See Announcers-MC)

LAWRENCE, RAYMOND
Screen Guild, Sherlock Holmes, Suspense

LAWTON, ALMA
NBC Theater, Lux, Screen Guild, Family Theater, TV— Treasures of Literature, Mystery is My Hobby, The Pendulum

LAWTON, JUDITH
Trouble is my Business, Fred Allen, TV — What's New? Meet Your Neighbor

LEDOUX, LEONE
Radio—10 years, TV—KTSL

LEEDS, PETER
Jimmy Durante, Maisie, Favorite Husband, FBI

LEIGH, LILLIAN (Mrs. Jack Kirkwood)
Jack Kirkwood Show, Don Lee Network

LENARD, GRACE
Theater Guild, Lux, Mr. & Mrs. North, TV — Kraft Theater, Design for Women, Camera Close-ups

LEONARD, BILL
Let's Live
WCBS-TV

LEROY, RITA
TV — Silver Theater, You're the Star, Rita Leroy Show, Editor's Round Table

LESLIE, LOUISE
Homemakers Exchange
CBS-TV

LEVENSON, SAM
The Sam Levenson Show
CBS-TV

LEWIS, CATHY
My Friend Irma

LEWIS, ROBERT Q.
The Show Goes On, Robert Q's Matinee, CBS-TV

LINKLETTER, ART
House Party
CBS



CHARLES IRVING
LE. 2-1100



HOLLIS IRVING
LE. 2-1100



MAGGI McNELLIS

"LEAVE IT TO THE GIRLS"
"TALENT SEARCH"

NBC-TV



JACK CARTER

NBC-TV

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LIPTON, BILL
Bobby Benson
MBS

LISZT, MARGIE
10 yrs. in Radio, TV—KTTV; KNBH; KECA-TV

LIVINGSTON, MARY (Mrs. Jack Benny)
B. June 23, 1909, Seattle, Wash.; The Jack Benny Show, CBS

LOEB, PHILIP
The Goldbergs
CBS

LORDE, ATHENA
I Love A Mystery, NBC; One Man's Family, NBC-TV; Modern Romances, ABC; The Big Story, NBC; Man Against Crime, CBS-TV; Lights Out, NBC-TV; The Clock, NBC-TV; Gangbusters, CBS

LOULE, EZELLE
Eve Arden, My Favorite Husband, The Whistler, TV — Alan Young, Armchair Detective, Joe Graydon

LUNG, CHARLIE
Radio — 27 years, TV — Live and Films

LYNCH, KENNETH
True Detective Mysteries
MBS

LYTTON, HERBERT
10 years in Radio, TV—Films and Live

— *Mc* —

MacDONALD, MARGARET
TV — Ruggles Show, Guest Shots, commercials

MacDONNELL, KYLE
Celebrity Time
CBS-TV

McBRIDE, MARY MARGARET
ABC

McCAFFERY, JOHN K. M.
We Take Your Word
CBS

McCALLION, JAMES
The Shadow
MBS

McCLUSKEY, JOYCE
Broadway is My Beat, Johnny Dollar, Dr. Christian, TV — KTLA; WBKB; ABC

McDONNELL, CRAIG
Bobby Benson, MBS; Story Shop, NBC

McDOWALL, VIRGINIA
NBC Theater, Family Theater, Hollywood Theater, TV—Hollywood Mystery Theater

McELROY, JACK
B. Oct. 21, 1913, Kansas; Welcome to Hollywood, ABC Coast-to-Coast; CBC, Canada

McGRATH, PAUL
Your Host of Inner Sanctum, ABC; John Wayne in Big Sister, CBS; F.B.I. in Peace and War, CBS; Philco TV Playhouse, NBC-TV; Showtime, U.S.A., ABC-TV; Armstrong Circle Theater, NBC-TV

McKAY, JIM
The Real McKay
WCBS-TV

McKNIGHT, ROBERT
Bobby Benson
MBS

McMILLAN, GLORIA
Eve Arden Show
TV — KNBH; KFI-TV

McMILLAN, JANET
Hopalong Cassidy

McNEAR, HOWARD
Lux, Family Theater, Red Ryder

McNEILL, DON
B. Dec. 23, 1907, Galena, Ill.; Don McNeill's Breakfast Club, ABC; Don McNeill's TV Club ABC

McNELLIS, MAGGI
Leave It To the Girls, Talent Search, NBC-TV

McQUADE, ARLENE
The Goldbergs
CBS

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McVEAGH, EVE
Clyde Beatty Show, Lux, Family Theater, TV — The Jonathan Story, The Pendulum, Armchair Detective

McVEY, TYLER
One Man's Family, Screen Guild Players, Gene Autry

McWHIRT, DORIS
Ma Perkins, WCBS; Lorenzo Jones, WNBC; We, the People, WNBC; Walter Winchell, WJZ; Modern Romances, WJZ; Aunt Jenny, WCBS

— M —

MACK, GILBERT
Bobby Benson
MBS

MALLARD, ANNE
TV — The Pendulum, Commercials

MALONE, TED
B. May 18, 1908; The Ted Malone Show, ABC; Europe Today, ABC-TV; Holiday Overseas, ABC-TV; Crossroads, ABC; It's Your Business, ABC; Freedom Flight, ABC-TV

MANSON, CHARLOTTE
Kings Row, CBS; Nick Carter, MBS; Nora Drake, CBS; NBC, ABC

MARBLE, HARRY
WCBS

MARGETTS, MONTY
Mrs. John Taylor, NBC, TV—Cook's Corner, KFI-TV

MARION, PAUL
Lux, Stars Over Hollywood, Mr. President, TV — Pendulum, Queen For A Day

MARTELL, BELLE
Radio — 5 years

MARTIN, IAN
True Detective Mysteries
MBS

MARTIN, TONY
Carnation Hour, CBS; Colgate Musical Comedy Hour, NBC-TV

MASSEY, CURT
Curt Massey Time
CBS

MASSEY, ILONA
Top Secret, NBC; Studio One, CBS-TV; Ken Murray Show, CBS-TV; Ed Wynn Show, NBC-TV; Arthur Murray Show, Dumont; Holiday Hotel, ABC-TV

MATHEWS, GRACE
Big Sister
CBS-AM

MATHEWS, JUNIUS
Radio since 1928

MATTESON, JANICE
True Detective Mysteries
MBS

MAUGHAM, W. SOMERSET
Somerset Maugham Theater
CBS-TV

MEHRA, LAL CHAND
Lux, I Love a Mystery, Cavalcade of America, TV—KSTL; KTLA

MEIKLE, PAT
WABD-TV

MENKEN, SHEPARD
Lux, Joan Davis, FBI, TV—The Cases of Eddie Drake, Mysteries of Chinatown

MEYBERG, DOT
Hollywood's Film Reporter of the Air

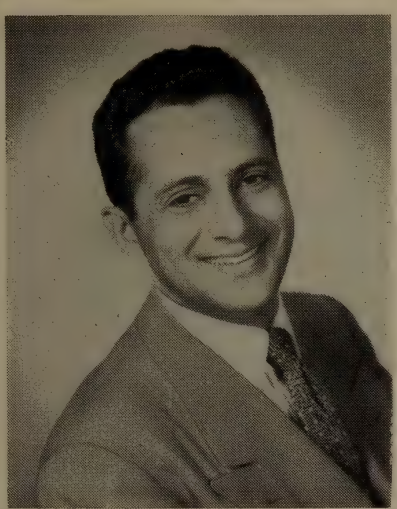
MILANO, FRANK
Bobby Benson
MBS

MILLAR, LEE
Halls of Ivy, Screen Guild, Hollywood Star Theater, TV —Mystery is My Hobby, Mystery of Chinatown, Your Witness

MILLER, MARVIN
Narrator and all voices on Behind the Story (MBS); Burns and Allen, One Man's Family, Dr. Paul, TV — Mysteries of Chinatown — 26 weeks

MILLER, PEGGY
Lux, TV — John Slott's Hollywood Theater, Hollywood Career

MINER, JAN
Casey, Crime Photographer, CBS; Hilltop House, CBS; Break the Bank, NBC-WNBT; Under Arrest, Mutual; M-G-M Theater, WMGM; Cloak & Dagger, NBC



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RADIO

Hazel Stricland

TV

LExington 2-1100

MINTZ, ELI
The Goldbergs
CBS

MOHR, GERALD
Lux, Phillip Marlowe, Joan Davis

MONKS, JAMES
Tales of the Black Cat, WCBS-TV; Bobby Benson, MBS

MONROE, VAUGHN
Vaughn Monroe Show, Camel Caravan with Vaughn Monroe, CBS

MOODY, RALPH
Family Theater, Dr. Christian, Roy Rogers, Gene Autry, Mr. President, TV—Lone Ranger, Mystery Is My Hobby, Armchair Detective

MOORE, GARRY
Garry Moore Show
CBS

MORGAN, ROBIN
Mama
CBS-TV

MOORE, GLORIA
Radio — 15 years

MORRIS, ROLLAND
Railroad Hour, Halls of Ivy, This is Your FBI, Date with Judy, TV—Stars over Hollywood, Charlie Ruggles Show

MORRISON, BRETT
The Shadow
MBS

MORRISON, DONALD
NBC Theater, Whistler, Sherlock Holmes, TV — Mysteries of Chinatown, Your Witness, Mystery is My Hobby

MORROW, KAY
The Kay Morrow Show, Bible Stories, ABC-TV, TV — Guest Appearances

MOUNTBATTEN, LADY IRIS
Versatile Varieties Show, CBS

MOYLES, JACK
Rocky Jordan, TV — Mysteries of Chinatown

MUDIE, LEONARD
Lux, Sherlock Holmes, Suspense, TV — Bing Crosby Enterprises

MURRAY, JAN
(See Announcers-MC)

MURRAY, KEN
Ken Murray Show, CBS-TV

— N —

NAGEL, CONRAD
Celebrity Time
CBS-TV

NALLE, BILLY
Mama, CBS-TV; We, the People, NBC; Kraft Theater, NBC-TV; Studio One, CBS-TV; Life Begins At 80, ABC-TV; Believe It Or Not, NBC-TV

NELSON, FRANK
Jack Benny Show

NEMETT, GEORGE
Radio — 9 years

NESTLE, JACK
Radio — 17 years
TV — Live & Films since 1946

NIGLIS, ELIZABETH
Theater Guild on the Air, NBC Theater, TV — KFI Dramatic series

NORRIS, KATHI
Kathi Norris Show, NBC-TV; What's the Gag, NBC-TV

NUSSER, JIM
Suspense, NBC Theater, Family Theater, T Man

— O —

O'BRIEN, EDMUND
Yours Truly, Johnny Dollar
CBS

O'CONNOR, BILL
Al Morgan Show, DuM; Man on the Farm, MBS; Golden Gloves, CBS-TV

O'CONNOR, ROD
(See Announcers)

OGG, JIMMY
Lux, Smilin' Ed Show, Family Theater, Rexall Theater, TV —Lone Ranger, Lights, Camera, Action

O'MORRISON, KEVIN
Charlie Wild, Private Detective
CBS-TV



CHARLOTTE MANSON

STEVE ALLEN

CBS



BILL SLATER

"20 Questions"

"B'way to H'wood"

"Luncheon at Sardi's"



KATHI NORRIS

NBC-TV



JAN MINER

RADIO-TV

Emotional & Light
Comedy Leads

PL. 7-0700



JACK McELROY

"Welcome to Hollywood"

ABC Coast-to-Coast

CBC Canada

O'NEAL, ANNE
Radio & TV
ORTEGA, SANTOS
The Shadow
MBS

— P —

PAIGE, MARVIN
Grand Central Station, The Goldbergs, Armed Forces Radio Shows, TV — The Goldbergs, City at Midnight
PAIVA, NESTOR
All Major Networks, Characters, Leads, Heavies, TV — Live and Film
PARKER, ELLEN
The Real McKay
WCBS-TV
PARKER, FRANKLIN
Lux, Cavalcade, Cisco Kid, TV — The Ruggles, Ed Wynn Show
PALMER, LILLI
The Lilli Palmer Show
WCBS-TV
PASCO, FRANCES
Sherlock Holmes, Life with Luigi, Family Theater, TV— Ed Wynn Show, Eddie Marr's Medicine Show
PATRICK, PAT
Edgar Bergen, Charlie McCarthy Show
CBS-TV

PAUL, SIDNEY

Hollywood Screen Test, ABC-TV; The Clock, NBC-TV; Counterspy, NBC; Superman, ABC; Gangbusters, CBS; M-G-M Theater of the Air, WMGM

PAYNE, BRUCE
Skippy, NBC Theater, I Love a Mystery
PAYNE, VIRGINIA
Ma Perkins
CBS
PEARSON, GEORGE
Several years leads on top shows
PEEPLES, CORNELIUS J.
Tom Mix, MBS; School Time, WLS
PEINE, VIRGINIA
The Stork Club
CBS-TV
PERRIN, MAC
Ship Ahoy, The Real McKay
WCBS-TV
PERROT, RUTH
My Favorite Husband, Lux, Dennis Day, TV — The Neighbors, Buster Keaton Show, Your Witness, Armchair Detective

PETRIE, GEORGE

B. Nov. 16, 1915, New Haven, Conn.; Charlie Wild, Private Eye, NBC; Gregory Hood, ABC; The Big Story, NBC-TV, AM; FBI in Peace and War, CBS; Cavalcade of America, NBC; Gangbusters, CBS; True Detective Mysteries, MBS

PHILLIPS, BERNARD
Halls of Ivy, Hollywood Star Theater, Father Knows Best, NBC, TV — The Judge, Commercial on Hopalong Cassidy

PICKENS, JANE

NBC
PIRRONE, GEORGE
Life of Riley, Family Theater, Cisco Kid
PORTER, BECKY
7 years radio
PRUD'HOMME, CAMERON
David Harum, The Shadow
NBC
PURNELL, CHARLES
Hopalong Cassidy, TV — Fashion Shows, Children's Church

— R —

RAEBURN, BRYNA

Gangbusters, CBS; Mr. District Attorney, NBC; Counterspy, NBC; Theater Guild, NBC; Eternal Light, NBC; Nick Carter, MBS; True Detective, MBS; Silver Theater, CBS-TV; Kay Kyser Show, NBC-TV; A Tree Grows in Brooklyn, NBC; Chandu, The Magician, ABC

RANDALL, ANTHONY
I Love A Mystery
MBS
RANDELL, RON
Theater Guild of the Air, TV — Studio One, Moment of Truth, Kraft Theater
RANKIN, PETER
Lux, This is Your FBI, Railroad Hour, Prudential Hour, Hallmark, TV — Armchair Detective, Your Witness



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BROADWAY SCREEN

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JACK ALBERTSON

RADIO TV

RAVELEN, FLORENCE
17 years—radio, Halls of Ivy, Broadway is My Beat, Skippy, TV — Film and Live

RAWLINSON, HERBERT
Hollywood Star Playhouse, FBI, Dr. Christian
CBS

RAYE, SUSAN
WABD-TV

READICK, BOB
True Detective Mysteries
MBS

REED, ALAN
Life with Luigi, My Friend Irma, Lux, TV — Buster Keaton, Live and Film

REINHART, ALICE
Bobby Benson, MBS; Volume One, ABC; Cavalcade of America, NBC; The Tremaynes, WOR; I Love A Mystery, MBS

REYNOLDS, ADELINE de WALT
Breakfast in Hollywood, Listen to Grandma, TV — Apex Film Corp. Commercials

RICE, ROSEMARY
Mama
CBS-TV

RICHARDS, GRANT
True Detective Mysteries
MBS

RICHMAN, MARIAN
Family Theater, NBC Theater, Rocky Jordan

RIGGS, TOMMY
WCBS

RISS, DAN
Screen Directors Playhouse, Western Caravan, Suspense, Cisco Kid, TV — Don Lee Music Hall, Ballet Vignettes, Club 13

ROBARDS, JASON N., JR.
Magnavox Theater, CBS-TV; Lucky Strike Theater NBC-TV; Perry Mason, CBS; Pepper Young's Family, NBC; Rosemary, CBS; When A Girl Marries, NBC

ROBERTS, LUCILLE & EDDIE
Admiral Radio-TV Show, NBC; Buddy Rogers Show, ABC-AM; Luncheon & Dinner at Sardis, WOR-AM-TV; Cedric Adams Show, CBS

ROBINSON, LARRY
The Goldbergs
CBS

ROBISON, NAOMU
Favorite Story, Red Ryder, TV — Alan Young, Ed Wynn Shows

ROGERS, ROY
B. Nov. 5, 1912, Cincinnati, O.; Sponsored on 567 stations MBS By Quaker Oats, With Republic Pictures for 13 years, Records-RCA Victor

ROOT, ELIZABETH
Lux, Caravan, Cisco Kid, TV — Film Commercials, Mystery is My Hobby, Comedy of Errors

ROSE, JEWEL
Edgar Bergen, Beulah, Screen Directors Playhouse, Bob Hope, TV — The Ruggles, Educational Films, Rockett Pictures

ROSS, EARLE
Great Gildersleeve

ROSS, LANNY
The Lanny Ross Show, MBS; The Swift Show, NBC-TV

RUSSELL, ANDY
B. Sept. 16, 1920

RUSSELL, DELLA
B. Jan. 30, 1922; Andy & Della Russell, ABC-TV; Cavalcade of Stars, WABD; Jack Carter Show, NBC-TV; Ken Murray Show, CBS-TV; Versatile Varieties, NBC-TV

RUSSELL, BOB
Your Pet Parade, ABC-TV; Jack & Jill Varieties, WPIX; Versatile Varieties, NBC-TV; Live Like A Millionaire, NBC-AM; CBS-TV

— S —

SCHEWEL, STANLEY M.
Sky King, MBS; Tom Mix, MBS; The Singing Marshall, MBS; The Jack Carter Show, NBC; State's Attorney Speaks, WGN-TV

SCHREIBER, CARL A.
Your Child on Parade, WBN-TV, Chi.; Newly Engaged, WBKB-TV, Chi.; WJJD, Chi.

SCOTT, JANET
Hallmark Playhouse, Halls of Ivy, TV — Your Witness, KECA



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"Aunt Fanny"
"Breakfast Club" — ABC
"Don McNeill TV CLUB" — ABC-TV



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Actor — Announcer — Narrator
PL. 7-0700



BOB HAAG
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ALICE FROST

Radio TV

LExington 2-1100
or
PLaza 7-2420

SEFF, RICHARD
Brighter Day, CBS; Road of Life, NBC; Aldrich Family, NBC-TV; Author of Lights Out, NBC-TV

SHAW, BILL
NBC Theater, Suspense, Ford Theater, TV — Mystery and Comedy, KTTV, KTLA

SHAW, MARTHA
Suspense, Ozzie and Harriet, Rocky Jordan, TV — Mystery is My Hobby, Mysteries of Chinatown, The Pendulum

SHAW, MONTAGUE
30 years in Radio

SHAW, STAN
WCBS

SHELDON, HERB
(See Announcers-MC)

SHELDON, JEROME
Jack Benny, Fanny Brice, Dr. Christian, TV — Armchair Detective

SHELLEY, JOSHUA
We, The People, David Harum, Back Stage Wife, When a Girl Marries, NBC; True Story, ABC; Startime Tel., DuM

SHERWOOD, BOBBY
Bobby Sherwood Show
WCBS-TV

SHIELDS, FRED
Meet Corliss Archer
CBS

SHIRLEY, ALFRED
Mystery Theater
CBS

SHORE, DINAH
Jack Smith, Dinah Shore, Margaret Whiting Show, CBS

SILVER, JOE
Mr. I. Magination
CBS-TV

SIMPSON, GLORIA ANN
All major networks, TV—Alan Young Show, TV Film Adventure, Commercials

SINATRA, FRANK
Frank Sinatra Show, CBS-TV; Meet Frank Sinatra, CBS

SINNETT, TOM
Lux, Armed Forces Radio Service, TV — Ed Wynn, Hoffman Television commercials, Jon Slott's Hollywood Mystery Playhouse

SKELTON, RED
Red Skelton Show
CBS

SLATER, BILL
Luncheon at Sardi's, WOR; Twenty Questions, MBS; Broadway to Hollywood, Dumont-TV; Football, NBC

SLOANE, BOB
The Big Story, NBC, NBC-TV; The Shadow, MBS

SMITH, BILL
Guiding Light
CBS-AM

SMITH, BOB
Howdy Doody, NBC-TV

SMITH, CAMEO
Eastern Network shows; transcriptions; TV-Live and prefilmed series.

SMITH, JACK
Jack Smith, Dinah Shore, Margaret Whiting Show
CBS

SMITH, JOHN T.
Suspense, Whistler, Dick Haymes, Hollywood Calling, TV—Armchair Detective, Clyde McCoy Show

SMITH, KATE
Kate Smith Show, NBC-TV

SMITH, LEONARD
Our Miss Brooks, Suspense, Broadway Is My Beat

SMOLEN, VIVIAN
Our Gal Sunday
CBS-AM

SMYTHE, J. ANTHONY
One Man's Family, Dead Men Prowl, TV—One Man's Family, Slice of Life

SOULE, OLAN
First Nighter Program, Memo From Molly, TV—Home'n Hobby Show, KTTV; Home Magazine of the Air, KTTV

SPEARE, FREDERICK H.
Radio 35 years

STAFFORD, GREY
Sherlock Holmes, Cisco Kid, So Proudly We Hail, TV—Brownstone Theater, Philco Playhouse, Kraft Playhouse, Ed Wynn Show

STAFFORD, JO
Carnation Contented Hour, Club 15, CBS

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Actor - Announcer - Narrator

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STANTON, BOB
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STARK, RICHARD S.
(See Announcers)

STEPHENSON, JOHN
This Is Your FBI, NBC Theater, Harris-Faye Show

STERLING, JACK
WCBS

STEVENS, JULIE
Romance of Helen Trent
CBS-AM

STEWART, BILL
Dee Jay, TV—Don Otis Show, Crystal Palace (London)

STEWART, JAY
Carnation Family Party
CBS

STRAIGHT, CLARENCE
Damon Runyon Series, Father Knows Best, TV—Lone Ranger

STRATTON, GIL, JR.
Junior Miss, Halls of Ivy

STRICKLAND, AMZIE
Inner Sanctum, ABC; Nona From Nowhere, CBS; Gangbusters, CBS; The Shadow, MBS; FBI In Peace & War, CBS; The Falcon, NBC

STROOCK, GLORIA J.
Philco TV Playhouse, NBC; Starlight Theater, CBS; Cornelia Otis Skinner on the Girls, CBS Silver Theater, CBS; Colgate, NBC; The Clock, NBC

SUAREZ, OLGA
Vaughn Monroe Show
CBS-TV

SULLIVAN, ED
Toast of the Town
CBS-TV

SULLIVAN, ROGER
Pulitzer Prize Playhouse, Holiday Hotel, WJZ-TV; Cavalcade of America, NBC; Greatest Story Ever Told, WJZ

SWENSON, KARL
Mr. Chamelon
CBS

— T —

TACHNA, EDITH
Suspense, Skippy, Dragnet, Guiding Light, TV—Studio One, 5 Years Experience

TALENT, ZIGGY
Vaughn Monroe Show
CBS-TV

TANIN, ELEANORE
The Hardy Family; Date With Judy, Penny Singleton Show, TV—Lights, Camera, Action, KNBH

TANSEY, JIMMY
We, The People, CBS; Mr. Keen, CBS; Hilltop House, CBS; Pepper Young, NBC; Kraft Tele Theater, NBC-TV; Perry Mason, CBS

TARPLIN, MAURICE
Mysterious Traveler, MBS; We, the People, CBS-TV; The Goldbergs, CBS-TV; Counterspy, ABC; MGM Theater, Transcribed

TEDROW, IRENE
Meet Corliss Archer, Suspense, Screen Guild Theater, TV — The Ruggles

TENNYSON, SCOTT P.
Cavalcade of America, NBC; Big Story, NBC; Harvest of Stars, NBC; Gangbusters, CBS; Counterspy, ABC; Modern Romances, ABC; Bobby Benson, MBS; The Shadow

THOMAS, DANNY
B. Jan. 6, 1915, Deerfield, Mich.; Four Star Revue, NBC-TV

THORSEN, ETHEL
The Ethel Thorsen Show, CBS-TV; Date In Manhattan, WNBT

THORSON, RUSSELL
One Man's Family, NBC-TV; Dr. Paul, NBC; I Love a Mystery, MBS

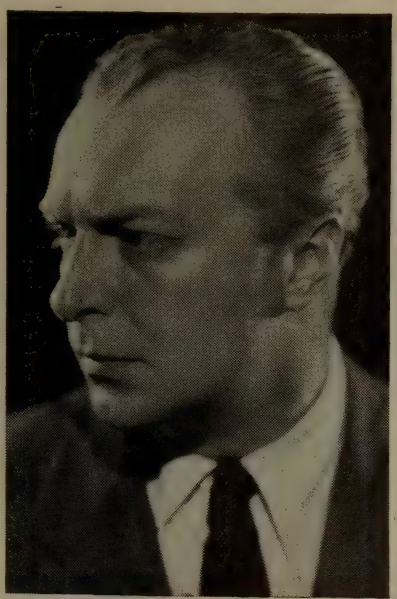
TILLER, TED
Mr. I. Magination
CBS-TV

TILTON, MARTHA
Curt Massey Time
CBS

TOMPKINS, JOAN
This Is Nora Drake
CBS-AM

TRACY, WILLIAM
Halls of Ivy, Hallmark Playhouse, Sam Spade

TREMAYNE, LES
Rube Goldberg Show, WPIX; Morey Amsterdam Show, CBS; The Tremaynes, MBS; The Falcon, MBS; The Thin Man,



STAATS COTSWORTH
SC. 4-5700



BETTY BARTLEY
Studio One — CBS-TV
Sure As Fate — CBS-TV
The Web — CBS-TV
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LE. 2-1100



SIDNEY PAUL

"Superman"
Narrator-Doubler

"Counter-Spy"
"Gangbusters"
"The Clock"

"Insigna" in Chicago company of "Mr. Roberts"
Su. 7-5400

NBC; I Love a Mystery, Bobby Benson, MBS

TRIPP, PAUL
Mr. I. Magination
CBS-TV

TULLY, TOM
Hallmark Playhouse, Lux, Life with Luigi, TV—Experimental, The Gorilla, Guest Appearances

TURNER, TIG
Bob Burns, Blondie, TV—Mystery Is My Hobby, Marshal of Gunsight Pass

— U —

UNTERMEYER, LOUIS
What's My Line?
CBS-TV

— V —

VANCE, ROSAMOND

B. July 23, 1923, Newark, N. J.; Van and the Genie, WPIX

VANDER PYL, JEAN
13 Years—Radio, TV—Live and Films

VAN DYK, JAMES
True Detective, MBS; Mr. District Attorney, Big Town, WNBC; Counter Spy, MBS; Studio One, WCBS; Kraft Theater, WNBT; Famous Jury Trials, WABD

VAN PATTEN, DICK
Mama
CBS-TV

VAN ROOTEN, LUIS
The Shadow, I Love a Mystery
MBS

VAN TUYL, HELEN MARR
13 Years Radio, Dr. Christian, Skippy Hollywood Theater It's a Great Life, TV—Your Witness, Mama Rosa, Hoffman Commercials

VICTOR, CHARLES
Suspense, Stars Over Hollywood, CBS

VINCENT, ELMORE
Hopalong Cassidy, Smilin' Ed, Others, TV—Smilin' Ed Gang, Spade Cooley

VOLA, VICKI
Your Home Beautiful, Mr. District Attorney, NBC; Betty Moore Program, MBS; Jungle Jim

— W —

WALDO, JANET
Meet Corliss Archer
CBS

WALL, LUCILLE
Lorenzo Jones, Portia Faces Life
NBC

WARING, FRED

Fred Waring Show
CBS-TV

WARNER, GERTRUDE
The Shadow
MBS

WARREN, JANET
Hashknife and Sleepy, So Proudly We Hail, Recordings

WARREN, MARTY
NBC Theater Red Ryder, TV—Films and Live, Armchair Detective, KTLA

WATERMAN, WILLARD
The Great Gildersleeve

WAXMAN, STANLEY
Hollywood Star Playhouse; Cisco Kid, TV—The Pendulum, Film and Live

WEBB, JACK
Dragnet
NBC

WEBBER, PEGGY
Dragnet, One Man's Family, Suspense, Sam Spade, TV — Treasures of Literature, Colgate Theater

WEBSTER, CHUCK
True Detective Mysteries
MBS

WELLS, SARAJANE
Dr. Paul
NBC

WEVER, NED
Young Widder Brown
NBC

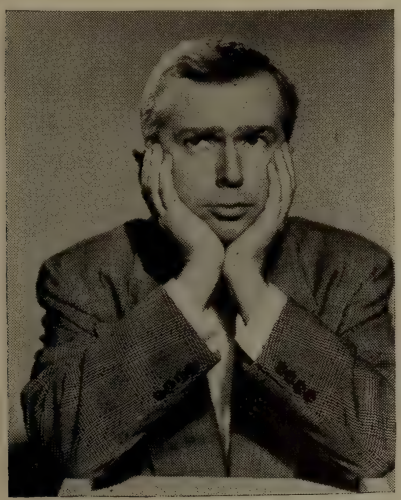
WHITFIELD, FRAN
15 Years Radio, Family Theater, Five Star Productions, TV—Pinky Lee Show, Designed for Women

WHITING, MARGARET

Jack Smith, Dinah Shore, Margaret Whiting Show
CBS

WHITLEY, JUNE
Father Knows Best, Lux

WHITMAN, GAYNE
Cavalcade of America, Telephone Hour, Pacific Story



"HOMER"

Thursday — 8 p.m. . . . NBC
Sunday — 7:30 p.m. . . NBC-TV



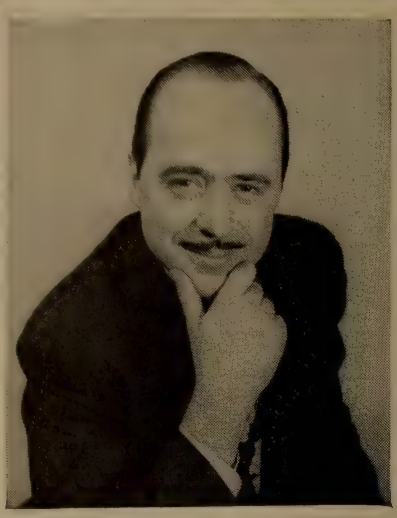
EDDIE "ROCHESTER" ANDERSON



EARL HAMMOND

TELEVISION RADIO

LExington 2-1100



WILLIAM KEENE

RADIO — TV

LEx 2-1100



RALPH CAMARGO

RADIO — TV

ACTOR — ANNOUNCER
NARRATOR

RADIO REGISTRY



SANFORD BICKART

ACTOR — ANNOUNCER — NARRATOR

SU. 7-5400

WHYTE, PATRICK
Family Theater, NBC Theater, TV — Christmas Carol, Jimmy Dolan Show, Commercials

WICKER, IREENE
Ireene Wicker, The Singing Lady, ABC-TV

WILEY, KAY
The Whistler, Mystery is My Hobby, The Saint, Gildersleeve, TV — Alan Young, The Ruggles, Ed Wynn, Commercials

WILKINS, MARION
Skippy Hollywood Theater, Romance of the Ranchos, Hollywood Star Theater

WILSON, WARD
Can You Top This, NBC; Aldrich Family, Mr. District Attorney, Gloomdodgers, The Shadow, MBS

WINCHELL, PAUL
Speidel's What's My Name, NBC-TV

WOLFE, DAVID
Lux, Cavalcade, Hollywood Star Theater, Suspense, TV— Fireside Theater, Treasures of Literature, Cases of Eddie Drake

WOOD, PEGGY
Mama
CBS-TV

WOODS, DONALD
Those We Love, NBC Theater, Suspense, Prudential, Hollywood Star Playhouse, TV— Silver Theater, Pantomime, etc.

WOODS, LESLEY
Guiding Light
CBS-AM

WOODSON, WILLIAM
Studio One, 18 years on radio, TV — Highlights of History

WOOLF, CHARLES
Life of Riley, Date with Judy, Dennis Day, TV — Hoffman Commercials

WORLOCK, FREDERIC
Sherlock Holmes series

WRAGGE, BETTY
Pepper Young's Family
NBC

WRIGHT, BEN H.
Sherlock Holmes, Lux, Screen Actors Guild, Hallmark Playhouse, TV — Own Show, Thespian (7 months), Alan Young Show, Cricket on the Heath

WRIGHT, WILL
Amazing Mr. Tuft

WRIGHTSON, EARL
B. Jan. 1, 1916, Baltimore, Md.; Masland At Home Show, CBS-TV; Goodyear Paul Whiteman Revue, WJZ-TV; Coca Cola Program, CBS; Cavalcade of Stars, Dumont-TV

WYNN, ED
Four Star Revue, NBC-TV

— Y —

YARBOROUGH, BARTON
Dragnet, One Man's Family
NBC

YOCAM, JOE
Breakfast in Hollywood, Chief Announ., KFWB; TV — Gadget Jury, KECA-TV; Admiral TV Show, KLAC-TV; Bill Anson Show, KLAC-TV; Peter Potter Show, Don Lee-TV

YORKE, DICK
Meet the Meeks
NBC

YOURMAN, ALICE
The Adventures of Archie Andrews
NBC

YOUNG, AGNES
I Love A Mystery
MBS

YOUNG, ALAN
Alan Young Show
CBS-TV

YOUNG, JEAN
Prudential Family Hour, Skippy Hollywood Theater, TV— Commercials, KECA

— Z —

ZERBE, LAWSON
B. March 20, 1914, Portland, Ore.; Inner Sanctum, WJZ; Gangbusters, WCBS; Peter Salem WOR; True Story, WJZ; International Airport, WOR; Modern Romances, WJZ; Adventures of Frank Merriwell, NBC; Bobby Benson, MBS

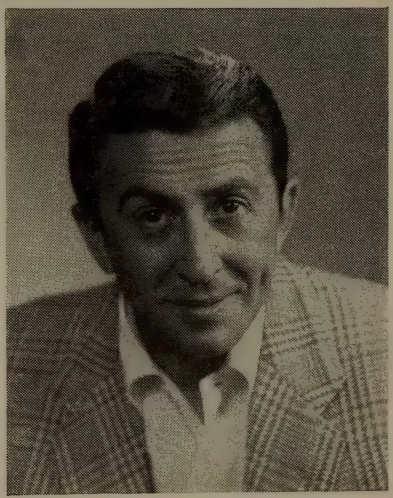
ZUCKERT, BILL
Bobby Benson
MBS



THE VERSATILE BOB DIXON

Kate Smith—NBC-TV
Ed Murrow Program—CBS
"Chuckwagon"—CBS-TV
Perry Mason—CBS
"Life Can Be Beautiful"—NBC

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PL 7-0700



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The Baseball Scoreboard	*Camel Cigarettes*
World Series	*Gillette Safety Razor Co.*
College Football "Game Of The Week"	*Cooperative Sponsorship*
Football Preview	*Camel Cigarettes*
Army vs. Navy	*Gillette Safety Razor Co.*
Football Scoreboard	*Camel Cigarettes*
East vs. West All-Star Game	*For the Shrine*

Personal Rep.

CHICK VINCENT

509 MADISON AVE., NEW YORK 22, N. Y.

EL. 5-0734

Sports Commentators
(RADIO AND TELEVISION)
—their work during 1950

— A —

ACKERLY, BOB
Spotlight on Sports
KXA, Seattle, Wash.

ADAMS, NOREY
Sports of the Day with NA
KPUG, Bellington, Wash.

ADAMS, TONY
Sports Extra
WFDF, Flint, Mich.

ALBERTS, MAL
Sports Camera
KATL, Houston, Tex.

ALBRECHT, PAUL
WJMC, Rice Lake, Wis.

ALEXANDER, ED
Sports Roundup
Speaking of Sports
KXOX, Sweetwater, Tex.

ALDEN, JERRY
WSNJ, Bridgeton, N. J.

ALDRIDGE, CHARLIE
Mississippi Sports
WNAG, Grenada, Miss.

ALDRIDGE, MAHLON
Play by Play
KFRU, Columbia, Mo.

ALLAIN, ORREN
Sizing Up Sports
WKAN, Kankakee, Ill.

ALLBRIGHT, NAT
Allbright Sports
WEAM, Arlington, Virginia

ALLEN, GEORGE
WBVP, Beaver Falls, Pa.

ALLEN, KIRBY
Football Games
KXEO, Mexico, Mo.

ALLEN, MEL
B. Feb. 14, 1913, Birmingham, Ala.; N. Y. Yankee Baseball, home of champions network; Notre Dame Football, Dumont-TV; World Series, MBS; All Star Game, MBS; Orange Bowl, CBS; Triple Crown (Turf), NBC, CBS.

ALLEN, STEVEN
Spotlight on Sports
KOKX, Keokuk, Iowa

AMBROSE, JOHNNY
Speaking of Sports
WTAG, Worcester, Mass.

ANDERS, BILL
KFYO, Lubbock, Tex.

ANDERSON, AL
WASA, Havre de Grace, Md.

ANDERSON, ANDY
Saturday Review of Sports
WCNU, Crestnew, Fla.

ANDERSON, DICK
"Dick's ON At Six"
WEOA, Evansville, Ind.

ANDERSON, DOUG
Spotlight on Sports
KDIX, Dickinson, N. Dak.

ANZIVINO, JOE
Sports Parade
KGMB, Honolulu, Hawaii

ARCHER, VANCE
Sports for All
KNEX, McPherson, Kansas

ARMSTRONG, CARL B.
Sports Digest
WHED, Washington, N. C.

ARMSTRONG, STUART
WWXL, Peoria, Ill.

ARNOLD, FULTON
Sports Roundup
WTTM, Trenton, N. J.

ARO, SAM
WNDB, Daytona Beach, Fla.

ARTHUR, DON
Sportscast
WDUZ, Green Bay, Wis.

ARTHUR, FRANK
KSAN, San Francisco, Cal.

ASHLEY, ART
Sports Edition
WONS, Hartford, Conn.

AUSLEY, WALLY
Sports Bandstand
WBTM, Danville, Va.

— B —

BACHRACH, THOMAS
Sportscaster
KDHL, Faribault, Minn.

BACON, NORMAN
Sportlight
WOC, Davenport, Iowa

BADER, HUGH
KMTV, Omaha, Neb.

BAGLI, GUY
Sports Review
WDAE, Tampa, Fla.

BAILEY, CHARLES
Sports Director
WHBU, Anderson, Ind.

BAILEY, CHARLIE
WEBR, Buffalo, N. Y.

BAILEY, JIM
KRDU, Dinuba, Cal.

BALCH, FRANK A.
Sports Scrapbook
WWSR, St. Albans, Vermont

BALDING, CHUCK
Sport Whirl
WOAY, Oak Hill, W. Va.

BALTHIS, E. C.
KNGS, Hanford, Cal.

BANFIELD, ROBERT
WLTO, E. Liverpool, O.

BARBER, RED
Football Roundup, College Football, Rose Bowl
CBS-TV

BAKER, ED
KRLD-TV, Dallas, Tex.

BARKLEY, PETE
Radio Sports Page
KGNO, Dodge City, Kansas

BARNES, JAY
Sports Roundup
WIBR, Baton Rouge, La.

BARRETT, BILL
Up to Minute in Sports
WCJU, Columbia, Miss.

BARRETT, CHUCK
Sports Parade
WRYO, Rochester, Pa.

BARRETT, W. R.
WJLS, Beckley, W. Va.

BARRON, STAN
Sports Director
WDOK, Cleveland, Ohio

BARRUS, GABBY
Sports Parade
KODI, Cody, Wyoming

BARRY, JACK
Sports Notebook
WJOY, Burlington, Vermont

BARTON, CHARLES
WHLD, Niagara Falls, N. Y.

BASS, GRADY
KSFA, Nacogdoches, Tex.

BATES, MARVIN
WOBF, Evansville, Ind.

BATES, ROY
Sports Revue
WWST, Wooster, Ohio

BATTERS, CHARLES
WRC, Washington, D. C.

BAXTER, GORDON
KPAC, Pt. Arthur, Tex.

BEARDSLEY, B.
Sports Review
WPAY, Portsmouth, Ohio

BEATTIE, IRV.
Sports Digest
KROY, Sacramento, Cal.

BEATTY, ROSS H.
Sports with Beatty
WELM, Elmira, N. Y.

BECHTEL, JAY
Sportsmen's Corner
WHOL, Allentown, Pa.

BECK, BILL
KGFF, Shawnee, Okla.

BECKER, BILL
Speaking of Sports
WGVA, Geneva, N. Y.

BELL, JACK
Texaco Sport News
KDET, Center, Texas

BELL, TED
KRSC, Seattle, Wash.

BELLES, RUSSELL
Speaking of Sports
KMVI, Wailuku Maui, Hawaii

BELOTE, WILLARD
WTJH, East Point, Ga.

BENDER, BOB
"Sportscope," Bob Bender Show, WGY, WRGB, Schenectady, N. Y.

BENGTSON, L. H.
KLPR, Oklahoma City, Okla.

BENNETT, THURSTON
WBBQ, Augusta, Ga.

BENSON, RICHARD H.
Sports Digest
WIRC, Hickory, N. C.

BERGESON, CHUCK
Sports Review
WSOO, Saulte Ste. Marie, Mich.

BERGMAN, DUTCH
WRC, Washington, D. C.

BERGSTEIN, MILTON
Salute to Sports
WMAJ, State College, Pa.

BERKOWITZ, MILT
Sports Edition
WONS, Hartford, Conn.

BERNDT, IRVING A., JR.
Sports Starts
WRAK, Williamsport, Pa.
BERRYMAN, LEW
Bowling Bonanza & Kegler's Korner
WGRD, Grand Rapids, Mich.
BETTERS, MITCH
WTHT, Hartford, Conn.
BINGHAM, DICK
WTSP, St. Petersburg, Fla.
BITTERMAN, JACK
Sports Page Score Card
WABB, Mobile, Ala.
BLACKBURN, BOB
Parade of Sports
KSJO, San Jose, Cal.
BLUE, IRA
Adventures in Sports; Lucky in Sports; Football—1950
KGO, KGO-TV, San Francisco, Cal.
BLUE, PAUL
Behind Today's Sports
KTLN, Denver, Col.
BLUM, BOB
Sportsbook
KEEN, San Jose, Cal.
BOEHM, PAUL
Play by Play
WNAR, Norristown, Pa.
BOGGS, OTIS
WRUF, Gainesville, Fla.
BOLAND, CHARLIE
KRLD, Dallas, Texas
BOLAND, JOE
Boland on Sports
WSBT, South Bend, Ind.
BOND, HARRIS
WTXL, W. Springfield, Mass.
BORGES, ART
WERI, Westerly, R. I.
BOSTIC, TOM C.
Sports Extra
KIMA, Yakima, Wash.
BOURG, TONY
Sports Revue
WEEU, Reading, Pa.
BOWER, BOB
Sports Call
WTIP, Charleston, W. Va.
BOWERS, HARLEY
WALB, Albany, Ga.
BOWSER, BEN
Sports with Ben Bowser
WACB, Kittanning, Pa.
BOYD, DON
Sports Round-Up
WCLO, Janesville, Wis.
BOYER, JOHNNY
KDKA, Pittsburgh, Pa.
BOX, YES, B.
KRLD-TV, Dallas, Tex.
BRACHER, BERNIE
Sports Round-up
WAVE-TV, Louisville, Ky.
BRACONOVICH, TOM
KNPT, Newport, Ore.
BRADBERRY, JOHN
WGST, Atlanta, Ga.
BRADLEY, JACK
The Sports Almanac Sports Journal
WSAZ, WSAZ-TV, Huntington, W. Va.
BRANSON, TODD
Big 10 Football
WWCA, Gary, Ind.
BREMSER, LYELL
Voice of Sports
KFAB, Omaha, Neb.
BRENNER, BILL
KGY, Olympia, Wash.
BREWSTER, ED
WGAA, Cedartown, Ga.
BRICKHOUSE, JACK
WGN, WGN-TV, Chicago, Ill.
BRIGHAM, ED
Spotlite On Sports
WCEM, Cambridge, Md.
BRISENDINE, ROBERT
WERD, Atlanta, Ga.
BRITT, JIM
Sports Roundup
WHDH, Boston, Mass.
BRITTON, JACK
This is Sports, Baseball, Football, Basketball
WHBQ, Memphis, Tenn.
BROCKMAN, CHARLES
WXLW, Indianapolis, Ind.
BRODE, BUDDY
Sports Extra; Sports Roundup
WNAR, Norristown, Pa.
BROMBERG, LESTER
Fight Follow up
CBS-TV
BROOKBANK, JIM
Sports with Brookbank
KTYL, Mesa, Ariz.
BROOKS, BOB
Sports Parade
KCRG, Cedar Rapids, Iowa
BROWN, BILL
Sports Final
WSTP, Salisbury, N. C.
BROWN, BOB
WEPM, Martinsburg, W. Va.
BROWN, GALE
WROK, Rockford, Ill.
BROWN, GLENN
Sports Editor
KVET, Austin, Texas
BROWN, R. FRED
Fred Brown Sports
WLOS, Asheville, N. C.
BROWNE, FRANK A.
KWFC, Hot Springs, Ark.
BRUBAKER, TOM
KSST, Sulphur Springs, Tex.
BRUNDIGE, BILL
WPEN, Philadelphia, Pa.
BRUSH, JOE
Sports Review, Sports Digest
WKNB, New Britain, Conn.
BRYAN, BILL
Sports Review
KTOW, Oklahoma City, Okla.
BUCHAN, JIM
Sports Topics
KWAD, Wadena, Minn.
BUCK, JACK
Sports Album
WCOL, Columbus, Ohio
BUCKEL, WALTER
News & Views
KPET, Lamesa, Tex.
BUFFINGTON, JOEL
KFRB, Fairbanks, Alaska
BULLETT, BUCKY
Sports Trail
WMNB, North Adams, Mass.
BURGHART, BOB
Sports Parade
KRDO, Colorado Springs, Col.
BURK, SAM
KIRX, Kirksville, Mo.
BURNES, BOB
Bob Burnes Sports
KMOX, St. Louis, Mo.
BURR, CHUCK
Sports Excerpts
WXRA, Buffalo-Kenmore, N. Y.
BURRETS, JOHN
WJNC, Jacksonville, N. C.
BURTON, BOB
Sports Roundup
KWAK, Stuttgart, Ark.
BURTON, DON
Gen. Mgr.
WLBC, Muncie, Ind.
BUTLER, JACK
Sports Afield & Afloat
KENO, Las Vegas, Nevada
BUTTERWORTH, CHARLES
WKTM, Mayfield, Ky.

— C —

CAIN, CLAUDE
Sportsman
KWEI, Weiser, Idaho
CAMPBELL, DAVE
Speaking of Sports
WAPI, WAFM-TV, Birmingham
CAMPBELL, DICK
Sports Lineup
WDVA, Danville, Va.
CAMPBELL, JACK
In the Sportlight
KANS, Wichita, Kansas
CAMPBELL, MALCOLM, JR.
National Sports Parade
WCUM, Cumberland, Md.
CAMPBELL, PERRY
KSFA, Nacogdoches, Tex.
CAMPBELL, WILLIAM
WCAU, WCAU-TV, Philadelphia, Pa.
CAMPOFREDA, NICK
WAAM-TV, Baltimore, Md.
CANAVAN, ROBERT P.
KROD, El Paso, Tex.
CANNON, WILSON
Play-By-Play
KMVI, Wailuku, Maui, Hawaii
CARAY, HARRY
Sports Extra
WIL, St. Louis, Mo.
CARIKER, KEN
KBBC, Abilene, Texas
CARLSON, TED
World of Sports
KRUL, Corvallis, Ore.
CARNEAL, HERB
WHYN, Holyoke, Mass.
CARR, TED
Scoreboard
KATL, Houston, Tex.
CARRICK, JOHNNY
Fishin' Dope
WTAN, Clearwater, Fla.
CARSON, JAMES
Tipoff on Sports
KRJF, Miles City, Montana
CARSON, TOM
WJW, Cleveland, Ohio
CARTER, CALLIS
Sports Forecast Play by Play
KAMD, Camden, Ark.
CARTER, LEROY
KCTX, Childres, Texas
CAST, BURT
KOMW, Omak, Wash.
CASTOR, CHARLES
Today in Sports
KVCV, Redding, Cal.
CATES, JIM
Football
KWEI, Kennewick, Wash.
CAVANAUGH, BOB
WBIZ, Eau Claire, Wis.
CAVANAUGH, JOE
Sports Scene
WARD, Johnstown, Pa.
CHAMBERLAIN, CARL
WARC, Rochester, N. Y.

CHAMBERLAIN, GUS
WDEF, Chattanooga, Tenn.
CHAPMAN, DAVE
Old Armchair Athlete
KTFS, Texarkana, Tex.
CHARVAT, JACK
Sports Parade
KTUL, Tulsa, Okla.
CHASEMAN, JOEL
WAAM-TV, Baltimore, Md.
CHASTAIN, TONY
News and Sports Review
WORZ, Orlando, Fla.
CHERRY, CHARLES
Sports Hour
KTOH, Lihue, Kauai, T. H.
CHRISTIAN, CHARLES
Football
WHAL, Shelbyville, Tenn.
CHRISTENSEN, CHRIS
Sports Whirl
WJBB, Haleyville, Ala.
CHRISTENSON, RAY
WPBC, Minneapolis, Minn.
CHRISTIE, GEORGE
Sports Page
WFEA, Manchester, N. H.
CHRYSTIE, BOB
"Spotlite on Sports"
WPAL, Charleston, S. C.
CIRALDO, AL
Sports Column of the Air
WGLS, Decatur, Ga.
CLANCY, RAY
The Sportsman
WMFJ, Daytona Beach, Fla.
CLARK, BILL
Sports Digest
WHUZ, Borger, Texas

CLARK, PORTER
Play By Play
WEKR, Fayetteville, Tenn.
CLAUSSEN, GENE
KXIC, Iowa City, Iowa
CLAYTON, TOM
Sports Review
WLLH, Lowell-Lawrence, Mass.
CLEMENS, BOB
Sportscast
KENO, Las Vegas, Nevada
CLEMENTS, CART
Spotlite on Sports
WHAY, New Britain, Conn.
CLEMENTS, CLEM
Sports Review Play-By-Play
KXGN, Glendive, Montana
CLEMENTS, J. B.
Sports Parade
WBCU, Union, S. C.
CLEMENTS, JOE
Clements for Chevrolet
KLIX, Twin Falls, Ida.
CLERC, CHARLES A.
Cleric Side of Sports
KSEI, Pocatello, Ida.
CLEVERLY, JACK
Sports Relay
WKY, Oklahoma City, Okla.
CLIFT, JOHN
Across the Sports Desk
KDSX, Denison, Tex.
CLOSE, BILL
Close-Up in Sports
KOY, Phoenix, Ariz.
CLOVER, COTTON
KECK, Odessa, Tex.

CLUNEY, JOHN A.
Speaking of Sports
WBRY, Waterbury, Conn.
COBURN, PAUL
Sports Revue
KVNU, Logan, Utah
COGGINS, JIMMIE
Along the Sports Trail
WKDK, Newberry, S. C.
COLBY, LEONARD
WKZO, Kalamazoo, Mich.
COLE, BENJAMIN
WORA, Mayaguez, P. R.
COLE, BRAD
Western Sportsman
KOOS, Coos Bay, Ore.
COLEMAN, KEN
WJDA, Quincy, Mass.
COLEY, LEM
Play-by-Play
WRFS, Alexander City, Ala.
COLLINS, DAVID J.
Sports Roundup
WHOK, Lancaster, Ohio
COLLINS, DON
Sports Roundup
WCBT, Roanoke Rapids, N. C.
COLLINS, JOE
Sports Report
KICA, Clovis, N. M.
COLLINS, JOHN
Sport Reel
WJIG, Tullahoma, Tenn.
COLON, FELIPE
WCMN, Arecibo, P. R.
COLON, JACK
Sports Almanac
KFMB-TV, San Diego, Cal.
COLTON, TOM
WARE, Ware, Mass.



MEL ALLEN



CONN, MARVIN
KFGO, Fargo, North Dakota
CONNELLY, RUSS
Play by Play
WCBC, Anderson, Ind.
CONNER, LUIS VISOT
WTRP, Ponce, P. R.
CONRAD, STEVE
WKBZ, Muskegon, Mich.
COOK, DICK
Sports Byline
WLW-D, Dayton, O.
COOK, RUEBIN
Sports Page
WTAW, College Station, Texas
COOK, SID
Aroostook Sportscast
WAGM, Presque Isle, Me.
WABM, Houlton, Me.
CORKIN, FRANK
Comments by Corkin
WMMW, Meriden, Conn.
CORLEY, BILL
Play-by-Play for Ohio State Football Games
WBNS, WBNS-TV, Columbus, Ohio
CORLEY, JIM
Saturdays Sport Page
KIXL and KIXL-FM, Dallas, Texas
CORNELL, SYDNEY
Sports Special
WKRC-TV, Cincinnati, Ohio
COSTELLO, ED
World of Sports
KOSA, Odessa, Tex.
COUPPEE, AL
KRNT, Des Moines, Iowa
COWELL, ED
Speaking of Sports
WJHL, Johnson City, Tenn.
COX, CAREY
Sports Today
WAIM, Anderson, S. C.
CRAFT, STAN
All Sports
KXRO, Aberdeen, Wash.
CRAGO, DICK
Sportopics
WCBI, Columbus, Miss.
CRAIG, BENNY
Football Broadcasts
KELD, El Dorado, Ark.
CREAGER, MACK
Sports Page; Play by Play
KAKC, Tulsa, Okla.
CREAMER, JAMES ARTHUR
WAGF, Dothan, Ala.
CREIGHTON, HARRY
WGN-TV, Chicago, Ill.
CRISTIL, JACK
WROX, Clarksdale, Miss.
CROCKER, BERNIE
WIEL, Springfield, Ohio
CROGHAN, JOE
WBAL, WBAL-TV, Baltimore, Md.
CROSIAR, FRANK
WHOT, South Bend, Ind.
CROSLEY, JAMES
Sports on Parade
WNER, Live Oak, Fla.
CROSS, LEO
Sports Slants
KITO, San Bernardino, Cal.
CROSS, PHILLIP S.
Cross Ko-koff
KDKA, Pittsburgh, Pa.
CROWLEY, PAUL C.
WJPD, Ishpeming, Mich.
CRUM, JOE
WBGK, Jesup, Ga.
CULLINGS, BOB
Sports Parade
WINR, Binghamton, N. Y.
CUMMINS, JACK
Jack of all Sports
WTVJ, Miami, Fla.
CUMMINS, RAY
WMBL, Morehead City, N. C.
CUMMINS, TAIT
Sports with Tait, Sports Digest
WMT, Cedar Rapids
CUNNINGHAM, DON
Sports Final
WHSY, Hattiesburg, Miss.
CUNO, ERNIE
WSYR, Syracuse, N. Y.
CURRAN, HARRY
Sports Final
WXGI, Richmond, Va.
CURRIE, BILL
WHPE, High Point, N. C.
CURTIN, DAVID
Royal Basketball Games
WRNY, Rochester, N. Y.

— D —

DAHL, DON
On the Sidelines
KDAL, Duluth, Minn.
DAHLBERG, JERRY
Sport Page
KROX, Crookston, Minn.
DAIN, ROLAND
Musical Scoreboard
KGCX, Sidney, Montana
DAISLEY, TOM
Sports Final
WIS, Columbia, S. C.
DALEY, BILL
Daley's Daily Sports
KEYD, Minneapolis, Minn.
DANIEL, DAN
Sports Journal
WHOO, Orlando, Fla.
DANIELSON, BOB
World Of Sports
KLPM, Minot, North Dakota
DAVIES, BOB
Football
KRKL, Kirkland, Wash.
DAVIES, TED
KVEC, San Luis Obispo, Cal.
DAVIS, BILL
KHBG, Okmulgee, Okla.
DAVIS, BILL
Play By Play Baseball
WLOW, Norfolk, Va.
DAVIS, DICK
Speaking of Sports
WFIN, Findlay, Ohio

DAVIS, GEOFF
B. July 26, 1918, Edmonton, Canada; Sports Director, WINS; Daily Sports Review; Pre & Post Game Commentaries; Atlantic Refining Announcer on N. Y. Yankees Baseball Network; Football Scoreboard; Ski Programs (all WINS).

DAVIS, JOHNNIE
Sportsman
WUSJ, Lockport, N. Y.
DAVIS, LEE
World of Sports
WNAX, Yankton, S. D.
DAVIS, LEN
Sports
WGL, Ft. Wayne, Ind.
DAVIS, NORMAN
WRUF, Gainesville, Fla.
DAWSON, ROY "BUD"
Sports Camera
WQUA, Moline, Ill.
DEAL, JACK
WSKI, Montpelier, Vermont
DeBARR, BERT
WVLN, Olney, Ill.
DECKER, TOM
Sports Journal
WNEB, Worcester, Mass.
DEFAY, DICK
Sports Page
WTVB, Coldwater, Mich.
DE LA VEGA, PITO ALVAREZ
WAPA, San Juan, P. R.
DEMERS, BERT
Baseball
KRKL, Kirkland, Wash.
DENNIS, JOHN
Sports Call
KOKO, LaJunta, Cal.
DENISON, SPENCER
Sportspage
WMDN, Midland, Mich.
DENTON, BILL
Sports Reel
KPQ, Wenatchee, Wash.
DERR, JOHN
Saturday Sports Review
CBS
DESMOND, CONNIE
Football Round Up
CBS
DEVANEY, KEN
KRDU, Dinuba, Cal.
DEXTER, RAY
Scoreboard
KDRS, Paragould, Ark.
DeYOANNES, A.
WHLB, Virginia, Minn.
DIAB, GEORGE
Sports Reel
WTRF, Bellaire, Ohio
DIAZ, JOSE RAMON
WAPA, San Juan, P. R.
DICKSON, CHUCK
Sports Recap
WMFT, Florence, Ala.
DIEHL, BILL
Diehling It Out
WGH, Newport News, Va.
DIEHL, JACK
KVRH, Salida, Col.
DIHLMANN, HENRY
KROS, Clinton, Iowa
DILLON, FRED
Sports Spotlite
WCMA, Corinth, Miss.
DILLON, LENNY
Today in Sports
WFAS, White Plains, N. Y.
DIMMERLING, BILL
Sports Hi-Lites
WPAM, Pottsville, Pa.
DITTERI, ED
Sportstime
KRIC, Beaumont, Texas
DIXON, MASON
Sports Parade
KICD, Spencer, Iowa
DOBBS, GLENN
Sports Review
KRMG, Tulsa, Okla.
DONAHUE, TOM
Sports Page
WIBG, Philadelphia, Pa.
DONALDSON, AL
Baseball & Football
KENT, Shreveport, La.
DONLEY, CHARLES
WSTV, Steubenville, Ohio
DOPP, CLAY
Football Fanfare
WXEL, Cleveland, O.

DOTY, BILL
WKOP, Binghamton, N. Y.
DOUGLAS, HAROLD
Sports Page
DOUGLASS, GEORGE
Football Play by Play
WDSR, Lake City, Fla.
DOUGLASS, WIN
Sports Dairy
KTRI, Sioux City, Iowa
DOYLE, DICK
Sport Page
KSDN, Aberdeen, S. D.
DOYLE, LARRY
Great Moments in Sports
KGA, Spokane, Wash.
DOYLE, VINCE
Picture in Sports
WJVA, South Bend, Ind.
DRAKE, MYRON
KTAR, Phoenix, Ariz.
DRAPER, LARRY
Sports Parade
WFAU, Augusta, Me.

DREES, JACK

Feb. 8, 1917, Chicago, Ill.; Pabst Horse Racing, NBC; Pabst Boxing, CBS; Pontiac Game of the Week, ABC-TV; Collegiate Football, WMAQ.

DUDLEY, JIMMY
Sports Final
WERE, Cleveland, Ohio
DUFFY, GEORGE
Sports Review
WAVZ, New Haven, Conn.
DUGGAN, TOM
WNBQ, Chicago, Ill.
DUKATE, ELBERT
Sports Today
WPCF, Panama City, Fla.
DUKE, KEN
KDDD, Dumas, Tex.
DULANE, CHUCK
Sports Circus
WGAY, Silver Springs, Md.
DUNBAR, WALT
WBET, Brockton, Mass.
DUNN, BILL
Sports Reel
KRCT, Baytown, Texas
DUNN, MIKE
WXLW, Indianapolis, Ind.
DUNNAVANT, BOB
Pigskin Preview, Football Roundup
WJMW, Athens, Ala.

DUNPHY, DON

B. July 5, 1911, New York, N. Y. Garden Fights, ABC; Garden Basketball, Dumont; Garden Track Meets, Dumont; Trotting Races, Dumont; Pre and Post Baseball, WINS

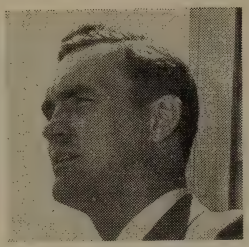
DUSENBERRY, FRANK
KOGT, Orange, Tex.
DYER, BOB
Sportscope
WKNX, Saginaw, Mich.
DYER, JOHN S.
KCLE, Cleburne, Tex.
DYNES, CHARLES
Sportscast
KGIW, Alamosa, Col.

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EAKINS, PHIL
Sportsreel
KEPO, El Paso, Tex.
EATON, HOWARD
WELI, New Haven, Conn.
EBERSOLE, RED
Sports Review
WKOY, Bluefield, W. Va.
EDWARDS, CHUCK
Sports Recaps
KWNW, Wenatchee, Wash.
EDWARDS, ED
Musical Scoreboard
WWPA, Williamsport, Pa.
EDWARDS, JOHNNY
Sports Parade
KTRN, Wichita Falls, Tex.
EDWARDS, TOMMY
WAYX, Waycross, Ga.
EGAN, GAIL
The Sports Desk
WXEL, Cleveland, O.
EGAN, LEO
Leo Egan, Sports
WHDH, Boston, Mass.
EGAN, PARNELL
Memory Book of Sports & Sports Spotlight
WCLT, Newark, Ohio
EHLERS, NED
Sports Review
WMTR, Morristown, N. J.
ELGIN, JACK
KENT, Shreveport, La.
ELLIOTT, OWEN
Sports Review
WSBT, South Bend, Ind.



GUY LeBOW
TV REPORTING: WPIX
HOCKEY
BOXING
WRESTLING
BASKETBALL
SPORTSWHIRL WOR-TV



JACK DREES
141 W. Jackson Chicago
HArrison 7-3181
On NBC
PABST HORSERACING
On CBS
PABST BOXING
ON ABC-TV
PONTIAC FOOTBALL

ELLIS, PHIL
Preview Predictions
WPTF, Raleigh, N. C.

ELLIS, STEVE
Grand Jottings
WMCA, New York, N. Y.

ELLISON, JACK
KMED, Medford, Ore.

EMMERICH, LEE
Top 'O the Sports
WKOK, Framingham, Mass.

ENROTH, DICK
WLOL, Minneapolis, Minn.

ERMISCH, RED
Sports Page of the Air
WXXY, Sarasota, Fla.

ERWIN, ED
What's New In Sports
WVJS, Owensboro, Ky.

ESKEW, HERMAN
Sports Parade
WCOR, Lebanon, Tenn.

ESSICK, LOU
WGNI, Wilmington, N. C.

ESSIG, VINCENT
Sports Final
WKAN, Kankakee, Ill.

ESTES, JAMES
WRHI, Rock Hill, S. C.

EUBANKS, BLAIR
Coca Cola Sports Revue
WTAR, WTAR-TV, Norfolk, Va.

EVANS, BOB
Sports Views, Sport Hi-Lites
WSPD, WSPD-TV, Toledo, O.

EVANS, JEFF
World of Sports
WLDY, Ladysmith, Wis.

EVANS, JONES
Top 'O the Sports
WRAX, Wilkes-Barre, Pa.

EVERETT, HERB
KIDO, Boise, Ida.

— F —

FAIR, JIM
Wrestling
WLW-T, Cincinnati, O.

FALKENSTEIN, MAX
All Sports
WREN, Topeka, Kansas

FALLON, FRANK
WMEX, Boston, Mass.

FANCHER, KAY
Sports Preview & Review
KPDN, Pampa, Tex.

FANT, JULIUS
WFOY, St. Augustine, Fla.

FARRELL, MAURY
Play By Play
WAFM-TV, WAPI, Birmingham, Ala.

FARRINGTON, FRANK
Frank Farrington Sports
KFAM, St. Cloud, Minn.

FARRIS, JOE
Farris' Sports: Sport Tips
WKGV, Charleston, W. Va.

FAULDER, GEORGE
"Sportsperial"
WMPS, Memphis, Tenn.

FAY, HAINES
KVOS Sports Reel
KVOS, Bellingham, Wash.

FENNO, RALPH
WJOK, Portland, Me.

FERGUSON, BOB
Let's Talk Sports
WRMN, Elgin, Ill.

FERGUSON, BOB
Speaking of Sports
WBOW, Terre Haute, Ind.

FERGUSON, JOHN
Ferguson Sports Show.
WAFB, Baton Rouge, La.

FIELDS, JAMES
Sports Parade
WTRR, Sanford, Fla.

FIELDS, JIM
Sports Parade
WVOT, Wilson, N. C.

FINAN, JOE
Sports Spotlight
WISR, Butler, Pa.

FINCH, HOWARD
WJIM, Lansing, Mich.

FINGER, HOWARD
Sports Page & Sports Digest
WSAM, Saginaw, Mich.

FISCHER, LARRY
Sports Parade
KVKM, Monahans, Tex.

FISHEL, DOUG
Great Moments in Sports
KXO, El Centro, Cal.

FISHER, HANK
WIRL, Peoria,. Ill.

FITZ, STEPHEN
All Sports
WSNY, Schenectady, N. Y.

FITZPATRICK, DICK
Touchdown Hi Lites
KPHO-TV, Phoenix, Ariz.

FLAHERTY, MIKE
Football Prevue
WEBC, Duluth, Minn.

FLANAGAN, PAT
Flanagrams
WENR-TV, Chicago, Ill.

FLEET, TOM
WELO, Tupelo, Miss.

FLEMING, JACK
Today in Sports
WAJR, Morgantown, W. Va.

FLYNN, ARTHUR
WLAW, Lawrence, Mass.

FLYNN, JACK
Northern New York Sports
WICY, Malone, N. Y.

FOSTER, BUD
Bud Foster Show
KLX, Oakland, Cal.

FOUTS, BOB
KYA, San Francisco, Cal.

FOWLER, C. WILLIAM
WBAT, Marion, Ind.

FOX, WILLIAM F., JR.
WIBC, Indianapolis, Ind.

FRANCE, MARTIN
WAEB, Allentown, Pa.

FRANKLIN, ROSS
KYNO, Fresno, Cal.

FRASER, RICHARD
Football
WASK, Lafayette, Ind.

FRAZIER, HAL
Salisbury, WSTP, N. C.

FREEMAN, CARROLL
Sports Extra
KOMA, Oklahoma City, Okla.

FRENCH, BOB
Sports Round Up
KBOR, Brownsville, Texas

FRENCH, JACK
KNOX, Grand Forks, N. Dak.

FRIBLEY, JOE
Sports Folio
KTBS, Shreveport, La.

FROH, DAVE
Sports Corner MSC Football
WILS, Lansing, Mich.

FULTON, BOB
Sports with Fulton
KXLR, Little Rock, Ark.

FULTON, BOB
Baseball & Football
KERG, Eugene, Ore.

FULWOOD, FRED
Special Events
KWTC, Barstow, Cal.

GANS, ALAN
Inside Angle on Sports
KYW, Philadelphia, Pa.

GARCIA, PEDRO JUAN
WPRP, Ponce, P. R.

GARDNER, BILL
Sports Page
WGAI, Elizabeth City, N. C.

GARRIS, LOU
Sports Mike
WSPC, Anniston, Ala.

GARRISON, JOHN
Sports Review
WFUN, Huntsville, Ala.

GARROTT, JOE
WDHL, Bradenton, Fla.

GATES, HILLIARD
Gatesway to Sports
WKJG, Ft. Wayne, Ind.

GATES, JAMES
WFBG, Altoona, Pa.

GEER, C. W.
WALT, Tampa, Fla.

GELL, LOU
Sports Magazine & Misc.
KVNI, Coeur d'Alene, Idaho

GEORGE, STEVE
Strictly Sports with Steve George
KCRA, Sacramento, Cal.

GERMANN, BILL
WHUN, Huntingdon, Pa.
Sports Parade

GHIO, BARNEY
KWKH, Shreveport, La.

GIBBONS, JAMES
WMAL, WMAL-TV, Washington, D. C.

GIBBS, LAURANCE
WJXN, Jackson, Miss.

GIBSON, JACK
Sizing Up Sports
KWTC, Barstow, Cal.

GIBSON, JACK
Sportsmen's Corner
WERD, Atlanta, Ga.

GILBERT, JACK
Pigskin Parade
WLEU, Erie, Pa.

GILLESPIE, EARL
Looking Up
WJPG, Green Bay, Wis.

GISMONDI, JAMES
Sports Round-Up
WMBS, Uniontown, Pa.

GLACKEN, ED
WKRT, Cortland, N. Y.

GLAZER, PETE
Sports
WSAP, Portsmouth, Va.

GLEASON, JAMES
WNBH, New Bedford, Mass.

GLENN, RALPH
WMID, Atlantic City, N. J.

GLICKMAN, MARTY
WMGM, New York, N. Y.

GODLEY, ROBERT
WHK, Cleveland, Ohio

GOLLIDAY, LES
WEPM, Martinsburg, W. Va.

GOLSON, LOU
WFAX, Falls Church, Va.

GOOD, GENE, JR.
KGON, Oregon City, Ore.

GOODING, KEN
World of Sports
KRES, St. Joseph, Mo.

GOODING, RALPH
Sports Parade
WRFW, Eau Claire, Wis.

GOODMAN, JIMMIE
Sports Review
KIBL, Beeville, Texas

GOODRICH, W. E.
Sports Roundup
WRBC, Jackson, Miss.

GORDON, JIM
Sports Final
WNDR, Syracuse, N. Y.

GORDON, WILLIAM E.
Sports With Bill Gordon
WNAW, North Adams, Mass.

GOSS, BAILEY
Sports Parade
WMAR-TV, Baltimore, Md.

COUGH, GLENN
Sports Roundup
WMSA, Massena, N. Y.

GOUKAS, MATT
Sports Director
WPEN, Philadelphia, Pa.

GOURLIE, BUD
Sports Shots
WWOD, Lynchburg, Va.

GOVE, CLIFF
Maine Sports Final
WLAM, Lewiston-Auburn, Me.

GOVE, ELLIOTT
WSYR-TV, Syracuse, N. Y.

GOWDY, CURT
Saturday Night At Madison Square Garden
WABD-TV

GRANER, JIM
WJW, Cleveland, Ohio

GRANT, BOB
World of Sports
KRNR, Roseburg, Ore.

GRAYMOUNT, STUART
KRIO, McAllen, Tex.

GRAYSON, SID
Sid's Sports Desk
KTRN, Wichita Falls, Tex.

GREBE, GUS
Sports Spotlight
WJBC, Bloomington, Ill.

GREEN, MORT
This Sporting Nation
WFGN, Gaffney, S. C.

GREENBERGER, J. B.
Sports Parade
WBOC, Salisbury, Md.

GREENHOE, ROBERT S.
Sports Today
WHTC, Holland, Mich.

GREENWOOD, KEN
Sports Topics
KFOR, Lincoln, Nebr.

GREGG, BOB
KDON, Santa Cruz, Cal.

GREGORY, BILL
Sports Roundup
WDOV, Dover, Del.

GRENIER, CAP
Sports Parade, Sports Recap
WHVR, Hanover, Pa.

GRIFFITH, DON
Sports Page
WCOA, Pensacola, Fla.

GRIFFITHS, DAVE
Sportsreel of The Air
WARM, Scranton, Pa.

GRIGSBY, BILL
WMBH, Joplin, Mo.

GROSSMAN, DICK
The Sportscope
WHEN, Syracuse, N. Y.

GROVE, GENE
Wiedeman, Sports Eye
WMRN, Marion, Ohio

GUIDO, JOE
Sports Final
WESB, Bradford, Pa.

GUINAN, JACK
WQAN, Scranton, Pa.

GUMM, BILL
Sports Review
WRJN, Racine, Wis.

GUYMAN, BILL
KSFO, San Francisco, Cal.

— H —

HACKETT, JIM
Bux-Mont; Sports Page
WBUX, Doy'estown, Pa.

HACKETT, JON
Sports of All Sorts
KERO, Bakersfield, Cal.

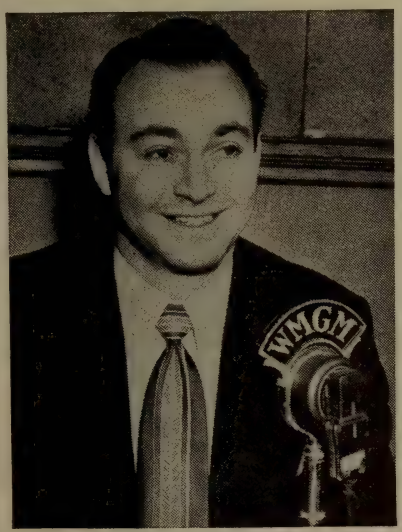
HAIRGROVE, JIM
KFRD, Rosenberg, Tex.

HALE, BOB
Sportsbook
KUBC, Montrose, Col.

HALL, DAN
Sports Column
WTSP, St. Petersburg, Fla.

HALL, HALSEY
Time Out For Sports
WCCO, Minneapolis, Minn.

HALLECK, MARK
WKLO, Louisville, Ky.



MARTY GLICKMAN

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JOE HASEL

HAMILTON, KEN
WEBQ, Harrisburg, Ill.
HAMILTON, MILO
Sports Show
WQUA, Moline, Ill.
HAMMETT, RAY
Sport Specials
KIBE, Palo Alto, Cal.
HAMMOND, CHARLIE
Football Scoreboard
WHEN, Syracuse, N. Y.
HANEY, BOB
Ky. Sports Review
WSFC, Somerset, Ky.
HANSEN, DON
Spotlite on Sports
WEXL, Royal Oak, Mich.
HANSON, BOB
WHLB, Marshfie'd, Wis.
HANSON, ED
Let's Talk Sport
WFHR, Wisconsin Rapids, Wis.
HANSON, ELMER
KNOX, Grand Forks, N. Dak.
HANSON, PETE
Sports Director
WIZE, Springfield, Ohio
HARBISON, S. T.
Column of the Air
WTAX, Springfield, Ill.
HARMON, R. MERLE
KTOP, Topeka, Kansas
HARMON, TOM
Here's Jarman with Harmon
KTTV, Los Angeles, Calif.
HARRELL, BILL
KVOP, Plainview, Tex.
HARRINGTON, JOHN
KTAR, Phoenix, Ariz.
HARRIS, JACK
WNOR, Norfolk, Va.
HARRIS, WALT
Pigskin Preview
KFRC, San Francisco, Cal.
HARRISON, CHAS.
Sports Parade.
KBOA, Kennett, Mo.
HARRISON, JACK
Baseball
WGRD, Grand Rapids, Mich.
HART, BOB
Fifth Quarter
The Prophet
KALB, Alexandria, La.
HARTMAN, ROME
Sportscope
WIRK, West Palm Beach, Fla.
HARVILLE, CHARLIE
WFMY-TV, Greensboro, N. C.

HASEL, JOE

Joe Hasel Sports
ABC

HATTIC, WOODY
Sportstime
KALI, Pasadena, Cal.
HAWKINS, JACK
KRUN, Ponca, Tex.
HAWKINS, VERN
Sports Spot Light
KWTO, Springfield, Mo.
HAWLEY, DICK
WAFC-TV, Birmingham, Ala.
HAWLEY, R. BERNARD
Sportscast
KOFO, Ottawa, Kansas
HAYS, JAMES W.
Pan-American Please
KVOA, Tucson, Ariz.
HAYNES, PHIL
TV Sportsmen's Club
WHIO-TV, Dayton, O.
HEALY, CHUCK
Sports Spotlight
WBEN, WBEN-TV, Buffalo, N. Y.
HEALY, DAN
WBRK, Pittsfield, Mass.
HEARN, CHICK
WEEK, Peoria, Ill.
HEETLAND, JOHN
Sports Review
KTSW, Emporia, Kansas
HEILBRONER, LOU
Sports Parade
WCPS, Tarboro, N. C.
HEISS, BOB
Sports Picture
WTMJ-TV, Milwaukee, Wis.

HELFER, AL

B. Sept. 26, 1909, Pittsburgh, Pa. Sports "Voice" of the Mutual Bdcstg. System; Baseball: Game-of-the-Day; Football: Game-of-the-Week; World Series, Sports Digest, East vs. West (Football Bowl Game), Magazine Theater. All MBS

HELGESEN, RAY
Play-by-Play
KSUN, Bisbee, Ariz.
HELLER, BOB
Highlights
KTAE, Taylor, Tex.
HELLING, JACK
Sportscope
KTLN, Denver, Col.
HEMAN, CHARLES
Sportraits
WICA, Ashtabula, Ohio
HENDRIKSON, LEA
WQXI, Atlanta, Ga.
HENNING, BILL
Scores and Schedules
WTNB, Birmingham, Ala.
HENRY, JOHN
Sports Call; Sports Resume; Blue Line Reports
KVOO, Tulsa, Okla.
HERGET, JOE
Sports Call
WTIP, Charleston, W. Va.
HERNON, PAT
Sportsmen's News
WKOW, Madison, Wis.
HERRICK, SHERB
WXKW, Albany, N. Y.
HERRON, FRANK
KVAN, Vancouver, Wash.
HEWEY, IRA I.
Potlighting The Sportlite
WHAI, Greenfield, Mass.
HIBDON, MILT
Football Sportcast
KTRB, Modesto, Cal.
HICKS, EARL
Time Out for Sports
KBOL, Boulder, Col.
HIGGINS, JAKE, AF
Great Moments In Sports
WITZ, Jasper, Ind.
HILL, DAVE
Sports Page of the Air
WBLJ, Dalton, Ga.
HILL, DONALD
Spotlight on Sports
WPAR, Parkersburg, W. Va.
HILL, JOE
WLW-C, Columbus, O.
HILL, LUKE
KNUZ, Houston, Tex.
HITCHCOCK, JACK
Spotlight on Sports
KCOL, Ft. Collins, Col.
HOBBY, WES
WICC Sports Desk
WICC, Bridgeport, Conn.
HOFFMAN, GENE
KXIC, Iowa City, Iowa
HOGAN, MARTY
Sports Round-up
WAAF, Chicago, Ill.
HOGAN, TODD
Sports Director
WATW, Ashland, Wis.
HOLBROOK, JOE
WBNS-TV, Columbus, O.
HOLLER, CARL
WDYK, Cumberland, Md.
HOOKER, KEN
KCKY, Coolidge, Ariz.
HOOLIHAN, PAUL
Bowling Briefs
WGR, Buffalo, N. Y.
HOOPER, JACK
Report on Sports
WHGB, Harrisburg, Pa.
HOOVER, DON
Sports Roundup
KIUP, Durango, Col.
HOOVER, DONALD R.
WJMS, Ironwood, Mich.
HOPKINS, DON
WATN, Watertown, N. Y.
HORNING, M. E.
Horning In Sports
KSIB, Creston, Iowa
HORSTMAN, BOB
Sports Line-Up
KOLT, Scottsbluff, Nebr.
HORTON, THAD
WSB-TV, Atlanta, Ga.
HOWARD, BILL
WBTM, Danville, Va.
HOWARD, PAUL
Sports Reel
WTRF, Bellaire, Ohio
HOWARD, WILLIAM
Sports Announcer
KWBE, Beatrice, Nebraska
HUBER, FRANK
Sports Review
WHAL, Shelbyville, Tenn.
HUBER, PAUL H.
WTVL, Waterville, Me.
HUBBELL, RALPH
Wrestling From Memorial Auditorium
WBEN, WBEN-TV, Buffalo, N. Y.
HUDDLESTON, DEE
WKCT, Bowling Green, Ky.
HUGHES, JIM
Sports News with Jim Hughes
WKY, Oklahoma City, Okla.
HUMISTON, HOD
Sports Director
KWHK, Hutchinson, Kansas
HURST, JACK
Pitching Curves
WKBS, Oyster Bay, N. Y.
HUTCHISON, JIM
Spot-Lite on Sports
KXJK, Forrest City, Ark.
HUYKE, EMILIO
WIAC, San Juan, P. R.
HYDE, BOB
Down the Trail
KNEB, Scottsbluff, Nebr.
HYMAN, ED
WOAI-TV, San Antonio, Tex.

— I —

IHLENFELD, WARREN
Sports Extra
WISR, Butler, Pa.

INGALLS, WALLIE
Ozark Sports Review
KGRH, Fayetteville, Ark.
INGERSOLL, JOHN
Sports Hi-Lites
WDIG, Dothan, Ala.
IZZARD, BOB
11:05 Sports Edition
KGNC, Amarillo, Texas

— J —

JAEGER, JOE
Sports Parade
KXLE, Ellensburg, Wash.
JAFFEE, MILT
Spotlight On Sports
WLYN, Lynn, Mass.
JAMES, BILL
KCID, Caldwell, Idaho

JAMES, DENNIS

B. Aug. 24, Jersey City, N. J.; Bob Hawk Show, CBS; Can You Top This?, Song of the Stranger, Lawyer Q, Cash & Carry, Okay Mother, WABD; Ted Mack's Amateur Hour, CBS-TV; Fights & Wrestling, DuMont

JAMES, ED
Sports Supplement
WCDL, Carbondale-Honesdale, Pa.
JARSTAD, JOHN
Play By Play Anncr.
KBRO, Bremerton, Wash.
JARVIS, JOHN
Noon Sports
KXEO, Mexico, Mo.
JAY, BILL
Sports Parade
WNOX, Knoxville, Tenn.
JENKINS, BOB
Sports Review
KAYS, Hays, Kansas
JENNINGS, AL
Coastal Sports
WCCP, Savannah, Ga.
JENSEN, F. J.
Dawn Digest Sports
KXRN, Renton, Washington
JENSEN, RAN
Sportraits, Morning Sports
WOC, WOC-TV, Davenport, Ia.
JOHN, DICK
Breakfast Sports Page
KTSA, San Antonio, Tex.
JOHNSON, BILL
Sportscope
KISD, Sioux Falls, S. D.
JOHNSON, CHARLES
Theater of Sports
KVSM, San Mateo, Cal.
JOHNSON, GLEN
Sports Parade
WLPO, La Salle, Ill.
JOHNSON, LEN
WIKB, Iron River, Mich.
JOHNSON, PAGE
KMAE, McKinney, Tex.
JOHNSON, ROLLIE
Sport Events
WTCN, Minneapolis, Minn.
JOHNSON, WARREN
Sports Eye Sports Editor
WPFB, Middletown, Ohio
JONES, EARL D.
Sports Edition
WFTM, Maysville, Ky.
JONES, GORDON
Sportscope
WCMB, Lemoyne, Pa.
JONES, JAMES E.
Jones 'n Sports
WHLS, Port Huron, Mich.
JONES, PAUL
Sports Eye
WLW-T, Cincinnati, O.
JONES, RAMSEY
Sports Roundup
KSPI, Stillwater, Okla.
JONES, ROBERT
Sports Highlights
WSPR, Springfield, Mass.
JORDAN, JOE TINY
Sports Edition
WSAL, Logansport, Ind.
JOYNER, JACK
Sports Newsreel
WBIR, Knoxville, Tenn.
JUDKINS, HARLAN
5 till 8
KTUL, Tulsa, Okla.
JUNKERT, BOB
KOVC, Valley City, N. D.

— K —

KABER, RUSS
KOVC, Valley City, N. D.
KADAVY, DALE
Football Scoreboard
KGGM, Albuquerque, N. M.
KALLAY, ED
Sports Special
WAVE-TV, Louisville, Ky.

DON DUNPHY

GILLETTE'S "CAVALCADE OF SPORTS"

ABC

Blow by Blow Announcer
Friday Night Fights
From Madison Square Garden
With Radio's Top Ratings

* * *

DuMont TV Announcer
Garden Track and Basketball
Yonkers Trotting Races

KANE, JACK
Sports Director
WHEB, Portsmouth, New Hampshire
KAUFMANN, GEORGE
KRMW, Breckenridge, Minn.
KAVANAUGH, DANIEL
WNBZ, Saranac Lake, N. Y.
KEAFCE, CECIL
WRGA, Rome, Ga.
KEANE, ED
Sports Parade
KGBS, Harlingen, Tex.
KEARNEY, JACK
WHUC, Hudson, N. Y.
KEATING, BILL
WHYN, Holyoke, Mass.
KEENE, BILL
All Sports
KFEL, Denver, Col.
KEEP, BARNEY
Keep Smiling
KEX, Portland, Ore.
KEHL, TONY
Sports Parade
KOLT, Scottsbluff, Nebr.
KEITER, LES
KYA, San Francisco, Cal.
KELLY, BOB
WILM, Wilmington, Del.
KELLY, DON
News Director
KILO, Grand Forks, North Dakota
KELLY, EARL
WGO, Concord, N. C.
Sports Report
KELLY, GENE
WPEN, Philadelphia, Pa.
KELLEY, BOB
Parade of Sports
KMPC, Los Angeles, Cal.
KELLEY, ELMER
Sports Parade
WFMW, Madisonville, Ky.
KELTON, DICK
Sports Digest, Diamond Dust
WBIS, Bristol, Conn.
KEMPTON, AL
KBIO, Burley, Ida
KENDRICK, JIM
KMA, Shenandoah, Iowa
KENNEDY, EDWARD J., JR.
Sports Picture
WKRC-TV, Cincinnati, Ohio
KENNEDY, JAMES
Sports in Review
WGCD, Chester, S. C.
KENNEDY, JOHN
KFYO, Lubbock, Tex.
KETNER, WILL
WVAM, Altoona, Pa.
KIEL, LYMAN
At the Sports Desk
WBCK, Battle Creek, Mich.
KIMBLE, VANCE
Sports Parade
KTXC, Big Spring, Texas
KINCAID, FRED
KPLT, Paris, Tex.
KINER, DEAN
KDAC, Ft. Bragg, Cal.
KING, BILL
WTAD, Quincy, Ill.
KING, HAL
KBIG, Okmulgee, Oklahoma
KINSER, JOE
The Sports Story
KMJ, Fresno, Cal.
KIRBY, GENE
Spotlight on Sports
WINS, New York, N. Y.
KIRBY, JERRY
SPORTS Flashes
WKBB, Dubuque, Iowa
KIRBY, LEE
WBT, Charlotte, N. C.
KIRCHGENSNER, DAN
KWWB, Walla Walla, Wash.
KIRWAN, DENNIS
Sports Quiz, Sports Round-up
WINZ, Miami Beach, Fla.
KLECKNER, DOC
KFRB, Fairbanks, Alaska
KLEIN, DON
Baseball and Sports Review
KSFO, San Francisco, Cal.
KLEMP, LLOYD
Sports Finals
KUBA, Yuba City, Cal.
KLIEWER, DUFF
Sports Spotlight
KLIEWER, DUFF
Sports Spotlight
WVEC, Hampton, Va.
KLOSE, AL
WOHI, East Liverpool, Ohio
KNAPP, BERT
Bert Knapp's Sports Roudnup, On the Fifty Yard Line, Baseball Almanac, Between the Games, WMCA: The Junior Pilot Show, WOR-TV
KNAUSS, ZANE
Sports Roundup
WMGW, Meadville, Pa.
KNIGHT, FRANK
Sports Roundup
WARE, Ware, Mass.
KNISELY, DALE
WMAN, Mansfield, O.
KORCH, FRANK
WGN, Chicago, Ill.
KRIEGER, JOHN
Sports at Noon
WCDL, Carbondale-Honesdale, Pa.
KOBAK, ED
Sports Round Up
WTWA, Thomson, Ga.
KROEN, ED
WKPA, New Kensington, Pa.
KULMAN, ART
The Scoreboard
KELS, Longview Kelso, Wash.

— L —

LABRANCHE, ERNEST H.
Today In Sports
WCCM, Lawrence, Mass.
LACHENMEIER, RUDY
Sports Page Final
KGW, Portland, Ore.
LA FRANCHISE, CHARLES
KPOJ, Portland, Ore.
LAMB, JERROLD
WHCU, Ithaca, N. Y.
LAND, BILL
WCYB, Bristol, Va.
LANDMAN, LOU
WERC, Erie, Pa.
LANDRY, WINDON
Sports Review
WIHL, Hammond, La.
LANE, HAROLD
Sportscope
WGNY, Newburgh, N. Y.
LANG, EDWARD
Sports Director
WROW, Albany, N. Y.
LANGLIS, ARTHUR
Football Jamboree
WTNJ, Trenton, N. J.
LaRUE, JIM
KGER, Long Beach, Cal.
LASK, BILL
Sports Roundup
KDDD, Dumas, Tex.
LAUGHLIN, CHARLES
Sports World
WCBC, Anderson, Ind.
LAURIE, BILL
KEBE, Jacksonville, Tex.
LAUX, FRANCE
Sports Extra
KXOK, St. Louis, Mo.
LAWS, BILL
Bill Laws Pressbox Chatter
KLX, Oakland, Cal.
LAWSON, JERRY
Sports in Review
WJOC, Jamestown, N. Y.
LAYER, BOB
KPRC, Houston, Tex.
LEAKE, A. S.
Sports Review
WDNE, Elkins, W. Va.
LEAMING, JIM
Sport Shots
WIP, Philadelphia, Pa.
LEAVITT, MEL
Great Moments in Sports
WDSU, WDSU-TV, New Orleans, La.

Le BOW, GUY

B. June 11, 1916, New York, N. Y.; N. Y. Rangers Hockey Games, WPIX; Boxing (Hudson Motors), WPIX; Bea Kalmus Show, WJZ-TV; Weatherseal Sportspage, WOR-TV; Ripley Wrestling Show, WPIX; Sportscene, WPIX.

LECUIS, ED
Sport Hilites
WOTW, Nashua, New Hampshire
LEE, BARNEY
Leeward Side of Sports
WBBC, Flint, Mich.

LEE, BERT

N. Y. Rangers' Hockey Games, Today's Baseball, Take A Tip From Me, Warm-Up Time, Sports Extra. All WMGM.

LEE, BOB
Football Forecast
KCOK, Tulare, Cal.
LEE, BRUCE
Sports Parade
WHIT, New Bern, N. C.
LEE, FRANK
WMMN, Fairmont, W. Va.
LEE, JIM
Sports Headline and Headliners
WETB, Johnson City, Tenn.
LEE, MIKE
Glance at Sports
WCVI, Connellsville, Pa.
LEE, ROBERT
Sports Review
KICK, Springfield, Mo.
LE FEBRE, DON
WINA, Charlottesville, Va.
LENNHOFF, JACK
Speaking of Sports
WLCR, Torrington, Conn.
LENNON, PAUL
WTOM, Bloomington, Ind.
LENOX, JOHN
KGKB, Tyler, Tex.
LENTZ, ART
WISC, Madison, Wis.
LEONARD, LEE
WFMJ, Youngstown, Ohio
LEWIS, ARNOLD
Sports Editor
WCAX, Burlington, Vermont

LEWIS, BARNEY
The Sports Reel
WLDS, Jacksonville, Ill.
LEWIS, ED
Sports Digest
KFXJ, Grand Junction, Col.
LEWIS, JACK
Sportlight
WTVR, Richmond, Va.
LEWIS, JOHN
Spotlight On Sports
WCAO, Baltimore, Md.
LIBBY, ED
WKRC, Cincinnati, Ohio
LIEBBE, "SPIKE" ROBERT
All Sports
KWPC, Muscatine, Iowa
LIEGEOIS, BILL
Sports Parade
WMAM, Marinette, Wis.
LIESER, GILBERT F.
KANA, Anaconda, Montana
LINN, BOB
March of Sports
WOKZ, Alton, Ill.
LIPEZ, HARRIS
WBPZ, Lock Haven, Pa.
LIVINGSTON, SAM
Down Sports Ave.
WKYB, Paducah, Ky.
LLORENS, SANTIAGO
WORA, Mayaguez, P. R.
LLOYD, BOB
Sports
KWRE, Warrenton, Mo.
LLOYD, BOB
Sports Review
WHBY, Appleton, Wis.
LOCHMAN, WALT
Spotlight on Sports
KJAY, Topeka, Kansas
LOCKE, BOB
WBBW, Youngstown, Ohio
LOCKETT, FRED
WBEJ, Elizebethon, Tenn.
LOMAX, STAN
WOR, WOR-TV, New York, N. Y.
LOMBARD, LOU
Sports In Brief
WKNE, New Hampshire
LONG, DON
Sports Page
KXO, El Centro, Cal.
LONG, MATT
KGB, San Diego, Cal.
LONG, TOM
KREO, Indio, Cal.
LOONEY, JIM
WFNS, Burlington, N. C.
LOUDEN, VERN
KROW, Oakland, Cal.
LOWE, WALTER
Sports in Review
KDSH, Boise, Idaho
LOWRIE, BOB
KFQD, Anchorage, Alaska
LUCE, DEAN
WMAL, WMAL-TV, Washington, D. C.
LUNDQUIST, ELDY
Sports Today
WTRC, Elkhart, Ind.
LUNQUIST, ROBERT
WICU-TV, Erie, Pa.
LUSK, BERNIE
Sports Review; Sports Cap
KROC, Rochester, N. Y.
LYLE, GEORGE
Sports Review
WJMJ, Philadelphia, Pa.
LYON, JOHN
WGAC, Augusta, Ga.
LYON, LEONARD R.
Play by Play
KTXC, Big Spring, Texas

— Mc —

McALEECE, GERALD
KDTH, Dubuque, Iowa
McALLISTER, DON
Sports Roundup
WDBO, Orlando, Fla.
McALLISTER, ROY
From the Sidelines
WRLD, West Point, Ga.
McCAFFREY, TOM
Sports Whirl
WSSB, Durham, N. C.
McCALL, JACK
Wrestling Matches
KSYL, Alexandria, La.
McCANN, BOB
Sports Parade
KBNY, Billings, Montana
McCARTHY, JIM
On the Sports Scene
WBRE, Wilkes-Barre, Pa.
McCRACKEN, JARRELL
KWTX, Waco, Tex.
McCONNELL, JEAN
KAAA, Red Wing, Minn.
McCORMICK, JOHN
McCormick's Den
KVEN, Ventura, Cal.
McCRARY, LOWELL
KVOL, LaFayette, La.
McDONALD, ARCH
Speaking of Sports
WTOP, Washington, D. C.
McDONALD, HERB
KOB-TV, Albuquerque, N. M.
McELROY, PAUL
Local Sports
KMNS, San Luis Obispo, Cal.
McENANEY, JAMES
Sports Roundup
WNLC, New London, Conn.
McENERNEY, DICK
WCEXtra
WBEX, Chillicothe, Ohio
McGEEHAN, JOHN
WISC, Madison, Wis.
McGRATH, ED
Duke Power Co.
WSPA, Spartanburg, S. C.
McKECHNIE, JAMES A.
Sportslants; Sports Corner
WENE, Binghamton-Endicott, N. Y.
McKINNEY, JOE
KCUL, Ft. Worth, Tex.
McKINNON, BILL
Shell Digest
WBNS, Columbus, Ohio
McLARRIN, LES
Speaking of Sports
KSUE, Susanville, Cal.
McLEMORE, MORRIS
Sport News & Views
WIOD, Miami, Fla.
McLENDON, GORDON
KLIF, Dallas, Texas
McLINN, STONEY
Sports Parade
WIP, Philadelphia, Pa.
McMULLEN, DICK
KCIL, Houna, La.
McNAMARA, LARRY
WNHC, WNHC-TV, New Haven, Conn.
McNAMEE, PAT
WEVE, Eveleth, Minn.
McNEVIN, JOHN
WMID, Atlantic City, N. J.
McWHORTER, JOHN
Sports Spotlight
WDKD, Kingstreet, S. C.

— M —

MacBETH, ALEX C.
WCCM, Lawrence, Mass.
MacDONALD, GEORGE
Sports Hilites
KAVR, Havre, Montana
MacKENZIE, JOCK
Sports Parade
WMOU, Berlin, New Hampshire
MACKEY, BOB
Sports on Parade
WEAT, Lake Worth, Fla.
MacLEAN, JOHN
WPDQ, Jacksonville, Fla.
MacLEOD, TOM
Sports Parade
KYJC, Medford, Ore.
MacPHERSON, STEWART
WCCO, Minneapolis, Minn.
MacWILLIAMS, DON
Sports Journal
WCSH, Portland, Me.
MAGRINI, BUD
KSRO, Santa Rosa, Cal.
MAINZ, JOE
KEBE, Jacksonville, Tex.
MALDONADO, JUAN
WIAC, San Juan, P. R.
MALLANTS, SALTY
Salty Says (Boating & Fishing News)
WIOD, Miami, Fla.
MALOY, JACK
Spotlight on Sports
WEEI, Boston, Mass.
MANGINI, JOHNNY
Sunday Sports
WKBS, Oyster Bay, N. Y.
MANN, CARL
WFAA-TV, Dallas, Tex.
MANN, STU
WLOL, Minneapolis, Minn.
MANNERS, DAVE
Today in Sports
WAPX, Montgomery, Ala.
MANNING, TOM
WNBK, WTAM, Cleveland, O
MANUSH, GEORGE
Sports Reporter
WLAY, Muscle Shoals
MAPLSE, FRANKLIN GRADY
play-by-play football, basketball, etc.
KTNM, Tucumcari, N. M.
MAREINESS, JOE
Scoreboard
WOSC, Fulton, N. Y.
MARGET, MANNY
Sports Shorts
KVOX, Moorhead, Minn.
MARLOWE, PAUL
Sizing up Sports
WLOF, Orlando, Fla.
MARSH, ROY
WHLF, South Boston, Va.
MARTIN, BOB
Sports With Martin
WMTW, Portland, Me.
MARTIN, CECEL
Football
KCOG, Centerville, Iowa
MARTIN, DICK
Sports Parade
WCMI, Ashland, Ky.
MARTIN, LARRY
WPEN, Philadelphia, Pa.
MARTIN, RUSSELL L.
KGLC, Miami, Okla.

MASKAS, JOHNNY
Sports Whirl
WWST Wooster Ohio

MASON, DON
Standard Oil Sports
WEBC Duluth Minn.

MASON, JOE
Sports
WLEE Richmond, Va.

MASON, JOHN
WKAI Macomb, Ill.

MATHEWS, EARL
WKID Urbana, Ill.

MATHEWS, LEE
Sportstime
WFUR Grand Rapids, Mich.

MATHEWS, NORMAN M.
Commercial Manager
WRNO Inc. Whitman, St. Exr. Orangeburg, S. C.

MATHEWS, TOM
WKLA Ludington, Mich.

MATHEWSON, DON
WAMS Wilmington, Del.

MATHYS, LYLE
Sports Review
KVCV Redding, Cal.

MAUGANS, BILL
KGFF Shawnee, Okla.

MAWSON, RICHARD
Play-by-Play
KMVI Wailuku, Maui, Hawaii

MAXWELL, JACKO
Sports Review
WWRL Woodside, N. Y.

MAYNARD, BILL
KTTS Springfield, Mo.

MAYRAND, WARD
Speaking of Sports
WHAK Rogers City, Mich.

MAZER, BILL
Sports Extra
WKBW Buffalo, N. Y.

MEIER, EVANS
WJAG Norfolk, Nebr.

MELL, DEAN
KXOC Chico, Cal.

MENACOFF, COACH
Sports Payoff
WTTT, Coral Gables, Fla.
WCSC, Charleston, S. C.

MENKE, EDWARD
Play-By-Play; Sportscaster
WEDO, McKeesport, Pa.

MERRILL, BILL
Bill Merrill Sports Show
KMHT Marshall, Tex.

MERRIMAN, DONALD
Sports Page
WHDL Olean, N. Y.

MEYERS, BILL
Sport Spotlight
KTMC McAlester, Okla.

MICHAELS, PATRICK F.
KELP El Paso, Tex.

MILLER, ALAN
KBRG Mount Vernon, Wash.

MILLER, BILL
Sports Digest
WETB Johnson City, Tenn.

MILLER, DON
What's New in Sports
WTOL Toledo, Ohio

MILLER, GEORGE
Sportsman Round-Up
WPTR Albany, N. Y.

MILLER, JACK
Sports Digest
[illegible] Kansas

MILLER, SKIP
WJAW Altoona, Pa.

MILLER, STRETCH
Sports Extra
WIL St. Louis, Mo.

MILLER, VAN
Sports Events; Sports Show
WFCB, Dunkirk, N. Y.

MILLS, BILL
WPTW, Piqua, Ohio

MIMS, BILL
Sports of the Day
WATL, Atlanta, Ga.

MISTOVICH, MIKE
Sports
KORA, Bryan, Texas

MITCHELL, JAMES
WCVS, Springfield, Ill.

MITCHELL, PAUL
Reports On Sports
KSYL, Alexandria, La.

MITCHELL, RED
Seeing Red with Mitchell
KSIG, Crowley, La.

MITTAN, RAY
Sporting News, Coaches Forum
WHFB, Benton Harbor, Mich.

MOFIELD, RAY
Ole Colonel
WPAD, Paducah, Ky.

MOHNKERN, LEN
WAVL, Apollo, Pa.

MOLEN, SAM
Sports Director
KFRM, KMBC, Kansas City, Mo.

MOON, HAROLD
WISE, Ashville, N. C.

MOONEY, GEORGE
WHHM, Memphis, Tenn.

MOORE, BERI
WMOX, Meridian, Miss.

MOORE, TED
WDLB, Marshfield, Wis.

MOOREHEAD, TOM
Sport Show, Name The Star, Beat Pep Boys
WFIL, WFIL-TV, Philadelphia, Pa.

MORAN, JACK
KURV, Edinburg, Tex.

MORAN, JACK
World of Sports
WMON, Montgomery, W. Va.

MOREHOUSE, EUGENE
WWNR, Beckley, W. Va.

MOREY, BOB
Sports Roundup
KNEM, Nevada, Mo.

MORGAN, ED
KBON, Omaha, Nebr.

MORGAN, HANK
WOBS, Jacksonville, Fla.

MORGAN, RAY
Sports School of the Air
WWDC, Washington, D. C.

MORLAN, CLIFF
Sports Review
KBUN, Bemidji, Minn.

MORRIS, BOB
Sports Page Of The Air
KBRL, McCook, Nebr.

MOSHIER, JEFF
Sports
WSUN, St. Petersburg, Fla.

MOTLEY, RAYMOND C.
World of Sports
WMOH, Hamilton, Ohio

MOWRY, LEE
WLAQ, Rome, Ga.

MULLON, HOP
WSNJ, Bridgeton, N. J.

MURDOCK, HOWARD
Speaking of Sports
WIMS, Michigan, Ind.

MURPHY, BILL
Sports Review
WCKB, Dunn, N. C.

MURPHY, JIM
Sports Final
WRFS, Alexander City, Ala.

MURPHY, WANDELL
WMGA, Moultrie, Ga.

MURRAY, DON
Sports Review
WDBJ, Roanoke, Va.

MUZZY, JAMES
Sports Director
WHBC, Canton, Ohio

— N —

NABORS, PAT
BC Sports Review
WSOC, Charlotte, N. C.

NAGLER, AL
Sports Spotlite, Sports Telescope, Red Wing Hockey
WJBK, WJBK-TV, Detroit, Mich.

NAKEL, PAUL
WJMO, Cleveland, Ohio

di NATALE, JOE
Inside of Sports
KODY, North Platte, Nebr.

NAUGLE, DAVE
KFJZ, Ft. Worth, Tex.

NEAL, BOB
Today in Sports
WERE, Cleveland, Ohio

NELSON, BOB
Sports World
WTMA, Charleston, S. C.

NELSON, DAVE
Sports Parade
KCOG, Centerville, Iowa

NELSON, JOHN
Sports Corner
WESB, Bradford, Pa.

NESBITT, DICK
WOR-TV, New York, N. Y.

NEW, JAMES H.
Today in Sports
WBHF, Cartersville, Ga.

NEWCOMB, CHARLES W.
WORD, Spartanburg, S. C.

NEWMAN, JACK
Sports Parade
WIBA, Madison, Wis.

NEWMAN, JACK
Sportscope
KOME, Tulsa, Okla.

NEY, CHUCK
Speaking of Sports
KSMN, Mason City, Iowa

NIAGRO, JOE
Sports-A-Tune
WIBG, Philadelphia, Pa.

NICHOLAS, R. M.
Sports Roundup
KIFW, Sitka, Alaska

NICHOLS, DENO
Sports on Parade
KLRA, Little Rock, Ark.

NICHOLSON, JOHN
Sports Special
WTMC, Ocala, Fla.

NICHOLSON, FRED
Panther Prophesies
KBUC, Corona, Cal.

NICHOLSON, RICHARD
Games
KBIO, Burley, Ida.

NOE, ROBERT
Sports Highlights, Sports Special
WGEZ, Beloit, Wis.

NOLAN, JIMMY
KIT, Yakima, Wash.

NORMAN, BOB
WESB, Bradford, Pa.

NORMAN, STAN
U. of Ariz. Sports
KTUC, Tucson
NORTON, J. D.
KNET, Palestine, Tex.
NORWIG, GEORGE
Spotlight on Sports, Let's Talk Sports, Pigskin Preview, Football Scoreboard.
WCSC, Charleston, S. C.
NYDELL, KEN
Roller Derby
ABC

— O —

OAKLEY, BOB
Sports Parade
KFKA, Greeley, Col.
O'BRIEN, JERRY
Sports O'Brien
WHAN, Charleston, S. C.
O'BRIEN, JOHN
Spotlight on Sports
KTEM, Temple, Tex.
O'BRIEN, SHERRY
WDAS, Philadelphia, Pa.
O'BRIEN, TOMMY
Morning Sports
KTRM, Beaumont, Texas
O'CARA, ROGER
WBEC, Pittsfield, Mass.
O'DELL, VIRGIL
5 Star Sports Final
WGRO, Bay City, Mich.
O'DONNELL, BILL
WIBX, Sportsrail
WIBX, Utica, N. Y.
O'HALLORAN, HAL
Sports Parade
WHBL, Sheboygan, Wis.
O'HALLORAN, PAT
Cascade Sports
KPQ, Wenatchee, Wash.
OLSON, JACK
Sports Lights
WTVB, Coldwater, Mich.
O'MALLEY, CHARLES "CHICK"
Sports Page
WACE, Chicopee, Mass.
O'MARA, BILL
Sports Editor
KING-TV, Seattle, Wash.
O'NEAL, GLENN
Sports Roundup
KWHN, Ft. Smith, Ark.
ORNEST, STAN
Sports Final
WGBS, Miami, Fla.
ORUM, BILL
KCRC, Enid, Okla.
OUSLEY, WALLY
Sportscast
WDVA, Danville, Va.
OWEN, DON
Sports Lineup
KSMI, Seminole, Okla.
OWENS, MOREY
Sports Review
WROK, Rockford, Ill.

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PAIGE, CARL
Play-By-Play
KLAS, Las Vegas, Nevada
PANNY, FRANK
Racing News
WOKO, Albany, N. Y.
PARADY, WILLIAM F.
KGLU, Safford, Ariz.
PARKER, ED
Sports Review
KGGM, Albuquerque, N. M.
PARKER, JOHNNY
WJIM, Lansing, Mich.
PARKER, VIRG
KORE, Eugene, Ore.
PARKS, DEL
Bandstand & Grandstand
WPEN, Philadelphia, Pa.
PARNACOTT, BARNEY
Softball Play-By-Play
WDSR, Lake City, Fla.
PARSONS, MARSHALL
Parsons Sports
WQAM, Miami, Fla.
PARTON, RED
Sportscop
WOLF, WSYR-TV, Syracuse, N. Y.
PASSE, LOEL
Buff Baseball
KTHT, Houston, Tex.
PATCHIN, ART
WBBQ, Augusta, Ga.
PATTISON, JIM
Sports Review
WDAD, Indiana, Pa.
PATRICK, VAN
WJR, Detroit, Mich.
PAUL, LEROY
Sports Parade
WJRD, Tuscaloosa, Ala.
PAUL, VINCE
The Sportsman
KOSA, Odessa, Tex.
PAUSCH, RUSSELL N.
Sports Review
WCLD, Cleveland, Miss.
PAYNE, JACK
Sports Round Up; Sports Final
KNOR, Norman, Okla.
PEARCE, DICK
Smith Electric Sports
WJBS, Delano, Fla.
PECK, CLAIR
Sports Roundup
KRUL, Corvallis, Ore.
PEGG, BOB
Play-By-Play
KOKO, LaJunta, Col.
PELLS, LOU
Sports Director
WEOK, Poughkeepsie, N. Y.
PENFOUND, RON
WEOL, Lorain-Elyria, O.
PENNYBACKER, ED
WJTN, Jamestown, N. Y.
PEPE, JOHNNY
Sports Review
WPIC, Sharon, Pa.
PERKINS, GLEN
Sports Salute & Sports Review
KFH & KFH-FM, Wichita, Kansas
PERLIN, BERNIE
KTKT, Tucson, Ariz.
PERRY, LINC
Speaking of Sports
KBRO, Bremerton, Wash.
PERRY, WES
KGBC, Galveston, Tex.
PETERS, BILL
Today in Sports
WIKK, Erie, Pa.
PETERS, KEN
Ken Peters Sport News
KIST, Santa Barbara, Cal.
PETERSON, EDDIE
Sports Round Up
KSUB, Cedar City, Utah
PETERSON, GENE
Sportlites
WLAV, Grand Rapids, Mich.
PETERSON, GEORGE
World In Sports
WTWN, St. Johnsbury, Vermont
PETERSON, PHIL
In the Sportlite
WNAB, Bridgeport, Conn.
PETTIT, LLOYD
Hockey Games
WMAW, Milwaukee, Wis.
PHAUP, ALLAN, JR.
Sports
WMBG, Richmond, Va.
PHILBIN, BOB
WJOL, Joliet, Ill.
PHILLIPS, BILL
WBAX, Wilkes-Barre, Pa.
PHILLIPS, LEA
KODL, The Dalles, Ore.
PHILLIPS, PAT
Sports On Revue
KGCU, Mandan, North Dakota
PIDCOCK, RALPH
WAND, Canton, O.
PIERRO, LOU
WHUC, Hudson, N. Y.
PIERSON, BILL
Sports Corner
WHKK, Akron, Ohio
PINION, CLOVIS
KSST, Sulphur Springs, Tex.
PITTENGER, DICK
Sports Review, Sports Notes
WFBM, WFBM-TV, Indianapolis, Ind.
PLATT, BILL
WBBZ, Ponca City, Okla.
POINTEL, CHARLES H.
Play-By-Play
WRDW, Augusta, Ga.
POMERANCE, JERRY
KKIN, Visalia, Cal.
POPE, BILL
Sports Extra
WOKO, Albany, N. Y.
PORTER, C. W.
Local Football Games
WJRI, Lenoir, N. C.
PORTER, EVERETT, JR.
Spotlight on Sports
WGWD, Gadsden, Ala.
POUCHER, WAYNE
WCOS, Columbia, S. C.
POWERS, "CHUCK"
WKCT, Bowling Green, Ky.
POWERS, JIMMY
Powerhouse of the Air, The Jimmy Powers Show
WNEW, WPIX, New York, N. Y.
PRATT, BUD
WKUL, Cullman, Ala.
PRINCE, BOB
Case of Sports
WJAS, Pittsburgh, Pa.
PRITCHARD, BOSH
Eagle's Nest
WPEN, Philadelphia, Pa.
PRESTON, J. M.
KWOE, Clinton, Okla.
PREUSS, RUSS
Falstaff Sportscast
KTTR, Rolla, Mo.
PRYOR, BILL
Spotlight on Sports, Sports Close-Ups
WNBF, WNBF-TV, Binghamton, N. Y.
PURSER, JAMES
WMIX, Mt. Vernon, Ill.
PYLES, DAVE
WMOA, Marietta, O.

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QUICK, GERALD
Football Review
WHSC, Hartsville, S. C.

QUINN, JACK
Sports Digest, Sports Final
WMBD, Peoria, Ill.

QUINN, JOE
Sports Parade
WJMA, Orange, Va.

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RABER, ALAN D.
WKAP, Allentown, Pa.

RAHRER, EARL
WLAK, Lakeland, Fla.

RAIHALL, BILL
Speaking of Sports
WCPA, Clearfield, Pa.

RAND, FRED
Spotlight on Sports
WAZF, Yazoo City, Miss.

RAPCHAK, MIKE
Sportshow
WWCA, Gary, Ind.

RAWLINSON, "CHUCK"
Sizing up Sports
WNOW, York, Pa.

RAY, LARRY
7 p.m. Sport Roundup
WHB, Kansas City, Mo.

RAYMOND, STAN
Sportscope
WBGE, Atlanta, Ga.

REED, BILL
Sports Review
KMYR, Denver, Col.

REED, LYLE
Wrestling
WATV, Newark, N. J.

REED, LYNNE
Speaking of Sports
KOLN, Lincoln, Nebr.

REEDY, JOHN
WOKY, Milwaukee, Wis.

REEH, DOUGLAS
World of Sports
KSIJ, Gladewater, Tex.

REEVES, GEORGE
George Reeves Reports On Sports
WINN, Louisville, Ky.

REEVES, GRADY M.
WBHP, Huntsville, Ala.

REGAN, BOB
KCBQ, San Diego, Cal.

REGUERO, VICTOR FERNANDEZ
WVJP, Caguas, P. R.
Sports Time

REHBAUM, WALTER
5 O'Clock Sports
WZIP, Covington, Ki.

REID, JIM
ISC Sports Review
WPTF, Raleigh, N. C.

REID, PAUL
Sports Review
WKLF, Clanton, Ala.

REIDY, BOB
Sports Director
KGFW, Kearney, Nebr.

REITH, HARRY
Man About Sports
WKST, New Castle, Pa.

REYNOLDS, LEO
Sport Spotlight; Sports Finals
KFDX, Wichita Falls, Tex.

RICE, ED
Sports Final
KOSF, Nacogdoches, Tex.

RICH, AL
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WLOH, Princeton, W. Va.

RICHARDS, ROYCE
WMMT, McMinville, Tenn.

RICHARDSON, EARL
WASK, Lafayette, Ind.

RICHARDSON, WALTER
KDNT, Denton, Tex.

RICO, WILLIAM VALENTINE
Sport News
WVJP, Caguas, P. R.

RILEY, WALT
Sports Final
WVET, Rochester, N. Y.

RINEMAN, JOHN
WLAN, Lancaster, Pa.

RIPA, LOU
Sport Headlines
KTRB, Modesto, Cal.

RISER, JIMMY
Sports Trail
WCAV, Norfolk, Va.

RIVAS, RAFAEL SOLER
WORA, Mayaguez, P. R.

ROBERTS, FRAN
The Sportsman: Sports Views
WIRY, Plattsburg, N. Y.

ROBERTSON, BOB
KMO, Tacoma, Wash.

ROBINSON, CARL
World of Sports
WBCC, Bethesda, Md.

ROBINSON, DON
Saturday Sportscope
KIXL, KIXL-FM, Dallas, Tex.

ROBINSON, FRANK
Spotlite on Sports
Today in Sports
WCEN, Mt. Pleasant, Mich.

ROBINSON, GENE
Sports on Parade
WVOS, Liberty, N. Y.

ROBINSON, ROY
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KSEM, Moses Lake, Wis.

RODERICK, BOB
KAST, Ames, Iowa

RODGERS, TOM
Inside Angle on Sports
KYW, Philadelphia, Pa.

ROGERS, DAVID
Sports Highlights
WHSC, Hartsville, S. C.

ROHN, BILL
KSOO, Sioux Falls, S. D.

ROLL, DICK
WLOK, Lima, O.

ROLLASON, FRED
WBBW, Youngstown, Ohio

ROLLINS, CHAP
Saturday Scoreboard
KBUC, Corona, Cal.

ROLLINS, TOM
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KECK, Odessa, Tex.

ROMAN, JUAN B.
WPAB, Ponce, P. R.

ROMANCE, ED
Sportsbook of the Air
WPPA, Pottsville, Pa.

ROSALES
KTXN, Austin, Texas.

ROSE, JOE
Joe Rose Sports, Sports Reviews
KIPA, Hilo, KHON, Honolulu, Hawaii

ROSEHILL, DAVID
Sports Edition
WDEM, Providence, R. I.

ROSELLE, JIM
WJTN, Jamestown, N. Y.

ROSS, ART
Football Forecast
WISR, Butler, Pa.

ROSS, JIM
KTRH, Houston, Tex.

ROYAL, PAUL
University of Utah Football-Basketball
KSL-TV, Salt Lake City, Utah

RUFF, BILL
The Sportlite
KOLO, Reno, Nevada

RUGH, VIC
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KFBI, Wichita, Kansas

RUSSELL, CY
Sports Summary
WVCG, Coral Gables, Fla.

RUSSELL, DAVE
Sport Shorts
KFDM, Beaumont, Texas

RUSSELL, ERNIE
KSCO, Santa Cruz, Cal.

RUSSELL, FRAN
Strictly Sports
WMEV, Marion, Va.

RUSSELL, I. EARLE
Sports Roundup, Sports Letter, Great Moments in Sports
KXOA, Sacramento, Cal.

RUSSELL, ROBERT
KHUM, Eureka, Cal.

RUST, BILL
Pigskin Preview
KGVL, Greenville, Texas

RUTHERFORD, JIM
Today's Sports
KTAT, Frederick, Okla.

RYAN, TOMMY
KAN AM, Anaconda, Montana

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SAGGAU, TIP
Bill McBride, Mostly about Sports
WOW-TV, Omaha, Neb.

SAIDT, BUS
Sport Shots
WBUD, Morrisville, Pa.

ST. LAWRENCE, BOB
Sports Whirl
WTOB Winston-Salem, N. C.

SALT, LOYD
KREM, Spokane, Wash.

SALTER, ELMER G.
Sports Editor
WAUD, Auburn, Ala.

SAMMON, JOE
WBRK, Pittsfield, Mass.

SANDERS, ARLEN
KFJI, Klamath Falls, Ore.

SANDERS, JERRY
Sports Page of the Air
KLVT, Levelland, Tex.

SANDLER, JACK
Sports Trail
KOWH, Omaha, Neb.

SANDS, GEORGE
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WMAS, Springfield, Mass.

SANDY, MIKE
WGAT, Utica, N. Y.

SANFORD, CHUCK
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WGUY, Bangor, Me.

SANFORD, PHIL
Sports Slants
WABJ, Adrian, Mich.

SAUNDERS, ALLAN
Play-By-Play
WCHA, Chambersburg, Pa.

SAUNDERS, ERNIE
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WCHS, Charleston, W. Va.

SAVAGE, BOB
WBAY, Green Bay, Wis.

SAVAGE, GUY
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KXYZ, Houston, Tex.

SAWYER, TED
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WKNE, Keene, New Hampshire

SAYLES, FRED
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WATV, Newark, N. J.

SCEARCE, BOB
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WJBO, Baton Rouge, La.

SCHILLING, FRED
WJHP, Jacksonville, Fla.

SCHMIDT, BOB
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KAYS, Hays, Kansas

SCHROEDER, D. R.
KRPL, Moscow, Ida.

SCHROEDER, R. PAUL
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WIMS, Michigan, Ind.

SCHUCHARD, DICK
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KYJC, Medford, Ore.

SCOTT, BILL
Sports Edition of The Air
KSCB, Liberal, Kansas

SCOTT, MARK
Speaking of Sports
WLOW, Norfolk, Va.

SCOTT, PAUL
Sports Roundup
WWYO, Pineville, W. Va.

SCULLY, VIN
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SEALS, RUSSELL, JR.
Sports Reel, Great Moments
KWOC, Poplar Bluff, Mo.

SEARLES, NEIL
Sports Pace
WFOX, Milwaukee, Wis.

SEARS, BILL
WCAU, WCAU-TV, Philadelphia 3, Pa.

SEAVEY, CECIL
KVOR, Colorado Springs, Col.

SHANK, LEW
KWYO, Sheridan, Wyo.

SHANNON, GEORGE
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WTOK, Meridian, Miss.

SHARLAND, EARL
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WWSC, Glens Falls, N. Y.

SHAVER, DANNY
Spotlight on Sports, Sports Bandstand, Sports Round Up
WFLO, Farmville, Va.

SHEETZ, BILL
WMIE, Miami, Fla.

SHELTON, JIM
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KEYL, San Antonio, Tex.

SHEPARD, STEVE
KEIO, Pocatello, Ida.

SHEPHERD, W. M.
WWGS, Titton, Ga.

SHERMAN, BARRY
WSCR, Scranton, Pa.

SHERMAN, BUD
Today's Sports
WBAP, WBAP-TV, Ft. Worth, Tex.

SHERMAN, GENE
KCOM, Sioux City, Iowa

SHIELDS, STEVE
WDOS, Oneonta, N. Y.

SHIELDS, TOM
WKIP, Poughkeepsie, N. Y.

SHIVELY, DICK
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SHRINER, TED
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KTJS, Hobard, Okla.

SHUDT, ROY SPORTS
WTRY, Troy, N. Y.

SHUFFETT, CHUCK
WKAY, Glasgow, Ky.

SHUMAN, FRED
Sports Slants
WHOB, Gardner, Mass.

SHUMATE, GENE
KSO, Des Moines, Iowa

SIEBERT, DICK
Sport Events & Sport Reviews
WTCN, Minneapolis, Minn.

SIEGRIST, EDGAR
WHAR, Clarksburg, W. Va.

SILER, TOM
Football Review
WNOX, Knoxville, Tenn.

SILVER, JULIAN
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WDAR, Savannah, Ga.

SIMPSON, JAMES
WTOP-TV, Washington, D. C.

SIMPSON, JIMMY
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WMRC, Grenville, S. C.

SIMPSON, NORM
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WWOD, Lynchburg, Va.

SIMS, FRANK
WKMH, Dearborn, Mich.

SIMS, WAYNE
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WMSL, Decatur, Ala.

SINGER, LAN
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SINOR, BILL
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KROP, Brawley, Cal.

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KHAS, Hastings, Nebr.

SIZOO, ROGER
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KTRE, Lufkin, Tex.

SKILLERN, KEN
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SKIRVIN, MAX
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WLIZ, Bridgeport, Conn.

SMALLEY, JOHN
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WHHH, Warren, Ohio

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WMFR, High Point, N. C.

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SMITH, BOB
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WIBM, Jackson, Mich.

SMITH, BOCKY
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WLOF, Orlando, Fla.

SMITH, FRANK
KHUM, Eureka, Cal.

SMITH, FLETCHER
News & Sports
WTNC, Thomasville, N. C.

SMITH, JACK
WDRC, Hartford, Conn.

SNAPP, KENNETH
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WLRP, New Albany, Ind.

SMITH, ROBERT
KVOR, Colorado Springs, Col.

SMITH, SIEG
WGR, Buffalo, N. Y.

SMITH, WARREN
WVOP, Vidalia, Ga.

SMITH, WEBSTER
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KTNM, Tucumcari, N. M.

SNOWDON, CHARLES T.
WPLH, Huntington, W. Va.

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SOISSEN, PHIL
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WLEU, Erie, Pa.

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KREL, Baytown, Texas

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WFOM, Marietta, Ga.

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WHOC, Philadelphia, Miss.

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WCOV, Montgomery, Ala.

SPOKES, A. E.
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WTIC, Hartford, Conn.

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WTON, Staunton, Va.

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KENI, Anchorage, Alaska

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KRNO, San Bernardino, Cal.

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STILLINGER, CLIFF
KOPO, Tucson, Ariz.

STIRRAT, BOB
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KTCR, Turlock, Cal.

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KWNW, Wenatchee, Wash.

STRAND, NORMAN
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WSAV, Savannah, Ga.

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WHMA, Anniston, Ala.

STRICKLAND, WILLIAM
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WIRA, Ft. Pierce, Fla.

STRINE, EARL
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WCHA, Chambersburg, Pa.

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WMC, Memphis, Tenn.

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WHAS, Louisville, Ky.

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KLOU, Lake Charles, La.

SWANSON, BOB
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WCAM, Camden, N. J.

SWANSON, CARL
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WIDE, Biddeford, Me.

SWEENEY, BUDD
Sports By Sweeney
WHKC, Columbus, Ohio

SWEENEY, WILLIAM R.
WAAB, Worcester, Mass.

SWINGLE, CY
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WPWA, Chester, Pa.

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KHJ, Los Angeles, Cal.

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TABNER, DOUG
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WTOD, Toledo, Ohio

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KDAN, Oroville, Calif.

TALBOT, HARRY
WMBR-TV, Jacksonville, Fla.

TAPLER, VINCE
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WTJS, Jackson, Tenn.

TASNADY, JOHN
Sports Hilites, Pigskin Panel
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TATE, JIM
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WEKR, Fayetteville, Tenn.

TATE, VERNER
Spotlight on Sports
WFBC, Greenville, S. C.

TAYLOR, JOHN
WTOM, Bloomington, Ind.

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KOB, Albuquerque, N. M.

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KFRC, San Francisco, Cal.

TERRY, BILL
WAGA-TV, Atlanta, Ga.

TERRY, BOB
Hunting & Fishing
KSTL, St. Louis, Mo.

TERRY, WILLIAM R.
WAGA-TV, Atlanta, Ga.

THACKER, JIM
Sports Tipoff
WSON, Henderson, Ky.

THEERINGER, GEORGE
WRBL, Columbus, Ga.

THIELE, HENRY J.
Sportingly Yours
WJMR, New Orleans, La.

THOMAS, DAVE
Sports Roundup
WJMX, Florence, S. C.

THOMAS, DON
WSFL Sports
WSFL, Springfield, Mass.

THOMAS, GLEN
WJEJ, Hagerstown, Md.

THOMAS, HORACE
WCPA, Clearfield, Pa.

THOMAS, J. KENNETH
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WLOE, Leaksville, N. C.

THOMAS, LEE
WHLB, Virginia, Minn.

THOMAS, MATT
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WMAR-TV, Baltimore, Md.

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WBBB, Burlington, N. C.

THOMPSON, CHUCK
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WAAM, Baltimore, Md.

THOMPSON, CLAY
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KSWA, Graham, Tex.

THOMPSON, ED
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WBLK, Clarksburg, W. Va.

THOMPSON, JIMMY
Silberberg's Sportscast
WJJL, Niagara Falls, N. Y.

THORNLEY, HENRY
Hi-Lites from the World of Sports
KROY, Sacramento, Cal.

THORNTON, HARRY
Sportsman, Hr.
WAGC, Chattanooga, Tenn.

THORTON, RALPH
KBST, Big Spring, Texas

THURBER, SCOTT
KTSM, El Paso, Tex.
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TIBBETS, DONN
Sportsreel
WTSV, Claremont, New Hampshire

TIGHE, AL
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KFEQ, St. Joseph, Mo.

TOAL, FRANK
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WCRO, Johnstown, Pa.

TOSTI, PHIL
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TOTTEN, VERN
Mont. Sports Roundup
KXLF, Butte, Mont.

TOWNSEND, CHET
Sports of West Virginia
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WCAW, Charleston, W. Va.

TRABAL, ISMAEL
Orientacion Deportiva
WORA, Mayaguez, P. R.

TRABER, JIM
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KVIC, Victoria, Tex.

TRAEGER, JOHN
KWED, Seguin, Tex.

TRACE, ROBERT
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WMGW, Meadville, Pa.

TRANTER, CHUCK
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TRAYNOR, PIE
KQV, Pittsburgh, Pa.

TRIPP, BOB
WFAA, Dallas, Tex.

TROUT, LARRY
Spotlight On Sports
KBIX, Muskogee, Okla.

TRUSSELL, JAKE
Sports Column
KINE, Kingsville, Tex.

TSCHUDI, LOU
Sports Director
WIMG, Dayton, Ohio

TSCHUMY, GEORGE J., JR.
Today in Sports
KTKR, Taft, Cal.

TUCKER, JOE
Sports Special
WWSW, Pittsburgh, Pa.

TUCKER, KENNETH
KORC, Mineral Wells, Tex.

TUFTS, PETE
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KTUC, Tucson, Ariz.

TULLIO, LOU
WICU, Erie, Pa.

TURNBULL, B. MURRAY
WMSA, Massena, N. Y.

TURNER, JIM
Sports Play-By-Play
WGCD, Chester, S. C.

TURNER, ROBERT
WHAM, WHAM-TV, Rochester, N. Y.

TYLER, WAYNE
World of Sports
WLVA, Lynchburg, W. Va.

TYSON, TY
WWJ, Detroit, Mich.

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WPAG, Ann Arbor, Mich.

ULBRICH, RAY
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WDMJ, Marquette, Mich.

ULERY, DON
Spotlight On Sports
WLBK, De Kalb, Ill.

ULRICK, ED
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UNDERWOOD, RALPH
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WCNB, Connersville, Ind.

UNGER, DICK
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WENK, Union City, Tenn.

URQUHART, JIMMY
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VACCA, JOHN
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KOSA, Odessa, Tex.

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VAGNER, JACK
KRAL, Rawlins, Wyoming

VAILE, ROLAND B.
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KCMJ, Palm Springs, Cal.

VALENTI, FRANK
Sports Camera
KPOA, Honolulu, T. H.

VAN ELLS, NEAL
Three City Final
WLW-D, Dayton, O.

VARE, AL
Tops In Sports
WAOV, Vincennes, Ind.

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KLZ, Denver, Colo.

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WAPA, San Juan, P. R.

VENNER, FRANK
Sports Page & Scoreboard
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VEST, GEORGE
World of Sports
KJFJ, Webster City, Iowa

VICKLAND, ART
KTBC, Austin, Texas

VIDNOVIC, SAM
WMCK, McKeesport, Pa.

VILLANI, JOHN J.
Sports Round Up
WBRW, Welch, W. Va.

VOGEL, GEORGE
Sports Review
KCOW, Alliance, Nebraska

VOOHIS, VAN
WLBR, Lebanon, Pa.

— W —

WADDELL, KEN
Sports Special
KWEI, Kennewick, Wash.

WAGNER, BOB
Play-By-Play
KMHL, Marshall, Minn.

WAGNER, BOB
WHIZ, Zanesville, Ohio

WAGNER, JAY
Sports Parade
WLEC, Sandusky, Ohio

WAKEMAN, TONY
All Sports Parade
WTTG, Washington, D. C.

WALDEN, PAUL
KODL, The Dalles, Ore.

WALDON, WARREN S.
Sports Commentator
WEAN, Providence, R. I.

WALKER, BOB
Play-By-Play
WJHL, Johnson City, Tenn.

WALLACE, JACK
KBST, Big Spring, Texas

WALLACE, JIMMY
WMBL, Morehead City, N. C.

WALSH, FRANK J.
WBCM, Bay City, Mich.

WALSH, GEORGE
George Walsh Looks 'Em Over
WFIL-TV, Philadelphia, Pa.

WALSHAK, DAVID
Cavalcade of Sports
KCTI, Gonzales, Tex.

WALTER, ROBERT G.
Time Out
WVAM, Altoona, Pa.

WALTHALL, TUBBY
Spotlight on Sports
WSVS, Crewe, Va.

WALTON, EARL
Pigskin Parade, Sports Roundup
WJZM, Clarkesville, Tenn.

WALTON, LUKE
Luke Walton's Sport Review & All play-by-play Sports
WISH, Indianapolis, Ind.

WARD, BILL
Bill Ward Sports
WUSN, Charleston, S. C.

WARD, BILL
Sports Review
WHOW, Clinton, Ill.

WARD, BILL
Today in Sports
WSGN, Birmingham, Ala.

WARD, BOB
Pigskin Pay-off
KVOP, Plainview, Tex.

WARREN, HARRY
Spot For Sportsmen, Football Scoreboard, Sports Mirror
KUTA, Salt Lake City, Utah

WATERMAN, BERNIE
WCVS, Springfield, Ill.

WATTRICK, DON
Sports Parade
WXYZ, WXYZ-TV, Detroit, Mich.

WEATHERLY, BOB
Sports Parade
WTAN, Clearwater, Fla.

WEATHERS, WILLIAM
WFVG, Fuquay Springs, N. C.

WEAVER, BILL
Sports Headlines
WDAY, Fargo, North Dakota

WEAVER, HENRY
Main Street to Malibu, Newscaster, Sports Report
KECA, KECA-TV, Hollywood, Cal.

WEAVER, RICK
WIOU, Kokomo, Ind.

WEBB, HUGH
WMGY, Montgomery, Ala.

WEBB, JOHN
KFOX, Long Beach, Cal.
Speaking of Sports

WEBBER, BILL
WLAN, Lancaster, Pa.

WEBSTER, TED
Headlines and Heartbeats
KSUB, Cedar City, Utah

WELBORNE, CURTIS L.
Sports Reviews
WGBG, Greenboro, N. C.

WELLBELOVED, ROBERT
JEF, Grand Rapids, Mich.

WELLS, JERRY
WCBA, Corning, N. Y.

WELLS, KEITH
Sports Page of the Air
KGBX, Springfield, Mo.

WELLS, ROBERT
Sports From The Sidelines
Evening Scoreboard
KIUL, Garden City, Kans.

WELSH, BILL
What's the Record?
KTTV, Los Angeles, Calif.

WENTWORTH, WILLIAM
KFJI, Klamath Falls, Ore.

WESLEY, FRANK
Football Games
WFOM, Marietta, Ga.

WESSON, DICK
KPOJ, Portland, Ore.

WEST, NED
WTNT, Tallahassee, Fla.
Sports Parade

WEST, WARREN F.
Sizing Up Sports
WBCU, Union, S. C.

WESTER, ALLAN
Sports Roundup
WGTN, Georgetown, S. C.

WHALEN, BILL
Sports Spotlight
WCOP, Boston, Mass.

WHEDBEE, CHARLES
WGTC, Greenville, N. C.

WHEELER, JOE
WGAP, Maryville, Tenn.

WHIKHART, ED.
Sports Final
WHAH, Weston, W. Va.

WHITAKER, ROBERT C.
WPAY, Portsmouth, O.

WHITE, BILL
Sports Page
KTIP, Porterville, Cal.

WHITE, DICK
Up to Date in Sports
KTOK, Oklahoma City, Okla.

WHITE, DON
As I See It
KIT, Yakima, Wash.

WHITE, EDDIE
WIDL, Bradenton, Fla.

WHITE, GEORGE
WFAA, WFAA-TV, Dallas, Tex.

WHITE, ZED
Sports Highlights
WJAY, Mullins, S. C.

WHITTIER, CHUCK
Sports
WILK, Wilkes-Barre, Pa.

WHITWORTH, RAY
The Sports Page
KFDA, Amarillo, Tex.

WIBLE, DARRELL
Sports Parade, 5 Star Sports Final
WBIW, Bedford, Ind.

WILCOX, PAUL
Sports
WGAR, Cleveland, Ohio

WILLIAMS, BILL
Sports Recap
WMBM, Miami Beach, Fla.

WILLIAMS, BRUCE
All Play By Play, Sports Highlights
KOIN, Salem, Ore.

WILLIAMS, C. H.
Pigskin Parade
KXRN, Renton, Washington

WILLIAMS, CHARLES
KWNO, Winona, Minn.

WILLIAMS, CLAUDE, JR.
WRFC, Athens, Ga.

WILLIAMS, DICK
KRIC, Beaumont, Tex.

WILLIAMS, GARNET
WROY, Carmi, Ill.

WILLIAMS, HOWARD
Howard Williams Sports
WEAM, Arlington, Virginia

WILLIAMS, LEIGHTON
KVOE, Santa Ana, Cal.

WILLIAMS, OMAR
Speaking of Sports
WBOW, Terre Haute, Ind.

WILLIAMS, PAUL
WWJ-TV, Detroit, Mich.

WILLIAMSON, HADLEY
Sports Parade
WSIC, Statesville, N. C.

WILSON, JIMMY
WALT, Tampa, Fla.

WILSON, BOB
KWKW, Pasadena, Cal.

WILSON, BOB
WADC, Akron, Ohio

WILSON, CHUCK
WBVP, Beaver Falls, Pa.

WILSON, JIM
Sports Review
WMAK, Nashville, Tenn.

WILSON, JOE
Today in Sports
WBKB, Chicago, Ill.

WILSON, REX
WKBV, Richmond, Ind.

WIMAN, MIKE
Sportsparade
KCBQ, San Diego, Cal.

WINDSOR, WALTER
Sports Page
WGBA, Columbus, Ga.

WINGATE, CHICK
Football Predictions
WPLI, Jackson, Tenn.

WISE, WEE
Wise Bandstand
KLIF, Dallas, Texas.

WISEMAN, HARRY
Sportsdeck
WSLS, Roanoke, Va.

WISMER, HARRY
Harry Wismer Sports Show, Champion Roll Call
ABC

WISMER, JOHN F.
Wismer Sports
WHLS, Port Huron, Mich.

WOLF, FRED
WXYZ, WXYZ-TV, Detroit, Mich.

WOLF, HAL
KNBC, San Francisco, Cal.

WOLFF, BOB
WWDC, Washington, D. C.
Bob Wolff, Sports

WOOD, BOB
Sport's Notebook
KORN, Mitchell, S. D.

WOOD, DALE
Sports Director
KWWL, Waterloo, Iowa

WOOD, EARL
Sports Corner
WIVY, Jacksonville, Fla.

WOODALL, W. C., JR.
WDWD, Dawson, Ga.
Spur Sportscast

WOODS, JIM
WAGA-TV, Atlanta, Ga.

WOODS, JOHN F.
Sports Final
WDEV, Waterbury, Vermont

WOODWARD, LEROY
Last Word in Sports
WVJS, Owensboro, Ky.

WRIGHT, BILL
WWHG, Hornell, N. Y.

WYATT, ARCHIE
WCTT, Corbin, Ky.

WYMAN, MAL
KALL, Salt Lake City, Utah

WYNGARDEN, LLOYD
WPIN, St. Petersburg, Fla.

WYNN, JOE
Wynn Column
KVER, Albuquerque, N. M.

WYNNE, JIMMIE
Sports Review
WAIR, Winston-Salem, N. C.

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YONTZ, BOB
WWSO, Springfield, Ohio

YORK, TOM
Sports Page
WMFT, Florence, Ala.

YOUNG, BILL
Carnival of Sports
KAKE, Wichita, Kansas

YOUNG, JAY
WERC, Erie, Pa.

YOUNG, TOMMY
Young Slants on Sports
KWAT, Watertown, S. D.

YOUNGBLOOD, WES
Sports Parade
KSEL, Lubbock, Tex.

— Z —

ZACHARY, HUGH
WTIK, Durham, N. C.

ZEANAH, CHARLEY
Sports Forum, Sports Page of the Air
WSFA, Montgomery, Ala.

ZEGARSKE, EDMUND
Speaking of Sports
WHUB, Cookeville, Tenn.

ZEILLMANN, JACK
Sports Dir.
WOPI, Bristol, Tenn.

ZIMMERMAN, BOB
Buckeye Sportslight
WTNS, Cochocton, Ohio

ZIMMERMAN, PAUL
Sports Parade
WMVA, Martinsville, Va.

ZURICH, SAM
Spotlighting Sports
WIS, Columbia, S. C.

News Commentators
(RADIO AND TELEVISION)
—their work during 1950

— A —

ABBE, JAMES
James Abbe Observes the News
KLX, Oakland, Cal.

ACHOR, DAVE
City Edition
WBEX, Chillicothe, Ohio

AGRONSKY, MARTIN
ABC

AHERN, JOHN
Dinner Edition
KYJC, Medford, Ore.

AKER, DICK
News at Noon, Six O'clock News
WSAL, Logansport, Ind.

AKERS, BOB
News
KRIC, Beaumont, Texas

ALBRECHT, PAUL
WJMC, Rice Lake, Wis.

ALBRIGHT, ROBERT C., DR.
What's News?
WBEN-TV, Buffalo, N. Y.

ALCOTT, CARROLL
Carroll Alcott & the News
WINS, New York, N. Y.

ALDERSON, JOHN M.
WEBR, Buffalo, N. Y.

ALLEN, SPENCER
WGN, Chicago, Ill.

ALLEN, WILL
WINX, Washington, D. C.

ALEXANDER, EVERETT
Information Unlimited
WJMW, Athens, Ala.

ALLEY, J. LINDSEY
Week in Review
WKOY, Bluefield, W. Va.

ALT, JAMES
Wiedemann News
WKRC-TV, Cincinnati, Ohio

AMOLE, GENE
Stock Market News
KMYR, Denver, Col.

AMOS, BOB
Bob Amos & News
WHKP, Hendersonville, N. C.

ANDERS, BILL
KFYO, Lubbock, Tex.

ANDERSON, DAVID
Morning News
KNBH, Hollywood, Cal.

ANDREWS, H. G.
WARD, Johnston, Pa.
Dispelling the Fog

ANDREWS, M. CARL
Over The Editor's Desk
WDBJ, Roanoke, Va.

ANTHONY, DICK
KDAL, Duluth, Minn.

ARMSTRONG, CARL B.
World & Local News
WHED, Washington, N. C.

ARTHUR, BILLY
WJNC, Jacksonville, N. C.

ARTHUR, BOB
Evening News
KFH & KFH-FM, Wichita, Kansas

ARTHURS, WINFRED C.
News Editor
WRFD, Worthington, Ohio

ARVIN, RAY
Headline News
KFBI, Wichita, Kansas

ASKEW, WILLIAM
W. A. News
WSPC, Anniston, Ala.

AUSLEY, WALLY
WBTM, Danville, Va.

AUSTIN, BILL
News Editor
WPLH, Huntington, W. Va.

AVERY, GAYLORD
KOWH, Omaha, Nebr.

Newscaster

"6 O'Clock News" . . WNBC
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"11 O'Clock News" . . WNBC
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AVILES, OSVALDO
WORA Mayaguez, P. R.

— B —

BAILEY, JIM
Lansing Comment
WFEN Mt. Pleasant, Mich.
BAILEY, E. NORMAN
WNAW North Adams, Mass.
BAKER, BILL
WEBQ Harrisburg, Ill.
BAILEY, WILLIAM C.
WMIX Mt. Vernon, Ill.
BAKER, NELSON
Melody Scoreboard
WFBR Baltimore, Md.
BAKER, ROGER M.
News Round-up
WKBW Buffalo, N. Y.
BAKER, ROLAND
Headline Digest
KXYZ Houston, Tex.
BALDWIN, LLOYD
Behind the News
WZIP Covington, Ky.
BALMER, CLINTON C.
WLVA Lynchburg, W. Va.
Middle Way
BANCROFT, GRIGGING
CBS

BANGHART, KENNETH
6 o'Clock News, 11 o'Clock News, WNBC; When a Girl Marries, NBC; Camel Caravan, Watch the World, Gillette Sports Reel, NBC-TV; So Proudly We Hail

BANNON, ROBERT
Local News
WSKI Montpelier, Vermont
BARNES, VIC
WCFL Chicago, Ill.
BARNES, VIC
News Director
WCFL, Chicago, Ill.
BARNETT, CLEATUS E.
News & Views
WRLD West Point, Ga.
BARNHART, PHIL
KODI Cody, Wyoming
BARRUS, GABBY
KODI Cody, Wyoming
BARRY, ART
Edison News
WTOL Toledo, Ohio
BASSINDALE, BOB
Noon News
WBAP, Ft. Worth, Tex.
BATSON, GAY
Telenews
WDSU-TV New Orleans, La.
BAUKHAGE, H. R.
ABC
BAXTER, LIONEL
WAFM-TV Birmingham, Ala.
BEDFORD, PAUL
WFMJ Youngston, Ohio
BELKNAP, WILLIAM
Town Crier
KMVI Wailuku, Maui, Hawaii
BELL, TED
KRSC Seattle, Wash.
BENGTSON, L. H.
KLPR Oklahoma City, Okla.
BENSON, BOB
10 o'clock News
KFAM St. Cloud, Minn.
BERKOWITZ, MILTON
Milt Berkowitz Views the News
WONS, Hartford, Conn.
BERLING, CONRAD, JR.
Star Reporter
KFDM, Beaumont, Texas
BERNHARD, JOHN E.
Town Topics
WFOY, St. Augustine, Fla.
BEZOFF, BEN
Behind the Headlines
KMYR, Denver, Col.
BIDDLE, DICK
News and Views
WJRD, Tuscaloosa, Ala.
BIGGER, HAL
KNPT, Newport, Ore.
BILLS, JOHN T.
Herald Reporter
WQAM, Miami, Fla.
BINGHAM, BOB
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WGBS, Miami, Fla.
BIRMINGHAM, JOHN J.
WNBZ, Saranac Lake, N. Y.
BISHOP, SCOTT
The Editor's Report
WIOD, Miami, Fla.
BLACK, GUNNAR
WMAL, Washington, D. C.
BLACK, JOSEPH
Local News
WHK, Cleveland, Ohio
BLACKBURN, S. W.
KVSO, Ardmore, Okla.
Blackburn Speaks
BLIZZARD, LOUIS C.
Noon Time News
WHOS, Decatur, Ala.
BLUE, PAUL
World News
KTLN, Denver, Col.
BODGE, DAVID
WNHC-TV, New Haven, Conn.
BOLTON, PAUL
Straight Texas
KYBC, Austin, Texas
BONNELL, GEORGE R.
Blossman News
WIHL, Hammond, La.
BORGES, JOHN A., JR.
UP Commentary
KENI, Anchorage, Alaska
BORNE, GLADYS
News Thru Eyes of Woman
WISR, Butler, Pa.
BOSMAN, JOHN
John Bosman & the News
WINS, New York, N. Y.
BOURGHOLTZER, FRANK
White House Correspondent
WRC, Washington, D. C.
BOYD, W. M., DR.
WERD, Atlanta, Ga.
BOWMAN, ROY
Phillips News Reporter
KFSA, Ft. Smith, Ark.
BRADFORD, BEN
Midweek Wire
WHOB, Gardner, Mass.
BRADY, TULLIUS
Noon Edition
WJMB, Brookhaven, Miss.
BRANNON, JOHN
The News at Noon
WTJH, East Point, Ga.
BREEN, ED
President
KVFD, Fort Dodge, Iowa
BRENNAN, ED
Covering Calumet
WWCA, Gary, Ind.
BRETZ, KEITH
The News
KRMG, Tulsa, Okla.
BREWER, DUKE
KATE, Albert Lea, Minn.
BRIGHAM, W. JOHN
KCOM, Sioux City, Iowa
BROADHURST, ED
Freely Speaking
WGBG, Greensboro, N. C.
BROCKWAY, JACK
KDAL, Duluth, Minn.
BROOKE, ED
WBBB, Burlington, N. C.
BROOKS, BOB
KNUZ, Houston, Tex.
BROOKS, CLIFF
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WGBF, Evansville, Ind.
BROWN, FRANK R.
World Digest
KTIP, Porterville, Cal.
BRWN, NELSON
WNLC, New London, Conn.
Local News
BROWN, ROBERT E.
WMIX, Mt. Vernon, Ill.
BROWNING, J. CULLEN
KOGT, Orange, Tex.
BROWNING, EDWARD
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KDAL, Duluth, Minn.
BRYANT, RUSS
Russ Bryant Views the News
KBUC, Corona, Cal.
BRYSON, CONREY
KTSM, El Paso, Tex.
BUFFINGTON, JOEL
KFRB, Fairbanks, Alaska
BURDA, F. ORVILLE
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CBS
BURGESS, FRANK H.
WGAA, Cedartown, Ga.
BURKE, J. FRANK
KFVD, Los Angeles, Cal.
BURKE, MERLE
Highlights from the Headlines
WLPO, LaSalle, Ill.
BURNS, BILL
News Editor
KQV, Pittsburgh, Pa.
BURNS, JOE
WNHC, New Haven, Conn.
BURWELL, E. L.
World News
WCKB, Dunn, N. C.
BYRON, JAMES A.
WBAP, Ft. Worth, Tex.
BUTZ, BOB
Last Week in Boulder
Boulder, KBOL, Col.

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CADDELL, RAYMOND
Raymond Caddell and the News
WHSC, Hartsville, S. C.
CAHLAN, JOHN
Cahlan's Carousel
KLAS, Las Vegas, Nevada
CALMER, NED
CBS
CALVIN, HAROLD
Passing Parade
WPFB, Middletown, Ohio
CAMPBELL, DAVE
WAPI, News
WAPI, Birmingham, Ala.
CAMPBELL, WALLACE
WINX, Washington, D. C.
CANADAY, EWING
Candid Opinions
WKY-TV, Oklahoma City, Okla.

CANAVAN, ROBERT P.
KROD, El Paso, Tex.
CAREY, BILL
Carey's Corner
WKXY, Sarasota, Fla.
CARLSON, RICHARD
News at Six
WCDL, Carbondale-Honesdale, Pa.
CARROLL, JIM
Man About Town
KWYO, Sheridan, Wyo.
CARTER, CAL
Cal Carter & the News
WFEC, Miami, Fla.
CASE, ROSS
Evening Commentary
KWAT, Watertown, S. D.
CHAMBERS, BRUCE
KCUL, Ft. Worth, Tex.
CHANCELLOR, GREG
KOME, Tulsa, Okla.
CHAPEL, JOHN K.
Newscasts
KLX, Oakland, Cal.
CHASE, JACK
WCOP, Boston, Mass.
CHASE, MILTON
3 City Final
WLW-T, Cincinnati, O.
CHEVERTON, RICHARD
Football on the 50
KWCR, Cedar Rapids, Iowa
CHRISTIE, GEO.
Old Crusader
WFEA, Manchester, New Hampshire
CHRISTOPHERSON, C. A.
Same
KISD, Sioux Falls, S. D.
CLAIR, JOHN
Peninsula Periscope
WHYU, Newport News, Va.
CLAPPER, MRS. RAYMOND
WHAT, Philadelphia, Pa.
CLARK, DALE
WAGA-TV, Atlanta, Ga.
CLARK, HAL
Hal Clark and the News
KWEI, Kennewick, Wash.
CLARK, RAY
WOW-TV News
WOW-TV, Omaha, Neb.
CLEARY, J. M.
WESB, Bradford, Pa.
CLOS, JEAN H., JR.
Clos Look at the News
WKLO, Louisville, Ky.
CLUTE, JOHN
WIRY Reporter
WIRY, Plattsburg, N. Y.
COCHRAN, RON
WCOP, Boston, Mass.
COGGINS, JAMES F.
Carolina Reporter
WKDK, Newberry, S. C.
COLLINGWOOD, CHARLES
CBS-TV
COLLINS, WAYNE
Universal Reporters
KGMB, Honolulu, T. H.
COMBS, GEORGE HAMILTON, JR.
WMGM, New York, N. Y.
CONWAY, RAY
Conway Views the News
KTHT, Houston, Tex.
CONDON, GLENN
Condon & the News
KRMG, Tulsa, Okla.
CONNALLY, JOHN
District Digest
WRC, Washington, D. C.
CONNER, GEORGE
Man Next Door
KVAN, Vancouver, Wash.
CONRAD, BOB
KIND, Independence, Kansas
COOKE, DWIGHT
People's Platform, Cross Section USA
CBS-TV
CORBETT, JIM
News of Flint
WFDF, Flint, Mich.
COSTELLO, BILL
CBS
COSTELLO, ED
World at a Glance
KOSA, Odessa, Tex.
COWAN, COLEY
WSON, Henderson, Ky.
COWAN, HOWARD
Howard Cowan and the News
KTMC, McAlester, Okla.
CRAIG, GEORGE
First Edition
KFDX, Wichita Falls, Tex.
CRANE, BEN
KXIC, Iowa City, Iowa
CRIST, JAMES F.
WFBR, Baltimore, Md.
CRONKITE, WALTER
CBS and CBS-TV
CRONKITE, WALTER
KTUL, Tulsa, Okla.
CRONKITE, WALTER
Top of the News
WTOP-TV, Washington, D. C.



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CAMEL NEWS CARAVAN
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Inside Ohio Valley
WTRF, Bellaire, Ohio

— D —

DABECCO, HENRY
WJAS, Pittsburgh, Pa.
DALE, ALLAN
KURV, Edinburg, Tex.
Local News
DALTON, FRANK
KTW, Seattle, Wash.
DALTON, KENNETH G.
990 Commentator
WBET, Brockton, Mass.
DAVIES, BOB
The World Today
KRKL, Kirkland, Wash.
DAVIS, ELMER
ABC
DAVIS, GARY
Noon News Review
WMFR, High Point, N. C.
DAVIS, JACK
Evening News, Consumers News
WKOW, Madison, Wis.
DAVIS, REX
KMOX World News
KMOX, St. Louis, Mo.
DAVIS, L., ROBERTS
KSWI, Council Bluffs, Iowa
DAVIS, WILLIAM J.
World News
WFVG, Fuquay Springs, N. C.
DAY, CHARLES
News Editor
WGAR, Cleveland, Ohio
DEBNAM, W. E.
Debnam Views the News
WPTF, Raleigh, N. C.
DEEGAN, JOHNNY
WHUM, Reading, Pa.
DEMERJIAN, HAEG
WKBS, Oyster Bay, N. Y.
DeWARE, COL.
Views the War
WBAP TV, Fort Worth, Tex.
DILL, GLEN
Independent News
KLPM, Minot, North Dakota
DINNEEN, JOSEPH F.
WBMS, Boston, Mass.
DITZELL, BILL
WWSO, Springfield, Ohio
DIXON, FRED
Behind the Headlines
WSOC, Charlotte, N. C.
DIXON, STANLEY
Stanley Dixon Views the News
WMOH, Hamilton, Ohio
DIZNEY, RUFUS
WCTT, Corbin, Ky.
DOLAN, FRANK
WEOP, Binghamton, N. Y.
DONAHUE, JOE
WATR, Waterbury, Conn.
DONAHUE, TOM
Scanned of the Air
WIBG, Philadelphia, Pa.
DOOLITTLE, LEW
As I See It, It Happened Last Week
WHGB, Harrisburg, Pa.
DORON, TOM
Weather News
WCOV, Montgomery, Ala.
DOUGLASS, COOTER
Morning News
WCNC, Crestnew, Fla.
DOW, BOB, JR.
WJHP, Jacksonville, Fla.
DOWNING, CARL
Olympia Reports
KGY, Olympia, Wash.
DOWNS, BILL
CBS
DOWTY, KEN
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DRAKE, JACK
KSWO, Lawton, Okla.
DREW, A. L.
Six Fifteen Roundup
WCBT, Roanoke Rapids, N. C.
DUFFLEY, CHUCK
Headlines in News & Sports
WMUR, Manchester, New Hampshire
DUNBAR, DR. WILLIS F.
WJEF, Grand Rapids, Mich.
DUNBAR, DR. WILLIS F.
WKZO, Kalamazoo, Mich.

— E —

EBEL, WALTER M.
News & Views
KWFC, Hot Springs, Ark.
EDWARDS, CURT
Dinner News
WTCN, Minneapolis, Minn.

EDWARDS, DOUGLAS
B. July 14, 1917, Ada, Okla.
CBS-TV News; Wendy Warren and the News, CBS, CBS Views the Press, WCBS

EDWARDS, JOHN
ABC
EDWARDS, LEE
WBNS-TV, Columbus, O.
EID, LEIF
WRC, Washington, D. C.
ELDON, POLLY
Polly's Patter
WSTP, Salisbury, N. C.
ELIAS, ROBERT
KWWL, Waterloo, Iowa
EMBER, GEORGE C.
KSEM, Moses Lake, Wis.
ERK, E. CHRISTY
Survey of the News
WBRY, Waterbury, Conn.
EVANS, KEN
WWDC, Washington, D. C.
EVANS, WICK
WDZ, Decatur, Ill.

— F —

FABELO, RUBEN
Spanish News
WALT, Tampa, Fla.
FACENDA, JOHN
Bulldog Edition, Night Extra
WIP, Philadelphia, Pa.
FAHENSTOCK, P. D.
Kenmore Record Report
WXRA, Buffalo - Kenmore, N. Y.
FAHEY, JOHN
KGA, Spokane, Wash.
FALGE, O. J.
O. J. Falge News
WLDY, Ladysmith, Wis.
FALK, L. EDWIN
News Editor
KWWL, Waterloo, Iowa
FARMER, JOHN
Own Program
KFRM, Kansas City, Mo.
FARMER, JOHN
KMBC, Kansas City, Mo.
FARRAR, JACK
Magice Valley Agriculture
KTFI, Twin Falls, Idaho
FELSHER, ARNOLD
WBVP, Beaver Falls, Pa.
FERANDOU, DON
WALB, Albany, Ga.
FINNEY, FRED
6 p.m. Local News
KTUC, Tucson, Ariz.
FISHER, D. A.
KRAL, Rawlins, Wyoming
FISHER, JERRY
KGBS, Harlingen, Tex.
FISHLER, BENNETT
Columns Write
WPAT, Paterson, N. J.
FITZGERALD, EDWARD
Today in New Hampshire
WMUR, Manchester, New Hampshire
FITZGERALD, JOHN
Who's News
WXEL, Cleveland, O.
FLACK, MILTON R.
WKBS, Oyster Bay, N. Y.
FLEMING, TOM
Local News
WSPA, Spartanburg, S. C.
FLETCHER, THOMAS
World News
WHK, Cleveland, Ohio
FLYNN, ARTHUR
Round The Town
WLAW, Lawrence, Mass.
FLYNN, PAT
News Commentary
KLYN, Amarillo, Texas
FOLGER, BILL
Noon News and 6:15 p.m. News
WISH, Indianapolis, Ind.
FORBES, GILBERT
Highlights at High Noon
WFBM, Indianapolis, Ind.
FORD, CLAYTON
Commentary
WOKZ, Alton, Ill.
FORD, JOHN
WTCN, Minneapolis, Minn.
FORREST, WILLIAM
One Man's Opinion
WGNY, Newburgh, N. Y.
FOSTER, HOMER
WSOO, Sault Ste. Marie, Mich.
FOWLKES, WILLIAM
WERD, Atlanta, Ga.
FOX, BILL
WPTW, Piqua, Ohio
FOX, GARFIELD L.
PB News
KROX, Crookston, Minn.
FOX, JOHN
Hawaii & World Today
KHON, Honolulu, T. H.
FRANK, BILL
Around the Town
WILM, Wilmington, Del.
FRANK, ROBERT
News In Pictures
WOC-TV, Davenport, Ia.
FRANK, ROBERT
8:00 News
WOC, Davenport, Iowa
FRANKLIN, ALLEN
WREN, Topeka, Kansas
FRANKLIN, BOB
News at Thirty
KSAN, San Francisco, Cal.
FRANCE, MARTIN
WAEB, Allentown, Pa.
FRANKLIN, JOHN
News, Analyst
KYW, Philadelphia, Pa.

FRASER, GORDON
News, WJZ; UN Correspondent, WJZ-ABC; Security Council & Assembly, ABC-WJZ; UN Highlights (Daily), ABC; TV News—War Tonite 7 p.m., ABC-TV

FRASER, GORDON
ABC

FREEMAN, CLAUDE E.
Noon Day News
WMRC, Greenville, S. C.

FRENETTE, OSCAR
WSOO, Sault Ste. Marie, Mich.

FROGGE, JOHN
WGBB, Freeport, L. I.

FROMME, GALEN
WBAL, Baltimore, Md.

FURNISS, WALTER
Walter Furniss-News
WCOL, Columbus, Ohio

— G —

GADBERRY, BOB
News This Morning
KFBI, Wichita, Kansas

GAINES, PHIL
WHOO, Orlando, Fla.

GALLIFORD, GEN. W. T. H.
World News Round Up
WLOW, Norfolk, Va.

GAMBLER, BOB
KFOR, Lincoln, Nebr.

GAMMACK, GORDON
KRNT, Des Moines, Iowa

GAMMELL, SERENO
WTHT, Hartford, Conn.

GARRED, BOB
Bob Garred News
KECA, Los Angeles, Calif.

GARRETSON, JOSEPH
Joseph Garretson
WSAI, Cincinnati, Ohio

GARRISON, JOHN
Noon News
WFUN, Huntsville, Ala.

GAVITT, DICK
KANS, Wichita, Kansas

GAYMAN, L. VAUGHN
Roshek News
WKBB, Dubuque, Iowa

GIANARIS, HARRY
WTMA, Charleston, S. C.

GILREATH, H. C.
WVOP, Vidalia, Ga.

GINGELL, GEORGE
State of the Nation
WRBL, Columbus, Ga.

GIVNEY, JOHN J.
Legislative Reporter
WTRY, Troy, N. Y.

GLADDING, AL
York Journal of the Air
WNOW, York, Pa.

GLAUSSEN, GENE
News Director
KXIC, Iowa City, Iowa

GODDARD, DON
Shell News
WNBT, New York, N. Y.

GODWIN, EARL
WRC, Washington, D. C.

GOERCH, CARL
Carolina Chats
WPTF, Raleigh, N. C.

GOLDSMITH, RALPH
Rusk County News
WLDY, Ladysmith, Wis.

GOODE, MIKE J.
People's Lobby
WNHC, New Haven, Conn.

GOODLETTE, DICK
Sports Co.umn of the Air
WKIC, Hazard, Ky.

GOODWIN, GLENN
Newscaster
KSO, Des Moines, Iowa

GORDON, WILLIAM E.
Commentary On the News
WNAW, North Adams, Mass.

GOULD, LESTER L.
WJNC, Jacksonville, N. C.

GOULD, JOHN
What Do You Think
WLAM, Lewiston - Auburn, Me.

GAULD, RALPH
News Director
KXEO, Mexico, Mo.

GOW, GEORGE
KANS, Wichita, Kans.

GRAHAM, WALTER
WBML, Macon, Ga.

GRANT, PETER
3 City Final
WLW-T, Cincinnati, O.

GRANT, TAYLOR
ABC

GRAY, W. CHARLES
Community News
WHEB, Portsmouth, New Hampshire

GREEN, H. E.
News & Interviews
KFKA, Greeley, Col.

GREEN, MORT
It Happened
WFGN, Gaffney, S. C.



WALTER KIERNAN
"ONE MAN'S OPINION"
ABC
For PHILIP MORRIS



GORDON FRASER
ABC ABC-TV WJZ-TV

GRIER, HARRY
World Headlines
KATL, Houston, Tex.
GRIFFITH, BILL
Owl Program
KFRM, Kansas City, Mo.
GRIFFIN, MICHAEL
WBAY, Green Bay, Wis.
GRILLO, HERMINIO TORRES
International Commentary
WVJP, Caguas, P. R.
GRIM, GEORGE
WCCO, Minneapolis, Minn.
GRUMMERT, MIL
Views With Grummert
KBRL, McCook, Nebr.
GUINASSO, JOHN J.
Community News
WSFL, Springfield, Mass.
GURNEE, LESLIE
Feature Page
KMNS, San Luis Obispo, Cal.

— H —

HADLEY, DOUG
Official Answer
WNAR, Norristown, Pa.
HAGEMAN, HAROLD
WADC, Akron, Ohio
HAGEMAN, RICHARD
Times-Star News
WKRC-TV, Cincinnati, Ohio
HAGGARD, HAP
KYNO, Fresno, Cal.
HAINLINE, JOSEPH
WJR, Detroit, Mich.
HALL, EARE
One Man's Opinion
KGLO, Mason City, Iowa
HALL, ERNIE
KEYL, San Antonio, Tex.
HALL, DR. M.
Between The Lines
WWST, Wooster, Ohio
HALYARD, O. C., JR.
WVLK, Lexington-Versailles, Ky.
HAMILTON, KEN
WEBQ, Harrisburg, Ill.
HAMLYN, ED
Richfield News
WMBS, Uniontown, Pa.
HANSON, PETE
WIZE, Springfield, Ohio
HARDY, OTIS
WPAG, Ann Arbor, Mich.
HARDAWAY, JOHN
Home Town Reporter
KVRS, Rock Springs, Wyo.
HARLESS, L. DANIEL
6:30 Edition
WSAV, Savannah, Ga.
HARLOW, PHIL
KTRH, Houston, Tex.
HARPER, AMES L.
WEPM, Martinsburg, W. Va.
HARRIS, GUY
Evening Edition
WJMB, Brookhaven, Miss.
HARRISON, WALTER M.
Skipper's Daybook
KTOW, Oklahoma City, Okla.
HART, DON
Morning Dispatch
WSNJ, Bridgeton, New Jersey
HARTER, DR. LINCOLN
Lincoln Harter RD No. 1
WPWA, Chester, Pa.
HARTLEY, HOWARD
Behind the Headlines
WTAN, Clearwater, Fla.
HARVEY, PAUL
Paul Harvey News
WENR-TV, Chicago, Ill.
HECKMAN, FRED
WTUX, Wilmington, Del.
HARTLEY, KEN
WHB, Kansas City, Mo.
HARTMAN, FRED
Baytown News
KREL, Baytown, Texas
HARVEY, PAUL
ABC
HAWKINS, JACK
Hometown News
KIUN, Pecos, Tex.
HEALY, GARY
WPBC, Minneapolis, Minn.
HEALEY, JAMES T.
News That's Different
WOKO, Albany, N. Y.
HEETER, ROBERT
Farm Bureau Inc.
WWST, Wooster, Ohio
HEMINGWAY, FRANK
Noonday with Hemingway
KTTV, Los Angeles, Calif.
HENRIX, CLIFF
KCSJ, Pueblo, Col.
HENRY, DICK
WOOD, Grand Rapids, Mich.
HENSON, RUSSELL
WCTT, Corbin, Ky.
HENTON, EARL
Ten O'Clock News; Arrowhead News Roundup; Standard Oil News & Sports
WEBX, Duluth, Minn.
HERMAN, GEORGE
CBS
HERRIN, ROBERT S.
Behind the World News
KIRX, Kirksville, Mo.
HESS, CLYDE
WTAG, Worcester, Mass.
HIGHLEY, LESLIE
International Commentary
WAPA, San Juan, P. R.

HILL, EDWIN C.
Human Side of the News
ABC

HILLEGAS, FRED
WSYR, Syracuse, N. Y.
HINES, LINDLEY
KMOX, St. Louis, Mo.
HINN, MICHAEL
Michael Hinn News
WISC, Madison, Wis.
HINSHAW, MOORE FRED
News Editor
WLBC, Muncie, Ind.
HODGE, EDDIE
Behind the Headlines
WTVB, Coldwater, Mich.
HOFF, HOLLIS
KGDE, Fergus Falls, Minn.
HOLDER, H. RANDOLPH
WRFC, Athens, Ga.
HOLLENBACK, DON
CBS, CBS-TV
HOLMQUIST, HARRY W.
Editor's Digest
KDB, Santa Barbara, Cal.
HOOD, W. P.
Wichita Falls Scene
KFDX, Wichita Falls, Tex.
HOOKER, JOSEPH C.
WGRD, Grand Rapids, Mich.
HOOKER, KENNETH M.
KGLU, Safford, Ariz.
HOOLEY, JACK
WHAM, Rochester, N. Y.
HOTTELET, RICHARD
CBS
HOWARD, BILL
WBTM, Danville, Va.
HOWARD, K. SMITH
CBS
HOWELL, HENRY
WOAI, San Antonio, Tex.
HOWER, BOB
KOTV, Tulsa, Okla.
HOWERY, EARLE G.
Report from Korea
WWYO, Pineville, W. Va.
HOY, FRANK S.
What Do You Think
WLAM, Lewiston-Auburn, Me.
HUFF, OSCAR
Oscar Huff Reports
WSAM, Saginaw, Mich.
HUGHES, DR. BERTRAM L.
News with Hughes
KXLW, St. Louis, Mo.
HUGHES, PAUL
Arizona Hi Lights
KTAR, Phoenix, Ariz.
HUNT, IRWIN
News Director
WLEC, Sandusky, Ohio
HUNT, RAY
Noontime News
KONO, San Antonio, Tex.
HUNT, TED R.
KROD, El Paso, Tex.
HURLEIGH, ROBERT F.
WGN, Chicago, Ill.
HURLEY, JOE
Milford Edition
WAVZ, New Haven, Conn.

— I —

IDAR, ED
KYXN, Austin, Texas
INCOLLINGE, LARRY
Talk of the Town
WBIW, Bedford, Ind.
IRWIN, R. JOHN
Keokuk's Own
KOKX, Keokuk, Iowa
IZZARD, WESLEY S.
Magnolia News, Analysis
KGNC, Amarillo, Texas

— J —

JACKSON, ALAN
CBS and CBS-TV
JAFFEE, TED
WAAM-TV, Baltimore, Md.
JAMES, BILL
KCID, Caldwell, Idaho
JARRELL, W. W.
News Priorities
WKTG, Thomasville, Ga.
JAY, HARRY
WLOK, Lima, O.
JEFFERSON, JOHN
CBS
JENKINS, RON
The Duke Spotlight Reporter
WSOC, Charlotte, N. C.
JESSEE, BLAIR
WLAQ, Rome, Ga.
JOHNSTON, KENNETH
WNBZ, Saranac Lake, N. Y.
JONES, BOB
KTBS, Shreveport, La.
JONES, DAN
Under the Capitol Dome
KTAT, Frederick, Okla.
JONES, FORREST
Local News
WJRI, Lenoir, N. C.
JORGENSEN, FRED
Tomorrow's Headlines

JOY, DICK
B. Dec., 1915, Putnam, Conn.; Ten O'Clock Wire, CBS; CBS News Room-Sunday Desk, CBS; Dick Joy, News

JOYCE, BILL
WJTN, Jamestown, N. Y.

— K —

KALBER, LOYD
KMTV, Omaha, Neb.
KALLAY, ED
WAVE, Louisville, Ky.
KAUFMAN, LOUIS L.
WCAE, Pittsburgh, Pa.
KAUFMAN, ROBERT
Local News
WISR, Butler, Pa.
KEA, FRED L.
WBGK, Jesup, Ga.
KEEN, HAROLD
People in the News
KFMB-TV, San Diego, Cal.
KELLY, DON
News Director
KILO, Grand Forks, North Dakota
KELLY, GEORGE
The Editor Speaks
WETB, Johnson City, Tenn.
KELSEY, NORMAN
Kelsey and the News
WINA, Charlottesville, Va.
KENT, GEORGE
Newsreel Theater
WMMW, Meriden, Conn.
KENAN, DAN
KHBG, Okmulgee, Okla.
KENNEDY, JOHN B.
ABC
KERLIN, C. J.
What Goes on Here
WGBF, Evansville, Ind.
KERR, DON
Front Page
WPAT, Paterson, N. J.
KESSLER, DAVID E.
WHAM, Rochester, N. Y.
KESTERKE, D. J.
Noon News Comments
WOSC, Fulton, N. Y.
KETNER, WILL
Blair County News
WVAM, Altoona, Pa.
KIERNAN, WALTER
One Man's Opinion
ABC
KIERSEY, AL
News Hilites
WIVY, Jacksonville, Fla.
KILLIAN, JIM
WAAM-TV, Baltimore, Md.
KILLICK, L. F.
News Editor
WCAX, Burlington, Vermont
KING, JEAN PAUL
KALL, Salt Lake City, Utah
KINGSLEY, PAUL
WKAT, Miami Beach, Fla.
KIRBY, BOB
WLAV-TV, Grand Rapids, Mich.
KIRBY, JIMMY
WKAX, Birmingham, Ala.
KIRKPATRICK, FRANK
As I See It
WMAW, Milwaukee, Wis.
KLECKNER, 'DOC'
KFRB, Fairbanks, Alaska
KLINE, ERNIE
WBVP, Beaver Falls, Pa.
KNELL, JACK
WBT, Charlotte, N. C.
KOHLER, DICK
8:10 News Commentary
KCOL, Ft. Collins, Col.
KOUSER, BILL
News Editor
WMID, Atlantic City, N. J.
KRAFT, RANDY
RCA Victor Television Newsreel
WFIL-TV, Philadelphia, Pa.
KREGELOH, HUBERT W.
WSPR, Springfield, Mass.

— L —

LaBORDE, ADRAS
News In French
KALB, Alexandria, La.
LACKEY, HECHT S.
WSON, Henderson, Ky.
LACKEY, MARY ALICE
KOGT, Orange, Tex.
LAND, ALLAN
WHIZ, Zanesville, Ohio
LANDIS, MEAD
Evening News Reporter
WSNJ, Bridgeton, N. J.
LA PLANTE, J. OMER
WIRY Reporter
WIRY, Plattsburg, N. Y.
LASUEUR, LARRY
CBS
LAWSON, RALPH
Between the Lines
WHBF, Benton Harbor, Mich.
LEE, BILL
Hometown News
KVKM, Monahans, Tex.
LEE, HARRY
WCBA, Corning, N. Y.
LEE, LYLE
Local News Editor
WLOK, Lima, O.



DOUGLAS EDWARDS
News Reporter
CBS

AM TV

EDWIN C. HILL
"Human Side of the News"

LEE, MELVIN C.
Behind the News
WCLD Cleveland, Miss
LEE, STAN
Stan Lee News
WFAM Augusta, Virginia
LE MIEUX, FRED
KOGT Orange, Tex.
LETTS, BOB
KNBC San Francisco, Cal
LEWIN, RICHMAN
Feed Reporter
KTRE Lufkin, Tex.
LEWIS, ERVINE
News
WLS Chicago, Ill.
LIVINGSTON, GILBERT
News Headlines
WAVE-TV Louisville, Ky.
LOFTON, JOHN
Headlines and News of the World
WORZ, Orlando, Fla.
LOHMAN, P. H.
Economists Views The News
WJOY, Burlington, Vermont
LONG, CHET
Looking with Long
WBNS Columbus, O.
LONG, PAUL
KDKA, Pittsburgh, Pa.
LONG, STUART
KYXN Austin, Texas
LORBER, Z. DR.
Jewish Radio Guild
WSBC Chicago, Ill.
LOUGHNANE, DON
KOWH, Omaha, Neb.
LOWE, KEN
KNOR Norman, Okla.
LUKINS, HARRY
Late News Highlights
WAVE-TV, Louisville, Ky
LYLE, BOB
WLS Chicago, Ill.
Peerless—Apr. 5—Mach. No. 3
LYNN, ARTHUR N.
WDLB, Marshfield, Wis.
LYON, LEONARD R.
Western Reporter
KTXC, Big Spring, Texas

— Mc —

McCARTHY, CHARLES F.
WNBC, New York, N. Y.
McCARTY, JESSIE S.
Community News
KDET Center, Texas
McCARTHY, TOM
WKRC Cincinnati, Ohio
McCOY, BOB
KOB-TV Albuquerque, N. M
McCUEN, CHARLES
KRNT Des Moines, Iowa
McCUME, JOHN
Aviation News
WCOV, Montgomery, Ala.
McCUNE, DON
Pipe Dreams
KFAR Fairbanks, Alaska
McDONALD, DR.
Mc Average Opinion
WLBR Lebanon, Pa
McDONALD, IRVING T.
More Light on the News
WEEI Boston, Mass.
McENANEY, JAMES
Local News
WNLC New London, Conn.
MacFARLANE, IAN ROSS
Int. & I.
WCBM Baltimore, Md.
McGAVERN, DONALD S.
News Analyst
WKBO McKeesport, Pa.
McGOVERN, DAN
McGovern's Radio Column
KXRN, Renton, Washington
McKIBBEN, BILL
The Local Scene
WACB, Kittanning, Pa.
McKINNON, BOB
News at Seven
WRFS, Alexander City, Ala.
McLEAN, JACK
World News Today
WJPS, Evansville, Ind.
McMUTRIE, BURT
It Seems To Mc
KMO, Tacoma, Wash.

— M —

MALDONADO, JUAN
WIAC, San Juan, P. R.
MALONE, TED
B. May 18, 1908; The Ted Malone Show, ABC; Europe Today, ABC-TV; Holiday Overseas, ABC-TV; Crossroads, ABC; It's Your Business, ABC; Freedom Flight, ABC-TV
MAPHET, DICK
Behind the Headlines
KECK, Odessa, Tex.
MAPLES, FRANKLIN GRADY
Word's-Eye View of the World-Wide News
KTNM, Tucumcari, N. M.
MARES, JERRY
WCBM, Baltimore, Md.
MARR, DALE
WKMH, Dearborn, Mich.
MARSHALL, GENE
WBGE, Atlanta, Ga.
MARSHALL, S. L. A.
WWJ, Detroit, Mich.
MARTIN, DON
WHCU, Ithaca, N. Y.
MARTIN, GEORGE, JR.
KTTV Television Newsreel
KTTV, Los Angeles, Calif.
MARTIN, JIM
Newscaster
WGAR, Cleveland, Ohio
MARTIN, LUTHER W.
News Behind the News
KTTR, Rolla, Mo.
MARTIN, MACK
KBIO, Burley, Ida.
MARTIN, N. R.
WFNC, Fayetteville, N. C.
MARTIN, ROBERT
CBS
MASCHMEIER, HOWARD
News Interpretation
WPTR, Albany, N. Y.
MASSEY, JIM
WJHP, Jacksonville, Fla.
MATERS, JOHN
WJIM, Lansing, Mich.
MATTSON, BOB
WHLB, Virginia, Minn.
MELL, DEAN
KXOC, Chico, Cal.
MELTON, ORRIN
KSOO, Sioux Falls, S. D.
METCALFE, BERT
KRIO, McAllen, Tex.
MEYNERS, J. ARNALDO
World Comment
WAPA, San Juan, P. R.
MICHAELS, PATRICK F.
Local News
KELP, El Paso, Tex.
MILES, WATT
Local News Roundup
WDVA, Danville, Va.
MILLER, KEN
News & Views
KVOO, Tulsa, Okla.
MILLER, RON
The News Picture
WSAZ-TV, Huntington 18, W. Va.
MITCHELL, N. P.
Noonday Notes
WFBC, Greenville, S. C.
MITTEN, WILLIAM
It's A Fact
WCCM, Lawrence, Mass.
MONROE, HANK
Empire State News, 6 p.m. News, 12 Midnight News
WENT, Gloversville, N. Y.
MONTAYNE, MONTY
Monty at the Mike
WIOD, Miami, Fla.
MONTGOMERY, ROBERT
ABC
MOORE, RAY
Behind the Headlines
WETB, Johnson City, Tenn.
MOREY, BOB
KNEM, Nevada, Mo.
MORGAN, JOHN I.
Farm News
WHED, Washington, N. C.
MORGAN, ROY E.
Views the News
WILK, Wilke-Barre, Pa.
MORRISON, HERB
KQV, Pittsburgh, Pa.
MOSELY, WAYNE
WDIG, Dothan, Ala.
MOWRY, LEE, JR.
WLAQ, Rome, Ga.
MUELLER, MERRILL
KNBC, San Francisco, Cal.
MULLARKEY, TOM
Mullarkey and the News
KLIF, Dallas, Texas
MULLINAX, ED
Sports Panorama
WLAG, LaGrange, Ga.
MUNYAN, HARRY
The Rambler
WIOD, Miami, Fla.
MUROS, JOSE PEREZ
WIAC, San Juan, P. R.
MURPHY, BILL
World News
WCKB, Dunn, N. C.
MURPHY, HUGH
Murfarm News
KWEM, West Memphis, Tenn.
MURPHY, JACK
News
KPHO-TV, Phoenix, Ariz.
MURPHY, JIM
Final News of the Day
WRFS, Alexander City, Ala.
MURRAY, DAVE
Midnight News
WLW-D, Dayton, O.
MURRAY, LOU
Murray-Go-Round
WPAM, Pottsville, Pa.
MURROW, EDWARD R.
Hear It Now, Edward R. Murrow and the News
CBS
MUTUAL, ARTISTS
WASK, Lafayette, Ind.
MUXFIELD, FRED
WJBC, Bloomington, Ill.

— N —

NAHAS, FRED
Tomorrow's History
KXYZ, Houston, Tex.
NARVIG, COL. WM. VAN
11th Hour
WMBM, Miami Beach, Fla.
NASH, JERGEN
KDHL, Faribault, Minn.

NATHAN, ROBERT
WHAT, Philadelphia, Pa.
NAUGHTON, CLIFF
KPIX, San Francisco, Cal.
NEAL, ROY
WPTZ, Philadelphia, Pa.
NEIL, JACK
Tomorrow's News Tonight
KTRM, Beaumont, Texas
NEITHAMER, BILL
News Desk, Weather Chart
WOAI-TV, San Antonio, Tex.
NELSON, BOB
WBBZ, Ponca City, Okla.
NELSON, GENE
KFAM, St. Cloud, Minn.
Weber's Noon News
NOGUEIRA, ROBERT
Commentary on the News
KIBL, Beeville, Texas
NORMAN, STAN
What's On in Tucson
KTUC, Tucson, Ariz.
NORQUIST, ROY
KFQD, Anchorage, Alaska
NORTON, J. D.
KNET, Palestine, Tex.

— O —

OBERLIN, DICK
Oberlin's Observations
WHAS, Louisville, Ky.
O'BRIEN, LEE
Capital Correspondent
WPTR, Albany, N. Y.
O'BRIEN, PAT
As It Looks From Here
KIUP, Durango, Col.
O'CONNOR, GEORGE
City Desk
WINR, Binghamton, N. Y.
O'CONNOR, LEONARD
WNBQ, Chicago, Ill.
OELAND, ART
Wyoming Philosophy
KOVE, Lander, Wyoming
OETTINGER, ELMER
Tar Heel Side of the News
WNAO, Raleigh, N. C.
OLIPHANT, H. DRUNCON
WGAN, Portland, Me.
ONCKEN, ED
Five Star Edition
KENO, Las Vegas, Nevada
OSGOOD, DICK
WXYZ, Detroit, Mich.
OWEN, DON
First News of the Day
KSMI, Seminole, Okla.

— P —

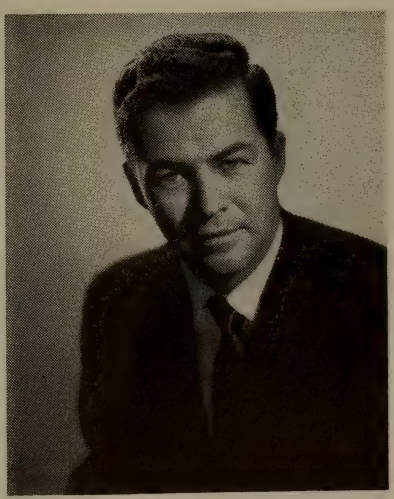
PARKER, C. K.
The Rim of the Pacific
WBRK, Pittsfield, Mass.
PARKER, JACK
Town Crier
WSAM, Saginaw, Mich.
PARKER, LARRY
Parker & the News
KRES, St. Joseph, Mo.
PARR, T. FRANK
News at Noon
WTNJ, Trenton, N. J.

PARSONS, LOUELLA
B. Aug. 6, Freeport, Ill.; educ. Dixon Coll.; married to Dr. Harry Watson Martin; with William Randolph Hearst since 1922; Hollywood Reporter, ABC

PAYNE, LARRY
Larry Payne & the News
WABJ, Adrian, Mich.
PEARSON, DREW
ABC
PEDACE, JAMES V.
Around the Town
WICH, Norwich, Conn.
PEPPER, FRANK
WTNT, Tallahassee, Fla.
PETERSON, DREXEL
Program Director
KVFD, Fort Dodge, Iowa
PETERSON, ELMER
It Seems To Me
KNBH, Hollywood, Cal.
PETRALLA, JOHN
Italo-American News
KITO, San Bernardino, Cal.
PETTI, RALPH
Sunday Headline News
WJAS, Pittsburgh, Pa.
PETTY, DICK
Valley News
WAVZ, New Haven, Conn.
PHILLIPS, DAVID L.
Week in Review
WLIP, Kenosha, Wis.
PIERCE, BARTHOL W.
Headlines that make History
KTRB, Modesto, Cal.
PINELL, CLAUDE
KPAC, Pt. Arthur, Tex.
PINGREE, S. T.
WKXL, Concord, New Hampshire
POWELL, R.
Today's News
WAIM, Anderson, S. C.



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TELEVIEWS OF THE NEWS—Parliament Cigarettes.
WPIX



DICK JOY
KNX-CBS News
"DR. KILDARE"—"NANCY DIXON"

PRATT, BILL
WERC, Erie, Pa.
PRIBYL, LARRY
News Director
KWBE, Beatrice, Nebraska
PRICE, JIM
Noontime News
KFNT, Shreveport, La.
PRICE, JOHN
WMIE, Miami, Fla.
PRIOR, HARRY
WPIN, St. Petersburg, Fla.
PURNELL, CHARLES
WILM, Wilmington, Del.

PUTNAM, GEORGE
Broadway to Hollywood, Headline Clues
WABD-TV

PUTNAME, DON
WBBZ, Ponca City, Okla.

— Q —

QUINN, MEL
WBAL-TV, Baltimore, Md.

— R —

RABER, ALAN D.
WKAP, Allentown, Pa.
RAFFERTY, DAN
WQUA, Moline, Ill.
RALEIGH, JOHN
WCAU, Philadelphia, Pa.
RAMOS, RALPH
While You Sleep
KFDM, Beaumont, Texas
RAMOS, ROGELIO
WPRP, Ponce, P. R.
RANDOLPH, WM.
Noon News
WIOU, Kokomo, Ind.
RASH, BRYSON
WMAL, Washington, D. C.
RAYMOND, FRANK
Frank Raymond Reporting
KVSM, San Mateo, Cal.
RECTOR, BOB
Noon News
KSTL, St. Louis, Mo.
REDEEN, BOB
Noon News
WOC, Davenport, Iowa
REEVES, JIM
WPWA, Chester, Pa.
REGENSBURG, S.
Jewish Radio Guild
WSBC, Chicago, Ill.
REINHARDT, FRED
Morning Journal
KITO, San Bernardino, Cal.
REJEBIAN, MRS. V. Y.
WFAA, Dallas, Texas
RENICH, RALPH
Renick Reporting
WTVJ, Miami, Fla.
REVELLE, ORVILLE
News View & Interviews
WFTL, Ft. Lauderdale, Fla.
REYNOLDS, CLIFTON E.
WGUY, Bangor, Me.
RICH, DON
Entertainment
WMID, Atlantic City, N. J.
RICHMOND, FRANCIS
Action News
WMGW, Meadville, Pa.
RIDDER, JOHN W.
Between the Lines
WOHI, East Liverpool, Ohio
RIDENOUR, GORDON M.
Reporter Checks the News
WELM, Elmira, N. Y.
RIDGEWAY, CHARLES
WERC, Erie, Pa.
ROBBINS, FRANCIS
Newscaster
KDHL, Faribault, Minn.
ROBERTS, DAVID
Twilight News
WVET, Rochester, N. Y.
ROBERTSON, JIM
WLAV-TV, Grand Rapids, Mich.
ROBINSON, BOB
News, Weather & Sports
WHSY, Hattiesburg, Miss.
ROBINSON, CALVIN
WWOD, Lynchburg, Va.
ROBINSON, MAJOR GEORGE
Major Robinson and the News
WSUN, St. Petersburg, Fla.
ROBY, MAX
The World Tonight
KSL-TV, Salt Lake, Utah
ROMANO, TOM
WNHC-TV, New Haven, Conn.
ROSS, BOB
News
WKDN, Camden, N. J.
ROSS, JACK
Your Esso Reporter
WHAM, Rochester, N. Y.
GEORGE ROWE NEWS
WPCF, Panama City, Fla.
RYAN, NED
Ned Ryan and the News
WHEN, Syracuse, N. Y.
RUNYON, BOB
Runyon Reporting and the News
WOOD, Grand Rapids, Mich.
RUSSELL, DAVE
Noon News, Gladiola News
KFDM, Beaumont, Texas

— S —

SAGUE, S. R.
12:35 p.m. & 6:30 News
WSRS, Cleveland, Ohio
SARTAIN, DENNIS
WWDC, Washington, D. C.
SAVAGE, BOB
Savage Scans the News
KGBC, Galveston, Tex.
SAWHILL, ROBERT
Local News
WSIV, Pekin, Ill.
SAWYER, TED
Today's Headlines
WKNE, Keene, New Hampshire
SCHAEFFER, MARTIN
WSON, Henderson, Ky.
SCHERER, RAY
WRC, Washington, D. C.
SCHEUMANN, VERNE
WKRC, Cincinnati, Ohio
SCHNEIDER, RAYMOND F.
WWSW, Pittsburgh, Pa.
SCHOENBRUN, DAVID
CBS
SCHWEER, ROLAND
KRIO, McAllen, Tex.
SCOTT, ELMER P.
WFAA, Dallas, Texas
SCOTT, HUGH
Cowlitz Commentary
KELS, Longview-Kelso, Wash.
SELBY, PRICE
WRGA, Rome, Ga.
SEVAREID, ERIC
CBS
SEXTON, JESSE R.
News Of Tomorrow
KALB, Alexandria, La.
SHADEL, WILLARD
CBS
SHAND, JOHN
WTVR, Richmond, Va.
SHARP, MOREY
World News
KTLN, Denver, Col.
SHAW, CHARLES
WCAU, Inc.
Philadelphia 3, Pa.
SHAW, GORDON
WQAM, Miami, Fla.
SHELL, TED
Ted Shell—News
WCOL, Columbus, Ohio
SHERWOOD, DON
News
WIMA, Lima, Ohio
SHINN, JUNEAU
Report to the Valley
KLIX, Twin Falls, Ida.
SHORE, EUGENE
Local News
WHUN, Huntingdon, Pa.
SHIPLEY, ROBERT
630 Edition
WSAV, Savannah, Ga.
SHRINER, TED
KTJS, Hobart, Okla.

SLATER, BILL
(See Artists)

SLOSSON, PRESTON
WWJ, Detroit, Mich.
SMITH, BORDEN
WHCU, Ithaca, N. Y.
SMITH, CHET
Morning Bulletin
WDOV, Dover, Del.
SMITH, COURTNEY
Courtney Smith & the News
WEOA, Evansville, Ind.
SMITH, DAVE
Noon & Evening News
WTOM, Bloomington, Ind.
SMITH, DAVENPORT
WBRC-TV, Birmingham, Ala.
SMITH, DICK
WHB, Kansas City, Mo.
SMITH, ERLE
KMBC, Kansas City, Mo.
SMITH, ROLLIE
WEOL, Lorrain-Elyria, O.
SMITS, LEE
WXYZ, Detroit, Mich.
SNELL, DAVID
WOR, New York, N. Y.
SNYDER, G. GILBERT
Die Wunnernaus
WEEU, Reading, Pa.
SOKOLSKY, GEORGE
ABC
SPARGROVE, BILL
5 O'Clock News
KECA, Los Angeles, Calif.
SPINELLI, MARO
Sinclair News
KMNS, San Luis Obispo, Cal.
SPRAGG, GRAYDON H.
News Around the Country
WHAI, Greenfield, Mass.
SPRINKLE, ART
Special Events & News
KPHO-TV, Phoenix, Ariz.
STADLER, GLEN
KERG, Eugene, Ore.
STAMPS, WELDON
7:45 Edition
KFSA, Ft. Smith, Ark.
STEWART, BILL
WPBC, Minneapolis, Minn.
STEWART, MURRAY
KSOO, Sioux Falls, S. D.
SULLIVAN, FLOYD M.
Ghost in the Garret
KWTO, Springfield, Mo.
SULLIVAN, PAUL
KALL, Salt Lake City, Utah
SUMPF, RUSS
Late News Summary
WBRY, Waterbury, Conn.

STURM, DEAN
Sturm & the News
WHTN, Huntington, W. Va.
SWANSON, HARVEY
For the Intelligent Citizen
WLAN, Lancaster, Pa.

SWAYZE, JOHN CAMERON
B. April 4, 1906, Wichita, Kans. Camel News Caravan, Who Said That?
NBC-TV

SWIFT, JACK E.
KDKA, Pittsburgh, Pa.

— T —

TAINTER, ERIC
News Editor
KCKN, Kansas City, Mo.
TALLEY, PINKIE
WRGA, Rome, Ga.
TAYLOR, PAUL
Newsman
KYW, Philadelphia, Pa.
TEAGUE, W. C.
WMC, Memphis, Tenn.
TEMPLE, AL
Day in Review
WKCT, Bowling Green, Ky.
TERRY, BOB
Hunting & Fishing
KSTL, St. Louis, Mo.
TERRY, JOHN
Five Star Final
WTNS, Coshocton, Ohio
TERWEY, TYS
WMPS, Memphis, Tenn.
THACCKER, JIM
WSON, Henderson, Ky.
THAIN, JIM
Eagle Speaks
KWNW, Wenatchee, Wash.
THEERINGER, GEORGE
News & Views
WRBL, Columbus, Ga.
THOMAS, LOWELL
CBS
THOMAS, LYNN
Security News
Brawley, Cal.
THOMAS, WARREN
The Bedford Story
WBIW, Bedford, Ind.
THOMAS, W. J.
News & Comment
WCPA, Clearfield, Pa.
THOMPSON, BUD
KFYO, Lubbock, Tex.
THOMPSON, DICK
Background To The News
WMOU, Berlin, New Hampshire
THOMPSON, JIMMY
Local News
WJJL, Niagara Falls, N. Y.
THOMPSON, RAY
Reporter's Notebook
KROC, Rochester, Minn.
THORGERSEN, ED
Televiews of the News
WPIX, New York, N. Y.
THORNLEY, HENRY
Sacramento Valley News
KROY, Sacramento, Cal.

TILLMAN, JOHN
B. Nov. 13, 1916, Clio, Ala. Tomorrow's News, Telepix Newsreel, Televiews of the News, WPIX

TITCHENER, DOROTHY
WENE, Binghamton - Endicott, N. Y.
TOBIN, RICHARD L.
History in the Making
WOR, New York
TURNER, ULMO
Pix of the News
WBKB, Chicago, Ill.

— U —

UEBELHART, JAMES
News Roundup
WSPD, Toledo, Ohio
UTLEY, CLIFTON
WNBQ, Chicago, Ill.

— V —

VACCA, JOHN
Between the Lines
KOSA, Odessa, Tex.
VADEBONCOEUR, E. R.
WSYR, Syracuse, N. Y.
VERNON, MAC
Texaco News
KVER, Albuquerque, N. M.
VIOSEA, PERCY
Campfire Chats
WJMR, New Orleans, La.
VON BERGEN, JOHN
John Von Bergen & The News
WARM, Scranton, Pa.
VON TOBEL, PHILIP
WATR, Waterbury, Conn.
VOORHIES, JACK
Local News
WLAY, Muscle Shoals, Ala.

— W —

WADDELL, KEN
Basin Edition
KWEI, Kennewick, Wash.
WALLACE, EDWARD
WTAM, Cleveland, Ohio
WALLACE, EDWARD R.
WNBK, Cleveland, O.
WALTON, RAY
Newsreel of the Air
WIBG, Philadelphia, Pa.
WARNER, W. E.
KFQD, Anchorage, Alaska
WATTS, BILL
Watts Behind the News
WTSP, St. Petersburg, Fla.
WAYNE, MAURIE
News,
KTBS, Shreveport, La.
WEBER, TOM
Late News
WXYZ, Detroit, Mich.
WERNER, STELLA
WBCC, Bethesda, Md.
WERSHBA, JOE
WTOP-TV, Washington, D. C.
WEST, HERB
WEOL, Lorain-Elyria, O.
WHEAT, RAMON
WJIM, Lansing, Mich.
WHEELER, RICHARD
Behind the World News
KOCA, Kilgore, Tex.
WHEELER, ROBERT
WHOL, Allentown, Pa.
WHELAN, OTIS E.
KGLU, Safford, Ariz.
WHITE, DONALD
Local News Page
WHOK, Lancaster, Ohio
WHITE, HYLAND
Looking to the News, News with the Human Touch
WLBR, Lebanon, Pa.
WHITE, JACK
WJR, Detroit, Mich.
WHITE, TOM
WBAL-TV, Baltimore, Md.
WILEY, E. VICTOR
Tri-Country Comment
WWSC, Glens Falls, N. Y.
WILKERSON WALTER F.
World News
WKLV Blackstone, Va.
WILLIAMS, AUSTIN
WOAI, San Antonio Tex.
WILLIAMS, CARL
Newsreel Theater
WMMW, Meriden, Conn.
WILLIAMS, DOC.
WADC, Akron, Ohio
WILLIAMSON, HADLEY
Eyes of Iredell
WSIC, Statesville, N. C.
WILLIS, ALAN R.
WORD, Spartanburg, S. C.
WILSON, BOB
Savarin News
WNBT, New York, N. Y.
WILSON, BOB
KWYO, Sheridan, Wyo.
WILSON, GEORGE H., JR.
Man About Town
WSTV, Steubenville, Ohio
WILSON, JIMMY
WALT, Tampa, Fla.
WILSON, KEN
WGST, Atlanta, Ga.
WILSON, PHIL
Hometown News
WIRL, Peoria, Ill.
WILSON, RAYMOND A.
Voice of the News, Farm Market Reports
KSBW, Salinas, Cal.
WINCHELL, WALTER
ABC
WINTER, ERIC
Behind Today's Headlines
WLAN, Lancaster, Pa.
WINTER, WILLIAM
KROW, Oakland, Cal.
WINTER, WILLIAM
Wm. Winter Views the News
KPIX, San Francisco, Cal.
WOLF, JAMES ALLEN
Standard Oil Reporter, Final Edition
WSFA, Montgomery, Ala.
WOLFE, HOWARD
8 O'Clock Edition
WKNX, Saginaw, Mich.
WOOD, FRED
WWBZ, Vineland, N. J.
WOODCOCK, GEN. A. W. W.
WBOC, Salisbury, Md.
WORKHOVEN, MERRILL
WOW-TV, Omaha, Neb.
WORSTALL, MARY B.
The Women's Page
WSTV, Steubenville, Ohio
WRIGHT, STERLING W.
WORD, Spartanburg, S. C.
WYNGAARD, JOHN
Madison Report
WJPG, Green Bay, Wis.

— Y —

YOUNG, BOB
Inside, The News
KDMO, Carthage, Mo.
YOUNG, GEORGE
WIBC, Indianapolis, Ind.
YOUNG, LANDON
Landon Young Speaking
WILS, Lansing, Mich.

— Z —

ZAIMAN, JACK
WDRC, Hartford, Conn.
ZEIGIN, JACK
News Editor
WIMG, Dayton, Ohio
ZIEBARTH, E. W.
WCCO, Minneapolis, Minn.



JERRY STRONG

Dean of Washington

Wake-Up Men

W I N X — W R C — W T T G

Disc Jockeys
RADIO AND TELEVISION
—their work during 1950

— A —

ABBOTT, BUD
Abbott Habit
WHAS, Louisville, Ky.

ABBOTT, WARREN W.
Alarm Clock Club
KSMI, Seminole, Okla.

ACREE, JIMMY
WAGF, Dothan, Ala.

ADAMS, BARRY
KHUM, Eureka, Cal.

ADAMS, BILL
Roundup Time
WHOC, Philadelphia, Miss.

ADAMS, CHARLES
WNAV, Annapolis, Md.

ADAMS, DANA W.
Club 600
KTBB, Tyler, Tex.

ADAMS, JOE
KOWL, Santa Monica, Cal.

ADAMS, WARREN
Hillbilly Hits
WIHL, Hammond, La.

AGNEW, TED
Ted Agnews Show
KMPC, Bakersfield, Cal.

AGRELOT, JOSE M.
WIAC, San Juan, P. R.

ALDRIDGE, CHARLIE
Housewive's Serenade
WNAG, Grenada, Miss.

ALFRED, G.
Club 560
KPQ, Wenatchee, Wash.

ALFORD, DICK
Strolling with Alford
KXLR, Little Rock, Ark.

ALISEN, HUGH
WJBF, Augusta, Ga.

ALLBAUGH, (BILL) WILLIAM
KAST, Ames, Iowa

ALLEN, AL
Al's Jive 'Til Five
KXLR, Little Rock, Ark.

ALLEN, BOB
Buck Allen's Jamboree
WCOR, Lebanon, Tenn.

ALLEN, FRANK
Variety Matinee
WREN, Topeka, Kansas

ALLEN, JACK
KBKI, Alice, Texas

ALLEN, TERRI
The Terri Allen Show
WPAL, Charleston, S. C.

ALLEN, TOMMY
Variety Store
KOMA, Oklahoma City, Okla.

ALLEN, WAYNE
950 Club
KSEL, Lubbock, Tex.

ALLISON, DANIEL
WICC, Bridgeport, Conn.

ALLISON, JOE
Uncle Joe's Jamboree
WMAK, Nashville, Tenn.

ALTMAN, LEONARD
WSAR, Fall River, Mass.

AMES, DON
Record Rumpus Room
KMPC, Bakersfield, Cal.

ANDERSON, AL
Here Today
WSKI, Montpelier, Vermont

ANDREWS, BOB
Midnight Matinee
WORZ, Orlando, Fla.

ANDERSON, BILL
Friendly Arlc
KAKE, Wichita, Kansas

ANDERSON, DON
Sunrise Serenade
KFH & KFH-FM, Wichita, Kansas

ANDERSON, ERNEST
Musical Sports Parade
WDEM, Providence, R. I.

ANDERSON, TOM
Platter Parade
WLDY, Ladysmith, Wis.

ANDREWS, JOHNNY
Johnny Andrews Show
WEEU, Reading, Pa.

ANDREWS, JOHN
Early Risers
WHOT, South Bend, Ind.

ANTHONY, BOB
Tulsa Ballroom
KRMG, Tulsa, Oklahoma

ANTHONY, JOE
WCVS, Springfield, Ill.

ARANZAMENDI, FCO.
Club 910
WPRP, Ponce, P. R.

ARBOGAST
Club 710, The Arbogast Show
WHB, Kansas City, Mo.

ARBUCKLE, BRYANT
Late Date
KVAL, Brfownsville, Texas

ARCHER, GRAHAM
Wax Museum
KGW, Portland, Ore.

ARMAND, RAY
WPWA, Chester, Pa.

ARMBRISTER, RANDY
WYVE, Wytheville, Va.

ARMSTRONG, TIMOTHY
KODL, The Dalles, Ore.

ARMSTRONG, JIM
Top of the Morning
WYVE, Wytheville, Va.

ARNOLD, DON
WNAE, Warren, Pa.

ARNOLD, GARY
Turn Table Terrace
WDUN, Gainesville, Ga.

ARTER, MALCUM
Rise & Shine
WKOK, Sunbury, Pa.

ARTHUR, DOUG
Dance Land
WIBG, Philadelphia, Pa.

ASHTON, KEITH
KFQD, Anchorage, Alaska

ASKYE, BOB
Time & Tempos
KOLN, Lincoln, Nebr.

ASMAN, BOB
Rise 'n' Shine
WGVA, Geneva, N. Y.

ATKINSON, J. C.
Wake Up With J. C.
WBBQ, Augusta, Ga.

ATWELL, HODARD
Club 840
WVPO, Stroudsburg, Pa.

AUSTIN, BOB
Cornfield Frolics
WPAL, Charleston, S. C.

AYCOCK, BOB
Telephone and Juke Box Requests
WPLI, Jackson, Tenn.

— B —

BACHMAN, ART
WKUL, Cullman, Ala.

BACKMAN, HARVEY
Koffee Klub
KXGN, Glendive, Montana

BACON, BOB
Bacon for Breakfast
WBRE, Wilkes-Barre, Pa.

BACON, NORMAN
Playing Favorites
WOC, Davenport, Iowa

BAER, DICK
Ranchhouse Rhythm
WPIN, St. Petersburg, Fla.

BAERG, ROYCE
Musical Memories
KNEX, McPherson, Kansas

BAILEY, CLIFFORD
Record Show
KSBW, Salinas, California

BAILEY, JIM
KPRC, Houston, Tex.

BAILEY, JIM
Wake Up Time
WCEN, Mt. Pleasant, Mich.

BAILEY, TOM
Acme Hope
KPOJ, Portland, Ore.

BAILEY, VIRGINIA
Ginnie's Platter Party
WKLY, Hartwell, Ga.

BAKER, DICK
Ranchhouse Rhythm
WPIN, St. Petersburg, Fla.

BAKER, GORDON
1490 Club
WTXL, S Springfield, Mass.

BAKER, JAMES
Baker's Bandstand
WBIW, Bedford, Ind.

BAKER, TOBY
Music Hall
WELI, New Haven, Conn.

BALCH, FRANK A.
WWSR, St. Albans, Vermont

BALLARD, GEORGE
WJHL, Johnson City, Tenn.

BALLEW, FRANK A.
Hillbilly Roundup, Midday Melodies
WMNC, Morganton, N. C.

BALTZER, LARRY
Please Play
KHUZ, Borger, Texas

BANDY, ROBERT W.
Party Line, Luncheon Serenade
WSPC, Anniston, Ala.

BANKS, JOHN
Western Requestin'
KRDU, Dinuba, Cal.

BARAGER, BOB
Clockwatcher
WRNY, Rochester, N. Y.
BARBER, ROBERT
Backward DJ. Tuneo
WTM, Cumberland, Md.
BARBOUR, GREER
WBAR, Clarksburg, W. Va.
BARILE, LOU
Hall of Records
WKAL, Rome, N. Y.
BARKLEY, RON
Club 1230
KDES, St. Joseph, Mo.
BARLOW, JOHN
Music Especially For You
KUTA, Salt Lake City, Utah
BARNARD, DALLAS
KREM, Spokane, Wash.
BARNETT, HARL G.
Morning Mixture
KGLU, Safford, Ariz.
BARRETT, BRUCE
KPLT, Paris, Tex.
BARRETT, RICHARD E.
The Dick Barrett Show
WAVZ, New Haven, Conn.
BARRETT, RICK
Rick's Record Room
WTMS, Santa Barbara, Cal.
BARRICK, JOHN
WKAY, Glasgow, Ky.
BARRY, BILL
Jive To Five
WCOR, Lebanon, Tenn.
BARRY, GENE
Disc Jockey
WIMG, Dayton, Ohio
BARRY, JACK
You Asked For It
WJOY, Burlington, Vermont

BARRY KAYE SHOW
WKAT, Miami Beach, Fla.
BARTELL, PAUL
Fox Club
WFOX, Milwaukee, Wis.
BARTLETT, CURRY
Pop Melody Time
WAGM, Presque Isle, Me.
BARTON, HAL
WTAD, Quincy, Ill.
BARTON, PHIL
WHOT's Cookin'
WHOT, South Bend, Ind.
BARUCH, ANDRE
WNBC, New York, N. Y.
BASS, GRADY
Dairyman's Parade
KSFA, Nacogdoches, Tex.
BASKETT, MILES H.
Platter Parade
WHTC, Holland, Mich.

BATCHELDER, JOHN
Batchelder's Quarters
WRC, Washington, D. C.
BATEY, HUGH
Music 'Till Midnight
WPDQ, Jacksonville, Fla.
BATTISTI, PAUL
Tunes for Teeners
KCFH, Cuero, Texas
BAUER, BILL
Sacred Request Hour
KCVR, Lodi, Cal.
BAUER, BILL
Breakfast Express
WAAF, Chicago, Ill.
BAXTER, DEL
The Del Baxter Show
WJPS, Evansville, Ind.

BAYLY, TRAV
Trav Bayly Show
KDAL, Duluth, Minn.
BEAUMONT, PERRY
WLOK, Lima, O.
BECKER, BILL
Mailbag Matinee
WGVA, Geneva, N. Y.
BECKTEL, EARL
Jersey Jamboree
WSNJ, Bridgeton, N. J.
BECKWITH, SAM
KVON, Napa, Cal.
BEECHAM, SIR THOMAS
WQXR, New York, N. Y.
BEECHER, DON
Midnight Club
WLEU, Erie, Pa.
BEGUE, JOHN
Juke-Box Serenade
WTAX, Springfield, Ill.
BELL, DON
KRNT, Des Moines, Iowa
BELLES, RUSSELL
Speaking of Sports
KMVI, Wailuku Maui, Hawaii
BENJAMIN, CLYDE
KTXC, Big Spring, Texas
BENLIZA, RAFAEL
WIAC, San Juan, P. R.
BENNETT, GENE
Musical Clock
WIRA, Ft. Pierce, Fla.
BENNETT, LEN
WNHC, New Haven, Conn.
BENNETT, MYRON J.
M. J. B. Show
KXLW, St. Louis, Mo.
BENNINGTON, RAY
Bands of the Lands
KGW, Portland, Ore.

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Club Swingtime
WILK, Wilkes-Barre, Pa.
BERGEN, RON
Lounge Nite Club of the Air
WAEB, Allentown, Pa.
BERGESON, CHUCK
WSOO, Sault Ste. Marie, Mich.
BERRY, BILL
WDBO, Orlando, Fla.
BERRY, LAURENCE
The Music Man
KPRS, Olathe, Kansas
BERRY, ROBERT
Toonerville Tolly
WOTW, Nashua, New Hampshire
BEUTEL, BOB
KSO, Des Moines, Iowa
BESSE, HARRY
KSWI, Council Bluffs, Iowa
BEVELAQUA, DON
What America Is Playing
KXLE, Ellensberg, Wash.
BEVERLY
Sunkist Reveille, Revelry with Beverly
KIST, Santa Barbara, Cal.
BILL, WILLSE
Breakfast With BW
WDEM, Providence, R. I.
BILLS, DICK
Dick Bills Show
KOB, Albuquerque, N. M.
BILLINGS, FRANK
Wax Museum
KGW, Portland, Ore.
BIRMINGHAM, JOHN J.
1450 Club
WNBZ, Saranac Lake, N. Y.
BINFORD, BILL
Sierra Serenade
KOLO, Reno, Nevada
BING, DICK
Music Makers
WCEN, Mt. Pleasant, Mich.
BINGHAM, EARL
Bronco, Bing
KAVR, Havre, Montana
BINGHAM, PETE
Hillbilly Humdingers
WJOI, Florence, Ala.
BIRDSONG, LAWRENCE
Birdie's Cage
KLTI, Longview, Tex.
BISHARA, J
Juke Box Review, Polka Party
WCBA, Corning, N. Y.
BITTERMAN, JACK
Jive, Jam 'n' Jump
WABB, Mobile, Ala.
BLACK, BERNIE
For You By Request
WGPA, Bethlehem, Pa.
BLAGG, BOB
WDNE, Elkins, W. Va.
BLAKELY, STEW
Sunrise Serenade
KBRL, McCook, Nebr.
BLAINE, LEE
Swing Shift
WJHP, Jacksonville, Fla.
BLAIR, LARRY
Rythmatinee
WTJS, Jackson, Tenn.
BLANCHARD, LOWELL
Good Morning Club & Musical Clock
WNOX, Knoxville, Tenn.
BLANKENSHIP, NOEL
WKLV, Blackstone, Va.
BLECKLEY, W. JOHN
Boots and Saddles
WJMR, New Orleans, La.
BLEICH, JERRY
Rhythm Ranch & Swing Out Sweet Music
WPLA, Plant City, Fla.
BLOCK, MARTIN
Make Believe Ballroom
WNEW, New York, N. Y.
BLOSS, BILL
Jive Time
WPAD, Paducah, Ky.
BLUM, GEORGE
Alarm Clock
KORN, Mitchell, S. D.

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KERG, Mount Vernon, Wash.
BOAL, ALAN
Variety Unlimited
WBVP, Beaver Falls, Pa.
BOARDMAN, FRANK
KSWO, Lawton, Okla.
BOB, UNCLE
Dinner Bell Get Together
WJMW, Athens, Ala.
BODNER, GEORGE
Melody Mill
WRFD, Worthington, Ohio
BOGDEN, HILARY
Canes Seven
WJAS, Pittsburgh, Pa.
BOGGESS, JOHN
All Request Hour
WLAG, LaGrange, Ga.
BOGGS, WADE
Lunch & Listen
WGAA, Cedartown, Ga.
BOHACK, BILL
Club 93
WPAT, Paterson, N. J.
BOHN, RAY
Reveile Roundup
KLMP, Minot, North Dakota
BOIVIN, JAY
1370 Streamliner
WFEA, Manchester, New Hampshire
BOLBY, BOB
The Merry Go Round
WITX, Jasper, Ind.
BOLDT, VIC
Vic's Varieties
KVIC, Victoria, Tex.
BOLIN, ART
Swing Session
WARM, Scranton, Pa.
BOLLINGER, JIM
J B Time
WINN, Louisville, Ky.
BOLTON, BILL
Hillbilly Hits
KALB, Alexandria, La.
BONDU, DAVE
WERD, Atlanta, Ga.
BONES, ROBERT
Afternoon by Request
WLOH, Princeton, W. Va.
BONNER, ED
Spin 'n Chin
WNJR, Newark, N. J.
BOONE, JOE
Moonlight Melodies
WMVG, Milledgeville, Ga.
BOUCHER, GENE
KCOM, Sioux City, Iowa
BOURQUE, WARREN
WERI, Westerly, R. I.
BOWER, BOB
Music for Everyone, Music in the Night
WTIP, Charleston, W. Va.
BOWERS, BUD
Bud Bowers Show
WSAZ, Huntington, W. Va.
BOWICK, BILL
Coffee With Bill
WALB, Albany, Ga.
BOWMAN, BOB
WLBR, Lebanon, Pa.
BOWMAN, JOHNNY
1410 Club
WDOV, Dover, Del.
BOWER, RICHARD W.
Diskin' with Dick
WRAK, Williamsport, Pa.
BOYCE, WILLIAM
KWBE, Beatrice, Nebraska
BOYD, DALLAS P.
WBRW, Welch, W. Va.
BOYER, DEAN
Ham 'n Eggs, Top Tunes
WBLK, Clarksburg, W. Va.
BOYLES, FRANK A.
KVRH, Salida, Col.
BOZIC, G.
WLOA, Braddock, Pa.
BRADLEY, BOB
Timekeeper
WMIL, Milwaukee, Wis.
BRADLEY, DICK
WQXR, New York, N. Y.
BRADLEY, ROBERT
KCOM, Sioux City, Iowa
BRADLEY, WES
1240 Club
KRDO, Colorado Springs, Col.
BRAGG, CHARLES
Breakfast On Farm
WHAL, Shelbyville, Tenn.
BRAGG, NELSON
Record Rack
WCOP, Boston, Mass.
BRADSHAW, TOM
The Triple T Show
WHYU, Newport News, Va.
BRANCH, NEAL
1240 Club
WBIR, Knoxville, Tenn.
BRANT, BILL
Midniter's Club
KDKA, Pittsburgh, Pa.

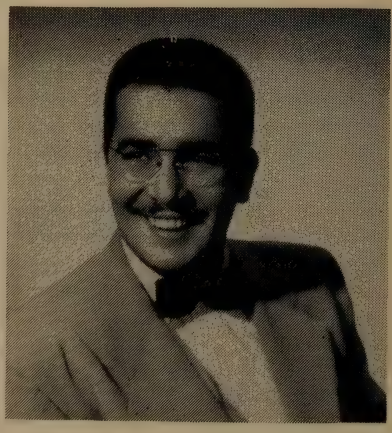


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WFGN, Gaffney, S. C.
BRENNAN, DAN
Hillbilly Hits
WVOK, Birmingham, Ala.
BRETT, ROBERT
Breakfast with Brett
WSAV, Savannah, Ga.
BRITTAIN, BILL
Swing Session & Concert Mall
WATL, Atlanta, Ga.
BROCK, RAY
Fox Club
WHBY, Appleton, Wis.
BROCKER, JIM
WJEJ, Hagerstown, Md.
BRODERS, SPANK
Platter Pantry
KCRG, Cedar Rapids, Iowa
BROHAN, DON
1180 Hour
WLDS, Jacksonville, Ill.
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Variety Time
KGIW, Alamosa, Col.
BROKAW, THOMAS
KOMW, Omak, Wash.
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Bill Brooks, Show
WSRS, Cleveland, Ohio
BROOKS, KIRBY
Kirby Brooks Show
WQAM, Miami, Fla.
BROOKS, FRANK
Record Box
WTNJ, Trenton, N. J.

BROPHY, BILL
WTHT, Hartford, Conn.
BROWN, BERNARD
Sittin' In
WAPO, Chattanooga, Tenn.
BROWN, BILL
1230 Club A. M.
WNEB, Worcester, Mass.
BROWN, BILL
Club 1400
WSIC, Statesville, N. C.
BROWN, BOB
WEPM, Martinsburg, W. Va.
BROWN, DON
Don-Up Brown
KWNW, Wenatchee, Wash.
BROWN, HARRY
WBEC, Pittsfield, Mass.
BROWN, JACK
Jack Brown's Record Rack Review
WTVL, Waterville, Me.
BROWN, LEONARD
KCID, Caldwwell, Idaho
BROWN, MORGAN
Shiretown Club
WAGM, Presque Isle, Me.
BROWN, WARREN
Top Ten
KPQ, Wenatchee, Wash.
BROWN, PEN
Pen Brown Show
WTAG, Worcester, Mass.
BROWN, PHIL
Country Boy
WGBA, Columbus, Ga.
BROWNELL, LARRY
Larry Brownell Show
WHHH, Warren, Ohio

BROWNING, FRED
Musical Merry Go Round
WTWA, Thomson, Ga.
BROWNING, WILLIAM
KCBQ, San Diego, Cal.
BRUCE, AL
Wax Works
WCHA, Chambersburg, Pa.
BRUCE, DICK
1280 Reveille
WDSU, New Orleans, La.
BRUCE, JACK
Saturday Matinee
WNAX, Yankton, S. D.
BRUCE, RAMON
WHAT, Philadelphia, Pa.
BRUGGEMAN, VERN
KALL, Salt Lake City, Utah
BRUIN, ROBIN
Spinning at the Waldorf
KWKW, Pasadena, Cal.
BRUNER, BOB
Bob Bruner, Show
WIOU, Kokomo, Ind.
BRYANT, WILLIE
WHOM, New York, N. Y.
BUDD, MILTON
Musical Clock
WMBD, Peoria, Ill.
BUBP, ROBERT
WPTW, Piqua, Ohio
BUCK, GEORGE
After Hours
WWOD, Lynchburg, Va.
BUEHLMAN, CLINTON
WBEN, Buffalo, N. Y.
BULLOCK, SHEL
Best on Wax, Shel Bullock Show
WWSC, Glens Falls, N. Y.



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BURFORD, BILL
Morning on Mahoning
WHHH, Warren, Ohio
BURGE, RALPH
Breakfast With Burge
WAFB, Baton Rouge, La.
BURGESS, HAROLD
WGAA, Cedartown, Ga.
BURGESS, RALPH
Breakfast with Burgess, Records with Ralph
WGBA, Columbus, Ga.
BURKE, RAY
Late Date
WAIR, Winston-Salem, N. C.
BURKS, SPIDER
Spider Burks Show
KXLW, St. Louis, Mo.
BURTON, BOB
Breakfast with Burton
WEEK, Peoria, Ill.
BURTON, BOB
Record Review, Atomic Boogie
KWAK, Stuttgart, Ark.
BURTON, JOHNNY
WBUY, Lexington, N. C.
Country Style
BURWELL, BILL
Starlight Serenade
WGTC, Greeneville, N. C.
BUSLEE, HENRY
Open House
WISC, Madison, Wis.
BUSSE, ROBERT
Robin and Records
WHLS, Port Huron, Mich.
BUSSONG, BUD
Musical Clock
WOCB, W. Farmouth, Mass.
BUTLER, DON
Butler's Pantry
WGBS, Miami, Fla.
BUTLER, JIM
Jockey Club
WVLN, Olney, Ill.
BUTTERS, HARLEY
WROK, Rockford, Ill.

— C —

CALDERWOOD, BERNIE
"Bandbox"
KMUR, Murray, Utah
CALHOUN, DOC
KATE, Albert Lea, Minn.
CALIAS, PETE
Pete's Corral
WMAK, Nashville, Tenn.
CALIST, AL
1240 Club
WDNE, Elkins, W. Va.
CAMERON, BOB
WLOK, Lima, O.
CAMPBELL, DAVE
Music 'Til Midnight
WAPI, Birmingham, Ala.
CAMPBELL, DICK
Top of the Morning
WDVA, Danville, Va.
CAMPBELL, STERLING
WMIX, Mt. Vernon, Ill.
CANNAVAN, JACK
Coffee Time
WFIN, Findlay, Ohio
CANNON, HOWARD
1450 Club
KSIG, Crowley, La.
CAPPS, JIMMY
Our Best to You
WPTF, Raleigh, N. C.
CARLEY, JIM
Carley's Corner, Respectfully Yours
WPIN, St. Petersburg, Fla.
CARLSON, ADE
Friendly Time
WEBC, Duluth, Minn.
CARLSON, NORAH
1230 Club
WCDL, Carbondale-Honesdale, Pa.
CARLSON, WAMP
Jesting with Wamp
WHAY, New Britain, Conn.
CARLTON, JOHN
Here's Carlton
WERC, Erie, Pa.
CARMELLA, LARRY
Midnight Merry Go Round
KMO, Tacoma, Wash.
CARR, JOHN
Club 1400
WHUB, Cookeville, Tenn.
CARRELL, RALPH
KIHO, Sioux Falls, S. D.
CARROL, BOB
Melody Inc.
KWAT, Watertown, S. D.
CARROLL, GEORGE
"Three T's"
KSOK, Arkansas City, Kansas
CARROLL, RAY
WHOM, New York, N. Y.
CARROLL, ROGER
1390 Rancho
KGER, Long Beach, Cal.
CARSON, BOB
Musical TNT
KSMN, Mason City, Iowa
CARSON, ED
Western Melodies
KBIO, Burley, Ida.
CARTER, BILL
WIRJ, Humboldt, Tenn.
CARTER, DUNC
WTTH, Port Huron, Mich.
CARTER, EARL
Wake Up Time
WAZF, Yazoo City, Miss.
CARTER, ED
Record Rack
WACE, Chicopee, Mass.
CARTER, JERRY
WKIP, Poughkeepsie, N. Y.
CARTER, ROBERT
Gaucho-Don Revue
KDB, Santa Barbara, Cal.
CARTER, VAL
Joy a La Carte
WJOY, Burlington, Vermont
CARTY, DEL
Music by Request
WSIC, Statesville, N. C.
CATES, JIM
Jim Jam
KWEI, Kennewick, Wash.
CAUDLE, ROY
WAUD, Auburn, Ala.
CAVANAUGH, JIM
Rise & Shine
WRDW, Augusta, Ga.
CHAMLEE, ROBERT
KXGI, Ft. Madison, Iowa
CHAMPION, NED
Wax Train
WNAO, Raleigh, N. C.
CHANCELLOR, GREG
Jesse's Jamboree
KOME, Tulsa, Okla.
CHANDLER, MIMI
WVLK, Lexington, Ky.
CHANEY, JOHN
KBRO, Bremerton, Wash.
CHAPMAN, FRED
WGAI, Elizabeth City, N. C.
CHARLES, BRUCE
Charles Bruce
WHK, Cleveland, Ohio
CHARLES, DUANE
Juke Box Revue
KPRS, Olathe, Kansas
CHARLES, PRESTON
Top of the Mornin
WGLS, Decatur, Ga.
CHASE, DON
WPWA, Chester, Pa.
CHASE, EDDIE
After Hours
WOOD, Grand Rapids, Mich.
CHASE, ILKA
Ilka Chase Show
ABC
CHESTER, HARVEY
Hit Tunes
WLAW, Lawrence, Mass.
CHESTER, STUDDARD
Chester Studdard Show
WGWD, Gadsden, Ala.
CHICO
KOWL, Santa Monica, Cal.
CHILDRESS, JIMMY
Gettin' Up Time
WHCC, Waynesville, N. C.
CHILDS, LELAND
WAPX, Montgomery
Alarm Clock Revue
CHRISTENSEN, CHRIS
Hillbilly Request Hour
Haleyville, WJBB, Ala.
CHRISTENSEN, FRED
Rhythm Express
WMPS, Memphis, Tenn.
CHRISTOPHER, JERRY
1240 Club
WEKR, Fayetteville, Tenn.
CLARK, BILL
Hoosier Hoodown
WJCD, Deymour, Ind.
CLARK, CHRIS
Me & My Shadow
WRJM, Newport, R. I.
CLARK, DOUGLAS
WIBX, Utica, N. Y.
CLARK, HENRY
Rise 'n' Shine; Coffee with Clark; 1340 Club
WENT, Gloversville, N. Y.
CITTY, JIM
Melody Corrall, Citty's Clambake
KTFS, Texarkana, Tex.
CLARK, DWIGHT
Groove Graveyard
KCOL, Ft. Collins, Col.
CLARK, ROGER
1570 Club
WFGN, Gaffney, S. C.
CLARK, ROGER
WNOR, Norfolk, Va.
CLAYTON, ROBERT
Boston Ballroom
Juke Box Saturday Night
WHDH, Boston, Mass.
CLAYTON, BOB
Respectfully Yours
WPIN, St. Petersburg, Fla.
CLEARY, ED
Yawnin in the Mornin
KOSE, Oscelo, Ark.
CLEMENT, JOHN
WHLB, Virginia, Minn.
CLEMENTS, CART
Moonlight Matinee
WHAY, New Britain, Conn.
CLIFTON, JACK
Buzzin Cousin
WADC, Akron, Ohio
COATS, ROBERT
KTOP, Topeka, Kansas
COBURN, PAUL
Coburns Carousel
KVNU, Logan, Utah

COCHRAN, STEWART
WKID, Urbana, Ill.
COCKEREL, CLEM
Clem's Clambake
WKCT, Bowling Green, Ky.
CODDINGTON, BRUCE
1450 Club; Jibe Time
WHIT, New Bern, N. C.
CODY, DEL
Korn Krib
KGA, Spokane, Wash.
COGLIN, RUSS
Coglin's Capers
KROW, Oakland, Cal.
COLE, FRED B.
Carnival of Music
WHDH, Boston, Mass.
COLE, GEORGE
KFOX, Long Beach, Cal.
COLE, GRADY, JR.
Hillbilly Hit Parade
WSAT, Salisbury, WBT, Charlotte, N. C.
COLE, PETER
The Waxworks
WVCG, Coral Gables, Fla.
COLE, RAY
Hillbilly Breakfast Club
KTAN, Sherman, Tex.
COLE, TRACY W.
WWSR, St. Albans, Vermont
COLEMAN, BARRY SHOW
KMYR, Denver, Col.
COLEMAN, BOB
The Polka Parade
WACB, Kittanning, Pa.
COLEMAN, CHARLES
WGKV, Charleston, W. Va.
Ham & Eggs
COLEMAN, DICK
Dick Coleman Show
WCBM, Baltimore, Md.
COLLIE, VIN
WERI, Westerly, R. I.
COLINS, DAVID J.
Fairfield Jamboree
WHOK, Lancaster, Ohio
COLLINS, DON
Wax Museum
WCBT, Roanoke Rapids, N. C.
COLLINS, JOE
Joe's Jamboree
KICA, Clovis, N. M.
COMER, FRANK
Rhythm at Random
WLAD, Danbury, Conn.
CONDREY, JIM
KHBG, Okmulgee, Okla.
CONFER, WILLIAM
WFBG, Altoona, Pa.
COOK, DICK
Cookies Capers
WMDN, Midland, Mich.
COOK, IRA
Pre-Game and Post-Game Platter Party, Dollars or Doughnuts
KECA, Hollywood, Cal.
COOK, L. A.
Coffee Cup; Spirituals with Cookie; Cookie Comes Calling; Hall of Popular Music
WTOB, Winston-Salem, N. C.
COONTZ, EDDIE
Morning Watch
KTUL, Tulsa, Okla.
COOPER, JACK L.
Rug Cutters Special
WSBC, Chicago, Ill.
COOPWOOD, JESSE
Stompin, Room
WWCA, Gary, Ind.
COPE, FRANK
Matinee with Cope, Alarm Klok Klub
KJBS, San Francisco, Cal.
CORBITT, KEN
Cat's Rat Race
WTIK, Durham, N. C.
CORDIC, REGE
6 to 9 Special
WWSW, Pittsburgh, Pa.
CORDRAY, DON
Don Cordray Show
WERE, Cleveland, Ohio
CORLEY, BOB
Corley's Corner
WQXI, Atlanta, Ga.
CORLEY, JIM
Serenade That's New
KIXL and KIXL-FM, Dallas, Texas
CORNWELL, BLAINE
Top Ten
KWFT, Wichita Falls, Tex.
CORRIGAN, JOHN
St. Louis Ballroom
KXOK, St. Louis, Mo.
COSTANTINO, JOE
Off The Record
KDB, Santa Barbara, Cal.
COUGHLIN, CHARLES
Off The Record
KVOB, Alexandria, La.
COUGHLIN, JOHN
Hi Neighbor
WOKZ, Alton, Ill.
COUNTISS, ARTHUR
WMEV, Marion, Va.
COWAN, COLEY
Melody Time
WSON, Henderson, Ky.
CRAGER, ROBERT
WWCO, Waterbury, Conn.
Melody Matinee
CRAGO, DICK
Musical Clock
WCBI, Columbus, Miss.
CRANE, BOB
WLEA Bandstand
WLEA, Hornell, N. Y.
CRAVER, CAMPBELL J.
Morning in Montgomery
WMON, Montgomery, W. Va.
CRAWFORD, GEORGE
WINX, Washington, D. C.
CRIST, JIM
Morning In Maryland
WFBR, Baltimore, Md.
CROCKER, LEE
KDMO, Carthage, Mo.
CROCKER, ROY
1230 Club
WMMT, McMinnville, Tenn.
CROSBY, BOB
1230 Record Club
WTOL, Toledo, Ohio
CROSBY, DON
Pep Club
WFCB, Dunkirk, N. Y.
CROSS, GEORGE
Sagebrush Melodies
WEXL, Royal Oak, Mich.
CROWELL, GEORGE
Club 930
KHJ, Los Angeles, Cal.
CROWLEY, DICK
Crowley Calling
WCLO, Janesville, Wis.
CRUIKSHANK, JIM
Make Believe Ballroom
WPLA, Plant City, Fla.
CRUSE, BILL
1240 Club
KSUE, Susanville, Cal.
CRUSE, DICK
Don's Den
KWPC, Muscatine, Iowa
CRUTCHLEY, BILL
Morning Melodies
WPAQ, Mt. Airy, N. C.
CUMMINGS, ALAN
WSCR, Scranton, Pa.
CUMMINGS, TONY
Tony's Twilight Tune Time
WIKK, Erie, Pa.
CUMMISKEY, BOB
Record Rack
WBIS, Bristol, Conn.
CUNNINGHAM, BILL
You Ask for It
WLEA, Hornell, N. Y.
CUNNINGHAM, DON
Tip Top Tunes
WHSY, Hattiesburg, Miss.
CUNNINGHAM, FRANK
Corn Platter
WJRD, Tuscaloosa, Ala.
CURRAN, HARRY
Globe Record Shop
WXGI, Richmond, Va.
CURTIS, BILL
550 Club
KOPR, Butte, Montana
CURTIS, DAN
WIP, Philadelphia, Pa.
Record Room
CURTIS, GEORGE
560 Revue
WGAN, Portland, Me.
CURTIS, WALT
WTWN, St. Johnsbury, Vt.
CUTRER, TOMMY
Mail Bag
KXYZ, Houston, Tex.
CUTTING, BOB
Polka Time
KVIC, Victoria, Tex.

— D —

DAHL, JON
The Juke Box
WDMJ, Marquette, Mich.
DAHL, DON
Open House
KDAL, Duluth, Minn.
DAHMS, WALLY
KLER, Rochester, Minn.
DALE, JEFF
Bunk House Siesta
KDET, Center, Texas
DALE, REX
Makebelieve Ballroom
WCKY, Cincinnati, Ohio
DALE, STAN
Stand the Record Man
WSRS, Cleveland, Ohio
D'ANGELO, MICHAEL
1490 Club
WMGW, Meadville, Pa.
DANIEL, NATHAN
Hillbilly Jubilee
KTFY, Brownfield, Texas
DANIELS, BOB
All Night Show
KDAL, Duluth, Minn.
DANTIN, PAUL
Hillbilly Hayride
WCJU, Columbia, Miss.
DARDANO, NIKE
WGAT, Utica, N. Y.
DARDEN, MARYBELLE
Chuck Wagon Serenade
WTAR, Norfolk, Va.
DARIEN, FRANK
'Frankie's Juke Box'
KSJO, San Jose, Cal.
DAUGHERTY, 'DOC'
1250 Luncheon Club
WNOW, York, Pa.
DAUM, KEN
WAUX, Waukesha, Wis.

DAVIC, JOHNNY
Platter Party
WUSJ, Lockport, N. Y.

DAVIDSON, WILLIAM J.
Sunday with Bill
KECA, Hollywood, Cal.

DAVIS, ALVIN
Wax Works
WCSC, Charleston, S. C.

DAVIS, BOB
WTYK, Rock Hill, S. C.

DAVIS, BRITT
Y-Swn Patrol
KOWB, Laramie, Wyoming

DAVIS, BRUCE
Platter Party
WRYO, Rochester, Pa.

DAVIS, CHARLIE
Platter Time
WAPX, Montgomery, Ala.

DAVIS, DON
Flying Discs
KFRC, San Francisco, Cal.

DAVIS, ED
Polka Time
WFPG, Atlantic City, N. J.

DAVIS, GEOFF
B. July 26th, 1918, Edmonton, Canada; Singing Battle Royal, WINS; Battle of the Baritones, WINS

DAVIS, HAL
Hit Tunes of the Past
KRSC, Seattle, Wash.

DAVIS, HY
WJXN, Jackson, Miss.

DAVIS, JACK
Jack Davis Show
WQUA, Moline, Ill.

DAVIS, JACK
Davis on Discs
WBIZ, Eau Claire, Wis.

DAVIS, JAY
Mountain Jamboree
KLPR, Oklahoma City, Okla.

DAVIS, OVIDE
1490 Club
KCIL, Houma, La.

DAVY, FREDERICK
Just For You
WJAS, Pittsburgh, Pa.

DAWKINS, ED
Clockwatchers
WJMB, Brookhaven, Miss.

DEACON, THE
The Deacon Speaking
KREL, Baytown, Texas

DEAN, ABBIE
The Crumb Tree
KBKW, Aberdeen, Washington

DEAN, BUDDY
WHHM, Memphis, Tenn.

DEAN, JOHN
Alarm Clock Club
WDNC, Durham, N. C.

DEDRICK, DAVE
On Stage
KELO, Sioux Falls, S. D.

DEE, TOMMY
Rise and Shine
WSBT, South Bend, Ind.

DELANEY, CHUCK
Variety Time
WCBI, Columbus, Miss.

DEMERS, BOB
Bandstand
WLAM, Lewiston-Auburn, Me.

DENNIS, JOHN
KOKO, LaJunta, Col.

DENSON, CHUCK
Acorn Mayhem & Comptown Revue
KENT, Shreveport, La.

DESMOND, ED
Top Of The Morning
WINA, Charlottesville, Va.

DESMOND, WARREN
KLO, Ogden, Utah

DEWITT, BILL
Bill Dewitt Show
WGIL, Ft. Wayne, Ind.

DICKOFF, CHARLES
Top o the Morning
WISC, Madison, Wisc.

DIEHL, KEN
WIZE, Springfield, Ohio

DIFFIG, BILL
Moonlight Capers
WFNS, Burlington, N. C.

DILL, GLEN
Sundial
WTSP, St Petersburg, Fla.

DILLARD, WALT
Rhythm By Request
WHAL, Shelbyville, Tenn.

DILLINGHAM, FRANK
Breakfast Express
WBLJ, Dalton, Ga.

DILSON, BURT
WJW, Cleveland, Ohio

DILWORTH, SCOTT
Wake Up Joliet
WJOL, Joliet, Ill.

DINSMORE, ED
WBEN, Buffalo, N. Y.

DIXON, RANDY
Ebony Hall of Fame
WDAS, Philadelphia, Pa.

DIXON, ROY
Mixin' with Dixon
KTRM, Beaumont, Texas

DOAK, BILL
Willies Wax Works
KATL, Houston, Tex.

DOCHEE, JACOB
Operatic Favorites
WWJ, Detroit, Mich.

DODDS, DAR
You Name It
KDSH, Boise, Idaho

DODGE, NANCY
Reveille Request
KVOR, Colorado Springs, Col.

DOHERTY, JOHN
Melody Matinee
WBHF, Cartersville, Ga.

DONALD, TONY
Record Session
WQAM, Miami, Fla.

DONOHOE, TOM
Blues Chasers
WLOF, Orlando, Fla.

DONOHUE, STEVE
Sandman Serenade
WTXL, W. Springfield, Mass.

DOOLEY, PETE
Requestfully Yours
WVJS, Owensboro, Ky.

DORN, BILL
Showtime at Sunrise
WTMA, Charleston, S. C.

DOTY, BILL
WKOP, Binghamton, N. Y.

DOUGHERTY, CHUCK
Off The Record
KODI, Cody, Wyoming

DOUGLAS, BOB
Date with Douglas
WSAM, Saginaw, Mich.

DOUGLAS, JACK
1590 Club
WTVB, Coldwater, Mich.

DOUGLAS, JOHN
WJDA, Quincy, Mass.

DOW, RALPH
Alarm Clock Club
KLAS, Las Vegas, Nevada

DOWLING, BILL
Afternoon Musical
WACB, Kittanning, Pa.

DOWNEY, JACK
Jack Downey's Music Shop
WONS, Hartford, Conn.

DOYLE, LARRY
Dancing Party
KGA, Spokane, Wash.

DRAPER, LARRY
Coffee Time Musicals
WFAU, Augusta, Me.

DRIVER, JOHN
Make Believe Room
WXGI, Richmond, Va.

DRUKMAN, BOB
Dunking with Drukman
KINY, Juneau, Alaska

DRUM, DEWEY
Early Risers Club
WSOC, Charlotte, N. C.

DRURY, RAY
Platter Date
WSPR, Springfield, Mass.

DUFFLEY, CHUCK
Chuck Duffley's Show
WMUR, Manchester, New Hampshire

DUGDALE, CHARLIE
Here's Charlie
KFOR, Lincoln, Nebr.

DULL, JIM
Melody Merry-Go-Round
WBAX, Wilkes- Barre, Pa.

DUMAS, ROLAND
Tops in Pops
WMAS, Springfield, Mass.

DUNCAN, EDDIE
Start With a Whistle
WEOA, Evansville, Ind.

DUNCAN, JIM
Requestfully Yours
WEBQ, Harrisburg, Ill.

DUNDAS, BOB, JR.
KPRC, Houston, Tex.

DUNLAP, WALLACE
Dial Dunlap
WLIZ, Bridgeport, Conn.

DUNN, BILL
Jive Hive
KRCT, Baytown, Texas

DUNN, CHARLES
Musical Mix Up
KIBL, Beeville, Texas

DURST, LAVADA
Rosewood Ramble and Groovving with GP.
KVET, Austin, Texas

DUTCH, HAL
Wake Up Maine
WLAM, Lewiston-Auburn, Me.

DWELLY, DALE
Lassen Roundup
KSUE, Susanville, Cal.

DYER, BOB
Hall of Records
WKNX, Saginaw, Mich.

DZIAK, JOHN
Let's Go Places
KGVO, Missoula, Montana

— E —

EARL, DICK
WICY, Malone, N. Y.

EARLE, ROBERT
Platter Party
WIBR, Baton Rouge, La.

EARLEY, TOM
Shellac Shack
WKAP, Allentown, Pa.

EARRON, ED
Night Shift
WKLO, Louisville, Ky.

EASTON, SCOTT
Scott & Freddy
KOMO, Seattle, Washington
EATON, GORDON
WCCO, Minneapolis, Minn.
EBBERT, DICK
Platter Party
KTIP, Porterville, Cal.
ECKLES, DAMON
WDAE, Tampa, Fla.
EDELMAN, BOB
Million Dollar Party
WBOW, Terre Haute, Ind.
EDENS, ASSA
1490 Club
WALD, Walterboro, S. C.
EDGAR, BILL
Hillbilly Hits
KTRN, Wichita Falls, Tex.
EDMAN, PETER
Mailbag Matinee
WVEC, Hampton, Va.
EDMUNDS, HARRY
The Best On Wax
WHAK, Rogers City, Mich.
EDWARDS, BILL
Western Trail
KWEM, West Memphis, Tenn.
EDWARDS, CHARLES
WMAL, Washington, D. C.
EDWARDS, JOHNNY
Chuckwagon Call
KATL, Houston, Tex.
EDWARDS, TOM
Good Morning Odessa
KOSA, Odessa, Tex.
EGAN, JOHN
KIBE, Palo Alto, Cal.
EICHMAN, JACK
WMRA, Myrtle Beach, S. C.
EIGEN, JACK SHOW
WMGM, New York, N. Y.
ELLIN, MARVIN
Marvin Ellin Evening Carousel
WCBM, Baltimore, Md.
ELLIOTT, BILL
Jukebox Jamboree
WNOE, New Orleans, La.
ELLIOTT, BOB
WTOD, Toledo, Ohio
ELLIOTT, CHUCK
Atomic Boogie, Housewife's Hit Parade
WMGY, Montgomery, Ala.
ELLIOT, DOYCE
550 Round-up
KCRS, Midland, Tex.
ELLIOT, JIM
Havloft Time
WWWR, Russellville, Ala.
ELLIOT, WILLIAM
WLIZ, Bridgeport, Conn.
ELLIS, HAP
Platter Time
KOLT, Scottsbluff, Nebr.
ELLIS, LEE
Melody-Go-Round
WSPR, Springfield, Mass.
ELLIS, S. BLAKE
WPOR, Portland, Me.
ELLSWORTH, LEO
Matinee Melange
KWEI, Weiser, Idaho
ELSE, MICKEY
Platter Party
WWPA, Williamsport, Pa.
ELSNER, ROY
920 Special
KECK, Odessa, Tex.
ELSTON, GENE
Coffee Club
KWCR, Cedar Rapids, Iowa
ELWOOD, JOHN
WIBM, Jackson, Mich.

EMBODY, RICHARD
Western Jamboree
KGGF, Coffeyville, Kansas
EMERALD, GENE
KRNT, Des Moines, Iowa
EMMERICH, LEE
Date With A Disc
WKOX, Framingham, Mass.
ENDICOTT, WM.
KBRG, Mount Vernon, Wash.
ENGLISH, JAMES
Saturday's Session
WKYB, Paducah, Ky.
ENO, JACK
One for the Money
WEBR, Buffalo, N. Y.
JIM ENSELIN SHOW
KROP, Brawley, Cal.
ERICKSON, HELEN
Harmony Hut
KWYO, Sheridan, Wyo.
ESSICK, LOU
WGNI, Wilmington, N. C.
ESTELLE, DICK
Platter Parade
WTVB, Coldwater, Mich.
ESTEP, WILLIAM H.
WBEJ, Elizabethton, Tenn.
ESTES, DAVE
1340 Club
KICK, Springfield, Mo.
ESTES, MAURY
Late Dancing Party
WFEB, Sylacauga, Ala.
EVANS, AL
Patter Palace
KGNC, Armarillo, Texas
EVANS, BILL
Bill Evans Show
WCFL, WGN, Chicago, Ill.
EVANS, DON
The Don Evans Show
WCHS, Charleston, W. Va.
EVANS, ED
Musical Mayhem
KWEM, West Memphis, Tenn.
EVANS, JEFF
Night Special
WLDY, Ladysmith, Wis.
EVANS, JOHN
Star Time
WMON, Montgomery, W. Va.
EVANS, LOU
Record Matinee
KSUN, Bisbee, Ariz.
EVANS, NORMAN
Melody Matinee
WPIK, Alexandria, Virginia
EVANS, STAN
Band Review
KTRN, Wichita Falls, Tex.
EWING, BILL
Bill Ewing Show
KMPC, Los Angeles, Cal.
EYRICH, DICK
Matinee Frolic
WSIR, Winter Haven, Fla.
EZRA, UNCLE
Uncle Ezra—In Person
WGWD, Gadsden, Ala.

— F —

FABELO, RUBEN
WALT, Tampa, Fla.
FAIRMAN, FRANK
Wake Up Time
WSNY, Schenectady, N. Y.
FALCON, ROBERT
Morning Blues Chaser
WPIK, Alexandria, Virginia
FALLON, GENE
Songs of our Times
WKAP, Allentown, Pa.

FALLON, JACK
After Hours
KFBI, Wichita, Kansas
FANCHER, KAY
Music for Today
KPDN, Pampa, Tex.
FARKAS, REMY
WQXR, New York, N. Y.
FARRAR, JACK
Kilocycle Klambake
KTFI, Twin Falls, Idaho
FARRELL, MAURY
Matinee in Birmingham
FEAGANS, ERNIE
Feagans Follies
WDEF, Chattanooga, Tenn.
FEESSE, HUBERT
Teen Time Tunes
KSIW, Woodward, Okla.
FELDMAN, GEORGE
Music Unlimited, Club Cosmo
WJPS, Evansville, Ind.
FELL, BILL
WSTS, Southern Pines, NC
At Your Request
FELL, WILLIAM H.
Requestfully Yours
WWGP, Sanford, N. C.
FELLER, SHERM
Sherm Feller Show
WCOP, Boston, Mass.
FERRY, FRANK
Music For Moderns
KRKL, Kirkland, Wash.
FIELDS, CHARLES
Musical Roundup
KMED, Medford, Ore.
FIELDS, CUYLER P.
Coffee Club
WRHI, Rock Hill, S. C.
FILKINS, LARRY
Coffee Time
KSCB, Liberal, Kans.
FINAN, JOE
Danceland
WISR, Butler, Pa.
FINCH, BUD
Coffee Club
WELI, New Haven, Conn.
FINCH, LARRY
KVRH, Salida, Col.
FINLEY, STU
Capital Scrapbook
WRC, Washington, D. C.
FINN, MICHAEL
Finn Fare
WEOA, Evansville, Ind.
FISHER, EARL
Musical Clock, Atomic Boogie
WFUN, Huntsville, Ala.
FISHER, ED
WHIZ, Zanesville, Ohio
FISHER, JIM
Requestfully Yours
KVOW, Littlefield, Tex.
FITZGERALD, ROBERT
Show Case
WOSC, Fulton, N. Y.
FLANAGAN, PAUL
Tri-City Ballroom
WTRY, Troy, N. Y.
FLEISCHER, BILL
KOMW, Omak, Wash.
FLINT, WALTER
Recordially Yours
WGPC, Albany, Ga.
FLOOD, JOE
Upsee Daisy, The Joe Flood Show
KTLN, Denver, Col.
FOERSTER, DAVE
Disc Date
WLAD, Danbury, Conn.

FOLAND, MYLES
The Foland Show
WMBD, Peoria, Ill.
FORBES, BOB
Musical Alarm Clock
WJMX, Florence, S. C.
FORD, ART
Milkman's Matinee
WNEW, New York, N. Y.
FORD, DOUG
Lunchtime Tunes
WHIS, Bluefield, W. Va.
FORD, LOYD
Western Frolick
KAYS, Hays, Kansas
FORMAN, TED
WJEJ, Hagerstown, Md.
FORSTER, ROGER
"Forster's Follies"
WEOA, Evansville, Ind.
FORTNER, VIRG
KBMW, Breckenridge, Minn.
FORRESTER, MARK
Melody Manor
KDRS, Paragould, Ark.
FOSTER, JACK
Today's Top Ten
KABC, San Antonio, Tex.
FOSTER, LEVERNE
Hillbilly Hit Parade
WELR, Roanoke, Ala.
FOSTER, TERRY
Home Folks Frolic
WHBL, Sheboygan, Wis.
FOUNTAIN, BILL
Time & Tune Parade
WKY, Oklahoma City, Okla.
FOWLER, BILL
Musical Clock
WGPC, Albany, Ga.
FOWLER, J. B.
Fowler's Fabulous Fantasies
WKTM, Mayfield, Ky.
FOWLER, JIM
WGPC, Albany, Ga.
FOX, BILL
1000 Round Up
KSTA, Coleman, Texas
FOX, GARRY
Music at Your Command; Rhythm at Random
KROX, Crookston, Minn.
FOX, LES
Fox's Den
WMMW, Meriden, Conn.
FOX, SYLVAN
1400 Melody Lane
KSYL, Alexandria, La.
FRANCE, BOB
Polka Time, Mailman's Matinee
WMMW, Meriden, Conn.
FRANCIS, AL
Fun With Francis
WKST, New Castle, Pa.
FRANCIS, JOE
WNHC, New Haven, Conn.
FRANCIS, RED
KHBG, Okmulgee, Okla.
FRANK, DEL
1400 Club
WLOW, Norfolk, Va.

FRANKLIN, JOE
B. March 9, 1926, New York City
Joe Franklin Show, WJZ; WJZ-TV

FRAWLEY, TOM
From Us To You
KROC, Rochester, Minn.
FRAY, JACQUES
WQXR, New York, N. Y.
FRAZIER, HAL
Breakfast Club
WSTP, Salisbury, N. C.
FREDERICKS, HAL
Song and Dance Parade
KXOX, St. Louis, Mo.
FREED, DON
Don's Early Light
WTRC, Elkhart, Ind.
FRENCH, DICK
Tops in Pops
WELM, Elmira, N. Y.
FRENCH, DON
KSWI, Council Bluffs, Iowa
FRENCH, NED
1360 Club
WLYN, Lynn, Mass.
FRICK, BARNEY
Musical Clock
WMGW, Meadville, Pa.
FRIELING, JIM
Platter Parade
WXRA, Buffalo, N. Y.
FRIES, BOB
KNES, Limited
KNEX, McPherson, Kansas
FRIETAG, V. M.
KFOX, Long Beach, Cal.
FRISCH, BOB
Sunrise Serenade
WMAW, Milwaukee, Wis.
FRITSCH, EDWARD F.
KTRH, Houston, Tex.
FRITSCH, WOODY
Down Melody Lane with W
KXOX, Sweetwater, Tex.
FROEMMING, BOB
Happy Days
WRFW, Eau Claire, Wis.
FROH, DAVE
Club 1320
WILS, Lansing, Mich.
FRONT, SIG
WKWK, Wheeling, W. Va.
FROST, O'NEIL
WAUD, Auburn, Ala.
FUHRMAN, DON
Don Fuhrman Show
KEIO, Pocatello, Ida.
FULLER, LORENZO (LARRY)
Harlem Frolics
WLIB, New York, N. Y.
FUNNELL, BOB
Fiddlin' with Fuzzy
KSPA, Santa Paula, Cal.

— G —

GABRIEL, DON
WJW, Cleveland, Ohio
GAINES, JERRY
WHAT, Philadelphia, Pa.
GAINES, SAM
Sammy's Serenade
WLET, Toccoa, Ga.
GALFOND, DAVE
WJMA Serenade and the Dave Galfond Show
WJMA, Orange, Va.
GALLAGHER, EDDIE
Sundial, Moondial
WTOP, Washington, D. C.
GALLIFORD, JACK
Yawn Patrol
KOKX, Keokuk, Iowa
GAMBLE, BAXTER
Ramble with Gamble
KCOK, Tulare, Cal.
GARALDE, ERNEST
KIBE, Palo Alto, Cal.
GARCIA, GENE
Uncle Gene
WALT, Tampa, Fla.
GARDNER, BILL
WGAI, Elizabeth City, N. C.
The Green Room
GARDNER, GUY
Houston Hoedown
KNUZ, Houston, Tex.
GARDNER, LARRY
Coffee Time
WKAM, Warsaw, Ind.
GARDNER, ROBERT
4 o'clock Record Session
WMAJ, State College, Pa.
GARIN, BILL
WPBC, Minneapolis, Minn.
GARR, BILL
Bill Garr Show, Rodeo Bill & Western Hayride
KWKW, Pasadena, Cal.
GARRIS, LOU
Respectfully Yours
WSPC, Anniston, Ala.
GARRIS, SID
Symphony Sid Show
WDOK, Cleveland, Ohio
GEE, OLYN
990 Turntable Terrace
WDWD, Dawson, Ga.
GEERTZ, MARTY
Marty's Follies
WRMN, Elgin, Ill.
GELHART, GREGG
Saturday Night Dance Party
KFRB, Fairbanks, Alaska
GENTZ, TONY
KGBC, Galveston, Tex.
Pardner Time
GHIORSE, LARRY
Platter Patter
WBET, Brockton, Mass.
GIBBONS, JAMES
WMAL, Washington, D. C.
GIBNEY, JOE
Old Joe's Klix Klub
KLIX, Twin Falls, Ida.
GIFFORD, ALEC
KTBC, Austin, Texas
GIFFORD, DICK
KFDA, Amarillo, Texas
GILBERT, DICK
Dick Gilbert Show
KTYL, Mesa, Ariz.
GILBERT, JACK
Early Bird
WLEU, Erie, Pa.
GILBERT, JACK
Night Special
WTOM, Bloomington, Ind.
GILBERT, RON
Record Session
WILS, Lansing, Mich.
GILCHRIST, JIM
KXLQ, Billings, Montana
GILL, CURT
Jam-A-Ditty
WGBG, Greensboro, N. C.
GILL, PAUL
Time To Remember
WCSH, Portland, Me.
GILLIAM, RAY
Hillbilly Harmony
WKDK, Newberry, S. C.
GILLIS, BUD
WHKC, Columbus, Ohio
GIRAND, JOE
WTHT, Hartford, Conn.
GLADDEN, BILL
Musical Scrapbook
WAVE, Louisville, Ky.
GLASER, JOHNNY
Record Revue
KMHL, Marshall, Minn.
GLASS, CHARLES
WJDA, Quincy, Mass.
GLEASON, GABBY
Coffee Club
WMSL, Decatur, Ala.
GLENN, ROBERT
WSTV, Steubenville, Ohio

GLYNN, JOHN
1310 Club
KFKA, Greeley, Col.
GODFREY, BOB
The Belmont Show
KWNW, Wenatchee, Wash.
GOFORTH, ED
WHOC, Philadelphia, Miss.
GOLDEN, RAY
KSTN, Stockton, Cal.
GOLLON, MURIEL
Best on Wax
WLNA, Peekskill, N. Y.
GOLSON, LOU
Let's Dance
WFAX, Falls Church, Va.
GOODMAN, HERALD
WBAP, Ft. Worth, Tex.
GORDEN, WILLIAM
Gorden William
WHK, Cleveland, Ohio
GORDON, DWIGHT
Western Serenade
WINN, Louisville, Ky.
GORDON, JIM
Jim Gordon Show
WNDR, Syracuse, N. Y.
GORDON, PHIL
Afternoon Swing Session
WWRL, Woodside, N. Y.
GORDON, WILLIAM E.
Requestfully Yours
WNAW, North Adams, Mass.
GOUNDER, JACK
Ladies Choice
WEEU, Reading, Pa.
GRAD, HENRY G.
WGIV, Charlotte, N. C.
GRADY, CHARLES
Ticker-Tunes
WIMA, Lima, Ohio
GRADY, JOE
950 Club
WPEN, Philadelphia, Pa.
GRAHAM, GEORGE
George Graham Show
KOY, Phoenix, Ariz.
GRAHAM, LEN
1360 Club
WPPA, Pottsville, Pa.
GRAM, AL
Sunrise Jamboree
KGVL, Greenville, Tex.
GRANT, BOB
Music Shop
KRNR, Roseburg, Ore.
GRANT, LARRY
Vagabond House
KHON, Honolulu, T. H.
GRANT, LLOYD
Musical Almanac
WNAX, Yankton, S. D.
GRAVES, GENE
Morning Salute
KYW, Philadelphia, Pa.
GRAWETT, JOE
Hi School Hi-Lites
WFOY, St. Augustine, Fla.

GRAY, BARRY
WMCA, New York, N. Y.

GRAY, BOB
TNT
WBUY, Lexington, N. C.
GRAY, GEORGE
WTAW, College Station, Texas
GRAY, HUGH
WDZ, Decatur, Ill.
GRAYSON, GEORGE
Requestfully Yours, Grayson and The Record Shop
KVON, Napa, Cal.
GREEN, ART
WMIE, Miami, Fla.
GREEN, HAL
Million Dollar Ballroom
WJJL, Niagara Falls, N. Y.
GREENHOUGH, LEWIS
Swingtime, Serenade
WCLT, Newark, Ohio
GREENWOOD, KEN
Somethin'
KFOR, Lincoln, Nebr.
GREGORY, BILL
Old Corral
WDOV, Dover, Del.
GREGORY, BILL
Breakfast Club
WLAG, LaGrange, Ga.
GREGORY, GREG
Crewcut
KECK, Odessa, Tex.
GRENNAN, ED
Ed Grennan Show
WQUA, Moline, Ill.
GRESS, BILL
Just for Listening
WOC, Davenport, Iowa
GREUEL, DICK
Telerequest
KFAR, Fairbanks, Alaska
GRIEBEL, CHUCK
KANA, Anaconda, Montana
GRIFFIN, JOHNNY
Jive Hive
KWTC, Barstow, Cal.
GRIFFIN, TOMMY LEE
Lee's D. J. Jamboree
KINE, Kingsville, Tex.
GRIFFITHS, BILL
Rhythm Roundup, Cornflakes with Griffin
WKRT, Cortland, N. Y.
GRIMM, SHERMAN
Session with Sherman
WPAR, Parkersburg, W. Va.
GRISWOLD, JON
Jonny G. Show
KOB, Albuquerque, N. Y.
GROPP, CHUCK
Studio Party
KASH, Eugene, Ore .
GUBA, JOE
WEDO, McKeesport, Pa.
GUMM, BILL
Requestfully Yours
WRJN, Racine, Wis.
GUNDERSON, DALE
Off The Record
KBKW, Aberdeen, Washington
GUNDERSON, ROY
1230 Club
KTRF, Thief River Falls, Minn.
GURNETT, DICK
Evening Mailbag
KSCO, Santa Cruz, Cal.
GUY, JUAN PILAU
Sunday Jamboree
KTOH, Lihue, Kauai, T. H.
GWYNN, Z. V.
Easy Does It & Easy Listening
WIBC, Indianapolis, Ind.

— H —

HAAFTEN, VAN
Van's Night Club
KOA, Denver, Col.
HADLEY, JUNE & DOUG
Wake Up M.C.
WNAR, Norristown, Pa.
HAGGART, IRVING
The Minute Man
WFDF, Flint, Mich.
HAHL, FRED
Showcase
WTOD, Toledo, Ohio
HAINES, A. MELVIN
1280 Club
KSOK, Arkansas City, Kansas
HAINES, MARLIN
Teen Age Party Time
KEPO, El Paso, Tex.
HAINS, FRANK
Music for the Mrs.
WPAR, Parkersburg, W. Va.
HAIT, MEL
WKIP, Poughkeepsie, N. Y.
HALL, JOHN
1490 Club
WESB, Bradford, Pa.
HAMILTON, UNCLE OLLIE
Uncle Ollie Record Show
WJZM, Clarksville, Tenn.
HANCOCK, CHUCK
That's The Groovy Thing
KDET, Center, Texas
HANCOCK, HUNTER
Harlematinee
KFVD, Los Angeles, Cal.
HANESWORTH, BOB
BH Show
WKXY, Sarasota, Fla.
HANEY, BOB
Yawn Patrol
WSFC, Somerset, Ky.
HANNA, ERLE
Hanna's Hayride
WMOX, Meridian, Mass.
HANTEN, JERRY
Million Dollar Ball
KISD, Sioux Falls, S. D.
HARBAUGH, VIC
Western Jamboree
KCTI, Gonzales, Tex.
HARBISON, BOB
Midnight Express
KCKY, Coolidge, Ariz.
HARDING, BARBARA
By Request
WMVA, Martinsville, Va.
HARDING, JIM
WDAK, Columbus, Ga.
HARDT, BILL
Breakfast Special
KISD, Sioux Falls, S. D.
RED HARKINS SHOW
KTYL, Mesa, Ariz.
HARLEY, CY
KRAI, Craig, Col.
HARLEY, DICK
Midnight Flyers
WEDC, Chicago, Ill.
HARPER, DICK
1450 Club
KSEM, Moses Lake, Wis.
HARPER, JERRY
The Jerry Harper Show
WISCM, Madison, Wis.
HARPRING, JIM
Platter Time, Spinning Wheel
WPFB, Middletown, Ohio
HARRAL, HANK
Western Roundup
KSEL, Lubbock, Tex.
HARRELL, JACK
WOBS, Jacksonville, Fla.
Jamboree
HARRELSON, JIM
Alarm Clock Club
WPAQ, Mt. Airy, N. C.
HARRIS, BILL
Little Willie Show
WFOR, Hattiesburg, Miss.
HARRIS, BOB
Record Party
KPET, Lamesa, Tex.
HARRIS, HERB
Peoples Choice
WQXI, Atlanta, Ga.

HARRIS, WAYNE
Parade of Records
WCBT Roanoke Rapids, N. C.
HARRISON, BRAD
You Name It
KSTL, St. Louis, Mo.
HARRISON, JACK
Old Record Shop
WGRD Grand Rapids, Mich.
HARRISON, JOHN
Ja the DJ
WEXL, Royal Oak, Mich.
HARRISON, MEL
KWHN, Ft. Smith, Ark.
Serenade
HARRISON, RAY
KSO, Des Moines, Iowa
HARROLD, JIM
Alarm Clock Club
KOPR, Butte, Montana
HARTLEY, JAMES
Hillbilly Hitparade
WGGA, Gainesville, Ga.
HARTZELL, RICHARD
WBPZ, Lock Haven, Pa.
HARVEY, BILL
Twilight on the Trail
KRLC, Lewiston, Ida.
HARVEY, JACK
Rhythm by Request
WCAM, Camden 1, N. J.
HARVEY, PAT
Music You Like
KHM, Hannibal, Mo.
HARVEY, TOM
Hi Ladies
WYCH, Chester, Pa.
HARSHAW, DICK
WISE, Ashville, N. C.
Sunrise Serenade
HATCHER, WILSON
Clash of the Crooners
WLOU, Louisville, Ky.
HAWKINS, BOB
Teen Tune Time
KWJB, Globe, Ariz.
HAWLEY, R. BERNARD
Top O' The Morning
KOFO, Ottawa, Kansas
HAYES, BRUCE
Disc & Data
WRR, Dallas, Tex.
HAYNES, FRANK
Jive Junction
WPCF, Panama City, Fla.
HEATON, F. JAMES
Tunes Along The Trail
KVGB, Great Bend, Kansas
HEATON, JACK
Teen Time Tunes
KNEM, Nevada, Mo.
HEBENSTREIT, CARL
KWWB Walla Walla, Wash.
HECKMAN, FRED
WENE, Binghamton-Endicott, N. Y.
HEDGE, JIM
Spencer Sanctum
KDON, Santa Cruz, Cal.
HEEDER, PAUL
ENGS, Hanford, Cal.
HEFFERNAN, WILLIAM B.
WLCS, Baton Rouge, La.
HEINEMAN, SLAM
Rise & Shine
WFYC, Alma, Mich.
HELDMAN, ERNIE
Record Review
KWRE, Warrenton, Mo.
HELGESON, BOB
Friendly Time
KSOO, Sioux Falls, S. D.
HELLER, PHYLLIS
Lullabies with Luscious
KTAE, Taylor, Tex.

HENDERSON, SKITCH
WNBC, New York, N. Y.
HENDRICKS, RICK
Saturday Swing
KAWT, Douglas, Ariz.
HENKE, GEORGE
WFEC, Miami, Fla.
HENLEY, LARRY
Hep Cat, Night Walk, 1400 Club
WJZM, Clarkesville, Tenn.
HENNING, BILL
Best By Request
WTNB, Birmingham, Ala.
HENRODBERY, ROBERT
WBEC, Pittsfield, Mass.
HENRY, OLLIE
After Hours
WJBC, Bloomington, Ill.
HENSON, DOUG
Breakfast Jamboree
WJMJ, Philadelphia, Pa.
HERMAN, BERNIE
Sun Dial
WXLW, Indianapolis, Ind.
HERMAN, LYLE
KWAD, Wadena, Minn.
Tunes for Teens
HERMAN, ORVAL
WWWF, Fayette, Ala.
Dinner Bell Roundup
HERRING, BILL
KWTX, Waco, Tex.
HERRINGTON, BOB
1240 Club
WFOY, St. Augustine, Fla.
HERSON, BILL
Timekeeper
WRC, Washington, D. C.
HESINGTON, CHUCK
Million Dollar Ballroom
KWTO, Springfield, Mo.
HETHERINGTON, JOHN
The Clock Winder
KOY, Phoenix, Ariz.
HIBDON, MILT
Knick Knacks
KTRB, Modesto, Cal.
HICKMAN, ELMER
Mountain Music Time
WOAY, Oak Hill, W. Va.
HICKOCK, BILL
Alarm Clock Club, Open House
WXKW, Albany, N. Y.
HICKOK, LACY
WBAC, Cleveland, Tenn.
HICKS, JOHNNY
Noontime on the Range
KEPO, El Paso, Tex.
HIGGINS, BILL
Jam for Supper
KICD, Spencer, Iowa
HIGHPOCKETS
Western Request
KSWA, Graham, Tex.
HILKER, BOB
WLTC, Gastonia, N. C.
HILL, CAL
1230 Club
KNPT, Newport, Ore.
HILL, DICK
Hit the Deck
WTSV, Claremont, New Hampshire
HILL, EDDIE
Let's Make Music
WRR, Dallas, Tex.
HILL, MARCUS
KVLF, Alpine, Texas
HILL, ROBERT
Platter Club
WANE, Ft. Wayne, Ind.

HINDMAN, WILLIAM
Platter Mate
WCOL, Columbus, Ohio
HIRSCH, WOODY
KUTA's Melody Ranch
KUTA, Salt Lake City, Utah
HIXSON, GLENN
Mailbag
WJAG, Norfolk, Nebr.
HOBBIE, CHARLES
Mr. Hobbie at Mic
KWBC, Ft. Worth, Tex.
HOBBS, BUD
Budd Hobbs Show
KXOA, Sacramento, Cal.
HOBBS, JIM
WORD, Spartanburg, S. C.
HODGES, PAUL
WKRC, Cincinnati, Ohio
HOFFMAN, WM. M.
Housewife Requests
WPAY, Portsmouth, hio
HOGAN, ED
WFAA, Dallas, Texas
HOGAN, JAY
KRLD, Dallas, Texas
HOGAN, MARTY
Merry-Go-Round, WCFL; Open House, WAAF
Chicago, Ill.
HOGGATT, JACK
Just Released
KIT, Yakima, Wash.
HOLEN, DON
You're the Doctor
KRJF, Miles City, Montana
HOLLAND, BOB
WMOU, Berlin, New Hampshire
HOLLANDSWORTH, DENNIS
WWNR, Beckley, W. Va.
HOLLORAN, LAYYR
Twinkel Time
KRJF, Miles City, Montana
HOLLER, CARL
WDYK, Cumberland, Md.
HOLLISTER, RICK
Musical Clock
WJVB, Jacksonville Beach, Fla.
HOLMAN, KNOX
Falstaff Serenade, Holman's Hoedown
WSFA, Montgomery, Ala.
HOLMES, CHARLES J.
Holmesy's Hayloft
WBTM, Danville, Va.
HOLMSES, DICK
WILM, Wilmington, Del.
HOLMES, JOHN
Johnnie Holmes Show
KOME, Tulsa, Okla.
HOLMES, TED
Sleepytime Express
WBRK, Pittsfield, Mass.
HOOPS, JOHN
People's All Request
WTNS, Coshocton, Ohio
HOOVER, DON
KIUP, Durango, Col.
HOPKINS, WES
Your 920 Club
WTTM, Trenton, N. J.
HORN, BOB
Valley Forge Stardust Time
WFIL, Philadelphia, Pa.
HORNBACH, HOHN J.
1400 Club
WPAY, Portsmouth, Ohio
HORNBECKER, HARRY
WOHI, East Liverpool, Ohio
HORNE, TANCIL
WGNI, Wilmington, N. C.

HORSTMAN, BETTY ANN
Director of Women's Activities
WIMG, Dayton, Ohio
HORVATH, STEVE
KXO, El Centro, Cal.
HOSKINS, ROBERT
Tune Town
KVCV, Redding, Cal.
HOSKINS, TROY
Western Jamboree
KOMA, Oklahoma City, Okla.
HOUK, DON
WPTW, Piqua, Ohio
HOWARD, BOB
Coffee Club
WKOW, Madison, Wis.
HOWARD, DALE
KVOX, Moorhead, Minn.
HOWARD, DON
KSDO, San Diego, Cal.
HOWARD, HARRY
Jam & Jive
WNAG, Grenada, Miss.
HOWARD, HARRY
KRLC, Lewiston, Ida.
HOWARD, MALCOLM
Timekeeper & Prevue Room
WTRY, Troy, N. Y.
HOWARD, STAN
Stan, the Record Man
WIKK, Erie, Pa.
HOWARD, WILLIAM
Club Matinee
WBTM, Danville, Va.
HOWELL, DON
Top Twenty
WDSU, New Orleans, La.
HOWLETT, BILL
KVNI, Coeur d'Alene, Idaho
HOWRIGAN, CAL
Tune O
WPCF, Panama City, Fla.
HUBBARD, DAVE
KFXM, San Bernardino, Cal.
HUBBELL, BOB
Musical Matinee
WJOL, Joliet, Ill.
HUBBELL, HARRY
WILM, Wilmington, Del.
HUDSON, BOB
Club Coeur d'Alene
KVNI, Coeur d'Alene, Idaho
HUDSON, HARVEY
Harvey Hudson Show
WLEE, Richmond, Va.
HUFF, ROD
Stardust in the Afternoon
WBRY, Waterbury, Conn.
HUGGINS, HANK
No Name Show
WENK, Union City, Tenn.
HUGHES, JIM
Afternoon Affair
WBCU, Union, S. C.
HUGHES, RUSH
WKAT, Miami Beach, Fla.
HUGHES, TOM
Mailbag
WSLS, Roanoke, Va.
HULBERT, "HOT ROD"
WDIA, Memphis, Tenn.
HULL, DICK
WFRP, Savannah, Ga.
HULL, DOC
Sleepwalkers' Serenade
KVOO, Tulsa, Okla.
HUMPHRIES, DALE
Off The Record
WWST, Wooster, Ohio
HUNT, MEL
1450 Club
WLAY, Muscle Shoals, Ala.
HURST, ED
950 Club
WPEN, Philadelphia, Pa.
HURST, WILSON
It's Your Party
KTHS, Hot Springs, Ark.
HUSING, TED BANDSTAND
WMGM, New York, N. Y.
HUTCHINS, BAILEY
WAZF, Yazoo City, Miss.
Darkness on the Delta
HUTCHINSON, JOHNNY
1340 Platter Party
WGAU, Athens, Ga.
HUTCHISON, BOB
KXIC, Iowa City, Iowa
HUTCHISON, JIM
Music Shop
KXJK, Forrest City, Ark.
HYDER, JOE
Rhythm at Random
WHOB, Gardner, Mass.

— I —

IDE, CARL
Carl Ide Calling
WNJR, Newark, N. J.
IHLENFELD, WARREN
Take It Easy
WISR, Butler, Pa.
INGSTAD, BOB
KOVC, Valley City, N. D.
IRVING, PAUL
Midnight Flyers
WEDC, Chicago, Ill.
IRWIN, KENNETH
KODL, The Dalles, re.

— J —

JACKSON, KEN
Cowboy Capers
KPUG, Bellington, Wash.
JACKSON, SANDY
KOWH, Omaha, Nebr.
JACKSON, TED
Sunshine Time
WINR, Binghamton, N. Y.
JAEGER, BILL
WBOC, Salisbury, Md.
JAMES, ALLEN
Melody Mill
WRFD, Worthington, Ohio
JAMES, DON
KRIO, McAllen, Tex.
JAMES, ED
Polka Parade
WCDL, Carbondale - Honesdale, Pa.
JAMES, LES
WLTC, Gastonia, N. C.
JAMES, ROBERT
WSTV, Steubenville, Ohio
JAMES, STEVE
WBMS, Boston, Mass..
JAMISON, RUSS
Here's Jamison
KMED, Medford, Ore.
JARVIS, JOHN
Musical Nitecap, Jivin' with Jarvis
KXEO, Mexico, Mo.
JEFFERS, "Sleepy"
Magic Valley Jamboree
WTIP, Charleston, W. Va.
JENNINGS, AL
Hillbilly Spotlight
WCCP, Savannah, Ga.
JENSEN, PAUL
Paul's Platter Party
KOLN, Lincoln, Nebr.
JERRELL, HENRY
Morning Matinee
WHIT, New Bern, N. C.
JESEE, BLAIR
You Name It
WLAQ, Rome, Ga.
JEWELL, JAMES
Rhythm at Random
KONP, Port Angeles, Washington
JEWELL, WAYNE
Eight O'Clock Date
KSDN, Aberdeen, S. D.
JIM, CRACKER
WMIE, Miami, Fla .
JOBES, N. JAMES
The Drag
KOFO, Ottawa, Kansas
JOHNSON, CLIFF
Cactus Jack Show
KLX, Oakland, Cal.
JOHNSON, CLYDE
Harmony House
WATW, Ashland, Wis.
JOHNSON, DAVE
Dinner Music
KYOR, Blythe, Cal.
JOHNSON, EDDIE
Record Shop
WTRF, Bellaire, Ohio
JOHNSON, GLEN
WLPO, LaSalle, Ill.
JOHNSON, IRWIN
Early Worm
WBNS, Columbus, Ohio
JOHNSON, KARL
Home Folks Hour
KDIX, Dickinson, North Dakota
JOHNSON, LEN
Music Moods
WIKB, Iron River, Mich.
JOHNSON, ROBERT
On The Beam
KORA, Bryan, Texas
JOHNSON, TRAVIS
Blue Dreamer
WIRK, West Palm Beach, Fla.
JOHNSON, WALLY
Platter Parade
KFEQ, St. Joseph, Mo.
JOHNSTON, DOC
Date With Doc
KBIR, Knoxville, Tenn.
JOHNSTON, PAUL
Open House
KGEZ, Kalispell, Montana
JOHNSTON, RUSTY
Harmony House
KWEI, Kennewick, Wash.
JONES, AL
Jones Jive Joint
WRR, Dallas, Tex.
JONES, BOB
Groans by Jones
WGBG, Greensboro, N. C.
JONES, BOB
Disc Derby
KFAB, Omaha, Nebr.
JONES, MAL
1010 Club
WAPF, McComb, Miss.
JONES, ROD
Rod's Rollicking Record Review
WJNC, Jacksonville, N. C.
JONES, JR., VERLE
Ladies' Matinee
JORDAN, BILL
Saturday Swingtime
WDAD, Indiana, Pa.
JOSEPH, EDDY
WHLD, Niagara Falls, N. Y.
JOSEPH, HUGH
Alarm Clock
WIMA, Lima, Ohio

JOSLIN, GENE
1420 Club
KJCK, Junction City, Kansas
JOURNEAY, TOM
Blues Bounce & Boogie
KALB, Alexandria, La.
JUNKERT, BOB
KOYC, Valley City, N. D.
JURGAN, ROLAND
WHBB, Selma, Ala.
Dinner Date

— K —

KABER, RUSS
KVOX, Moorhead, Minn.
KANE, ART
Juke Box Review
WOTW, Nashua, New Hampshire
KANE, PHIL
Requestfully Yours
WGEZ, Beloit, Wis.
KARNOW, DICK
Melody Time
WIRY, Plattsburg, N. Y.
KARVER, WALLY
Koffee Korner
WGPA, Bethlehem, Pa.
KASPERIAN, ANDY
Top of the Morning
KVEC, San Luis Obispo, Cal.
KAUFMAN, ARNOLD
Chuckwagon Jamboree
WMBM, Miami Beach, Fla.
KAVANAGH, WALT
KOWH, Omaha, Nebr.
KAVANAUGH, DANIEL
Mid-day Melodies
WNBZ, Saranac Lake, N. Y.
KAY, BOB
Disc Jockey Contest
WAVE, Louisville, Ky.
KEANE, ED
Keanes Rumpus
KGBS, Harlingen, Tex.
KEARCE, CECIL
WRGA, Rome, Ga.
KEARNEY, GERALD
Tune Factory
WFEA, Manchester, New Hampshire
KEATON, BILLY
WGR, Buffalo, N. Y.
Meetin' with Keaton
KEEP, BARNEY SHOW
KEX, Portland, Ore.
KEITH, BOB
Bob Keith Show
WLOF, Orlando, Fla.
KEITH, CARROL
Rodeo Roundup
WRLD, West Point, Ga.
KELLUMS, SHEKTON
Platter Parade
WJNC, Jacksonville, N. C.
KELLY, BLAIR
Club 1430
WVAM, Altoona, Pa.
KELLY, BOB
Music That Wins
WJPG, Green Bay, Wis.
KELLY, DAN
1400 Club
WRDO, Augusta, Me.
KELLY, WARREN
Musical Clock
WGR, Buffalo, N. Y.
KENNEDY, BOB
Swing Session
WHB, Kansas City, Mo.
KENNEDY, DON
Day is Done
WBVP, Beaver Falls, Pa.
KENNEDY, MICHAEL
Kennedy's Korner
KTOW, Oklahoma City, Okla.
KENNEDY, TERRY
Spins and Needles
WBCK, Battle Creek, Mich.
KENT, ALAN
WOR, New York, N. Y.
KENYON, WAYNE
KFDA, Amarillo, Tex.
KEOUGH, DAN
Serenade That's New
KIXL, and KIXK-FM, Dallas, Texas
KERCE, RED
Hillbilly Jamboree
WTNT, Tallahassee, Fla.
KERR, BOB
Music 'Till One
KICK, Springfield, Mo.
KERSHAW, ART
Platter Parade
WRIB, Providence, R. I.
KIBBY, GORDON
Anything Goes
WFUR, Grand Rapids, Mich.
KILEY, BILL
Musical Matinee
KONO, San Antonio, Tex.
KILGUS, LEW
Mason County Matinee
WFTM, Maysville, Ky.
KILLEBREW, DICK
All Request Hour
WELR, Roanoke, Ala.
KIMBALL, CHICK
Dixieland Jazz
WLOU, Louisville, Ky.
KIMBALL, EMERSON
Kimball's Korners
WCOL, Columbus, Ohio
KINDELL, TOM
Request Time
WJVB, Jacksonville Beach, Fla.
KING, AL
KTOP, Topeka, Kansas
KING, FULTON
Coffee Pot
WTON, Staunton, Va.
KING, GLEN
Glen King Show
KLX, Oakland, Cal.
KING, RAMON
Kings Music
KAKC, Tulsa, Okla.
KING, W. O.
Harmony Lane
WTOC, Savannah, Ga.
KING, WALLY
Top of the Morning, Nob Hill Revue
KSFO, San Francisco, Cal.
KIRBY, BILL
Coffee Time, 1340 Club
WHED, Washington, N. C.
KIRBY, BOB
Saturday Session
WLAV, Grand Rapids, Mich.
KIRK, DON
WEOL, Lorain-Elyria, O.
KIRK, MORIE
Let's Get Together
WCBC, Anderson, Ind.
KIRKMAN, JOHN
WSAP, Portsmouth, Va.
Coffee Club
KIRKWOOD, JOHN
Mostly Music
KGGM, Albuquerque, N. M.
KISER, JIMMY
Luncheon with Music
WSOC, Charlotte, N. C.
KLAVAN, GENE
Capital Punishment
WTOP, Washington, D. C.
KLEIN, ED
Stars in the Night
KLAS, Las Vegas, Nevada
KLEIN, ED
Cousin Ed Show
WWXL, Peoria, Ill.
KLEVEN, LES
Mid Afternoon Toon Time
KLPM, Minot, North Dakota
KNIGHT, AL
Al Knight All Night
KITO, San Bernardino, Cal.
KNIGHT, ALLAN
Allen Knight Time
WXGI, Richmond, Va.
KNIGHT, DICK
KYNO, Fresno, Cal.
KNIGHT, FRANK
Rise & Shine
WARE, Ware, Mass.
KNOWLES, DICK
Sooner Sanctum
KNOR, Norman, Okla.
KNOX, BOB
Jumpin' at the Record Shop
WIBG, Philadelphia, Pa.
KOBAK, ED
Kobak's Korn
WTWA, Thomson, Ga.
KOLBY, CAL B.
Korn Korner
WBIS, Bristol, Conn.
KOPRIVER, EDWARD
At Your Request
WWGP, Sanford, N. C.
KOVACIC, FRANK
Jukebox Jamboree
KMVI, Wailuku, Maui, Hawaii
KOVACS, ERNIE
Koffee with Kovacs
WTTM, Trenton, N. J.
KRAHLIN, BOB
WHBC, Canton, Ohio
KRANE, HARRY
Musical Clock
WHBY, Appleton, Wis.
KREIGHLER, PHIL
Disc Derby
KFRU, Columbia, Mo.
KRELL, FRED
Krell's Karnival
WSAM, Saginaw, Mich.
KREUGER, RALPH
Contrasts
WWHG, Hornell, N. Y.
KRUSE, RUSE
Juke Box Review
KSDN, Aberdeen, S. D.
KUHNERT, BOB
Classifiedettes
WORZ, Orlando, Fla.
KUNZ, CARL J., JR.
Just Off Broadway
WHAZ, Troy, N. Y.
KUSHEL, MEL
Record Party
WHVR, Hanover, Pa.
KUTAN, DICK
Rise and Shine
WSAL, Logansport, Ind.

— L —

LACY, JACK
Listen to Lacy
WINS, New York, N. Y.
LADD, ED
Wake Up with Pat
WPAT, Paterson, N. J.
LAFLER, ALAN
Kornbred Matinee
WCPS, Tarboro, N. C.
LAMB, BILL
Jam for Breakfast
WBBC, Flint, Mich.

LAMB, LESLIE H.
1340 Club
WKIC, Hazard, Ky.
LaMERE, ROY
Your Boy Roy
WFHR, Wisconsin Rapids, Wis.
LAMM, CARL
Down Smithfield Way
WCKB, Dunn, N. C.
LANAGAN, JAMES
Clockwatcher
WNBH, New Bedford, Mass.
LANDERS, BOB
Melody Ballroom, Bob Landers Show
WFBR, Baltimore, Md.
LANDFEAR, DEAN
Off The Record
WMT, Cedar Rapids, Iowa
LANE, HAL
WGNY, Newburgh, N. Y.
LANE, LARRY
WHBO, Tampa, Fla.
LANG, BOB
Around the Town
KPOA, Honolulu, T. H.
LAPAN, DON
Open House
KTRB, Modesto, Cal.
LARKIN, JACK
Recording Secretary
WLIN, Merrill, Wis.
LARSEN, BOB
Coffee Club, Melody Merchant
WEMP, Milwaukee, Wis.
LARSON, PAUL
Timekeeper
WNEB, Worcester, Mass.
LARSON, RAY
Wake Up Montana
KXLF, Butte, Mont.
LASK, BILL
KDDD, Dumas, Tex.
Tumbleweed Tempos
LaVANAWAY, CHARLES
KOOS, Coos Bay, Ore.
LAWLER, JIM
You Asked For It
WKOW, Madison, Wis.
LAWLEY, LEE
Nite at the Ranchhouse
KGER, Long Beach, Cal.
LAWRENCE, JACK
Open House
WIRL, Peoria, Ill.
LAWSON, RALPH
This—We Liked
WHFB, Benton-Harbor, Mich.
LAZZERI, JOE
Hillbilly Hoedown
KLVT, Levelland, Tex.
LEACH, BOB
WRUF, Gainesville, Fla.
LEAHY, TOM
Band Stand
KAKE, Wichita, Kansas
LEANY, WILL
Leany's Record Ranch
WSAI, Cincinnati, Ohio
LEE, BOB
Lee's Waxworks
KCOK, Tulare, Cal.
LEE, BRUCE
Listen to Lee
WHIT, New Bern, N. C.
LEE, DAVE
WLOK, Lima, O.
LEE, DICK
WHFB, Benton Harbor, Mich.
LEE, DRAGGIE
Jive at Five
KSIJ, Gladewater, Texas
LEIGHTON, GEORGE
WROW, Albany, N. Y.
LEIGHTON, JERRY
Datin' with Leighton
WSAZ, Huntington, W. Va.
LEMOND, LYN
1490 Club
WPLI, Jackson, Tenn.
LeMASTER, WALTER
Sagebrush Serenade
KOKC, Keokuk, Iowa
LEMER, BILL
601 Club
KWYO, Sheridan, Wyo.
LENNHOFF, JACK
Best on Wax
WLCR, Torrington, Conn.
LERRIEUX, GENE
KOPO, Tucson, Ariz.
LEWIS, CARL
Request Matinee
KCOW, Alliance, Nebraska
LEWIS, HAL
J. Aku Head Pupule
KHON, Honolulu, T. H.
LEWIS, JACK
KGFW, Kearney, Nebr.
LEWIS, JACK
Timekeeper
WMBG, Richmond, Va.
LEWIS, WALTER
WBAT, Marion, Ind.
LIBUTTI, GEORGE
Melody Matinee
WRNY, Rochester, N. Y.
LIEBECK, HERB
Alarm Clock Club
KWAK, Stuttgart, Ark.
LIEBMANN, RANDY
Say It With Music
KEEN, San Jose, Cal.
LILES, CHARLIE
Midnight Dance Party
WFUN, Huntsville, Ala.
LIND, ELLIS
Three Alarm
KSTN, Stockton, Cal.
LINDBERG, WALLY
Melody Rangers
KLER, Rochester, Minn.
LINDLEY, ERRILL
Listen with Lindley
KODI, Cody, Wyoming
LINDNER, VINCE
Memos to the Ladies, Juke Box Jamboree
WNAR, Norristown, Pa.
LINDSAY, WILSON
WAMS, Wilmington, Del.
JIM LINDSEY
Club 990
KTRM, Beaumont, Texas
LING, MIKE
First Call
KSTA, Coleman, Texas
LINN, BANDEL
At Home with Bandel Linn
WSPB, Sarasota, Fla.
LINVILLE, BOB
WCAE, Pittsburgh, Pa.
LIVORIO, BOB
WKPA, New Kensington, Pa.
LLOYD, FREDERICK
KOMO, Seattle, Washington
LOCKHART, H
WLOA, Braddock, Pa.
LOCKWOOD, GLENN L.
Midnight Special
KXLK, Gt. Falls, Montana
LOERKE, WAYNE
After Hours
KRUL, Corvallis, Ore.
LOGAN, JIM
1240 Club
WWCO, Waterbury, Conn.
LOGAN, JOHNNY
Platter Party
KCTI, Gonzales, Tex.
LOHMEIER, BILL
930 Club
WSLI, Jackson, Miss.
LOLLAR, SAM
Sunrise Serenade
WTJS, Jackson, Tenn.

LONESOME GAL

B. Nov. 4, Dallas, Tex.
Lonesome Gal Show, KHJ—Mutual Don Lee

LONG, BOB
1240 Club
KRDU, Dinuba, Cal.
LONG, CLINT
Sepia Serenade
WVOT, Wilson, N. C.
LONG, D. H. (Buck) JR.
Buck's Back Room
WABB, Mobile, Ala.
LONG, KENNETH
WGAN, Portland, Me.
LONGACRE, JAY
WBAT, Marion, Ind.
LOW, HOLLAND
Pick A Number
WIDE, Biddeford, Me.
LOWE, JACKSON
1260 Club
WWDC, Washington, D. C.
LOWERY, BILL
WGST, Atlanta, Ga.
LUCAS, BEN
WRGA, Rome, Ga.
LUCK, LUCKY
Wake up Hawaii
KPOA, Honolulu, T. H.
LUECK, KEN
WNDB, Daytona Beach, Fla.
LUND, DAN
WFRP, Savannah, Ga.
LUPO, JIM
Study Party
WLAQ, Rome, Ga.
LUPTON, JOHNNY
Johnny Lupton's Matinee
WLAN, Lancaster, Pa.
LURIA, OSCAR
WEPM, Martinsburg, W. Va.
LUTON, J. D. TINY
Tiny Luton Show
KVRC, Arkadelphia, Ark.
LYNCH, BILL
Hi Neighbor
KFRB, Fairbanks, Alaska
LYNN, BOB
The Bob Lynn Show, Dreambuster Show
WIOD, Miami, Fla.
LYNN, FRED
Musical Clock
KGBX, Springfield, Mo.
LYNN, NICKI
WJLD, Bessemer, Ala.
LYONS, JACK
Hillbilly Bandwagon
KSIG, Crowley, La.
LYONS, JIMMY
KNBC, San Francisco, Cal.

— Mc —

McALLISTER, ROY
Rambling with Roy
WRLD, West Point, Ga.
McBRIDE, DICK
Americana
WPAD, Paducah, Ky.
McBRIDE, FORREST
WIRJ, Humboldt, Tenn.
McBRIDE, JOAN
Tops In Pops
KCFH, Cuero, Texas

McCABE, TOM
KANA, Anaconda, Montana
McCALL, ED
1490 Club, Music for Dreaming
WMNC, Morganton, N. C.
McCANN, BOB
Wax Works
KBMY, Billings, Montana
McCARTY, DON
Outer Drive
WCFL, Chicago, Ill.
McCARTHY, RED
Platter Chatter
WHGB, Harrisburg, Pa.
McCAULEY, JOE
Dawn Patrol
WIP, Philadelphia, Pa.
McCLELLAN, CHARLIE
920 Club
WWWR, Russellville, Ala.
McCLELLAN, JOHN
Ranchhouse Roundup
WMIL, Milwaukee, Wis.
McCLANAHAN, STEELE
McClanahan Again
KBOR, Brownsville, Texas
McCLOSKEY, DICK
Alarm Clock
KANE, New Iberia, La.
McCOY, BILL
McCoy's Madhouse
KWNW, Wenatchee, Wash.
McCOY, RONNIE
KFEL, Kilocycle, Club
KFEL, Denver, Col.
McCUMBER, JERRY
The McCumber Show
KRKL, Kirkland, Wash.
McCUNE, BOB
780 Serenade
WJAG, Norfolk, Nebr.
McCURRY, HOWARD
Country Boy Program
WSTP, Salisbury, N. C.
McDANIEL, GRANT
The Night Owl
KGEM, Boise, Ida.
McDANIELS, CLARENCE
The Bronze Voice
WINZ, Miami Beach, Fla.
McDONALD, JIM
WKWK, Wheeling, W. Va.
McDONNELL, STEWART
Stew McDonnel Time
WIMS, Michigan, Ind.
McDONOUGH, JIM
Make Your Own Music
WHUC, Hudson, N. Y.
McDOUGALL, BILL
KSST, Sulphur Springs, Tex.
McELROY, ED
Mac the Melodyman
KOCO, Salem, Ore.
McFADDEN, JIM
Your Request
KGLW, Amarosa, Col.
McGRATH, EDWARD
Morning Serenade
WHDL, Olean, N. Y.
McGUCKIN, BILL
Everybody's Music
KCMJ, Palm Springs, N. Y.
McHALE, BOB
WSCR, Scranton, Pa.
McINTOCH, SID
Daddy Scotchman
KFFY, Brownfield, Texas
McINTYRE, JIM
The Jim McIntyre Show
WINN, Louisville, Ky.
McKAGUE, JIM
Night Owl
KFXJ, Grand Junction, Col.
McKASSEN, CHUCK
Hillbilly Jamboree
WGBF, Evansville, Ind.
McKENZIE, ED
Jack the Bellboy
WJBK, Detroit, Mich.
McKINNEY, JAMES
WMIX, Mt. Vernon, Ill.
McKINNON, BOB
1050 Club
Alexander City, WRFS, Ala.
McLAIN, DEAN
Hillbilly Disc Jockey
KWBC, Ft. Worth, Tex.
McLANE, BROADUS
Open House
WKLY, Hartwell, Ga.
McMASTER, JAY
Sports Matinee
WMEX, Boston, Mass.
McMENAMIN, GEORGE
Mailbag Matinee
WHDL, Olean, N. Y.
McNAMEE, JHN
WMRA, Myrtle Beach, S. C.
McNEELEY, MARTY
Marty's Party
WJMO, Cleveland, Ohio
McNEILLY, JOE
WSFC, Somerset, Ky.
McNEW, DAN
Cuzzin Clem
WAPO, Chattanooga, Tenn.
McRAE, DUANE
Breakfast in Bedlam
KROY, Sacramento, Cal.
McWHORTER, DONALD
WMMN, Fairmont, W. Va.

— M —

MABRY, DICK
A Man & His Music
WDOK, Cleveland, Ohio
MacDONALD, KEN
FM Club
WPAG, Ann Arbor, Mich.
MACK, BERNIE
Club 610, Big Top Ten
WMUR, Manchester, New Hampshire
MACK, BILL
Mack's Melody Matinee
KLYN, Amarillo, Texas
MACK, ED
Yawn Patrol
KFRB, Fairbanks, Alaska
MACK, JIMMY
Mid-afternoon Potpourri
WHFB, Benton Harbor, Mich.
MACK, JOHNNIE
All Request Jamboree
KBOA, Kennett, Mo.
MacKENHIE, BILL
WDHL, Bradenton, Fla.
MACKEY, BOB
Show Train
WEAT, Lake Worth, Fla.
MacNEAL, CARROL
WMOU, Berlin, New Hampshire
MADISON, LARRY
Larry's Turntable
KVRS, Rock Springs, Wyo.
MAEL, MERRILL
Morning Mael
KENI, Anchorage, Alaska
MAGERA, GEORGE
Off the Record
WJAY, Mulline, S. C.
MAGILL, MAURY
Maury Magill Show
WBBW, Youngstown, Ohio
MAGRUDER, LEONARD
Last Call for Music
WBCU, Union, S. C.
MAGUIRE, TOM
Uncle Tom's Cabin
WCEM, Cambridge, Md.
MAHONEY, M.
Sincerely Yours
WPKY, Princeton, Ky.
MAILLET, CHUCK
Tik Tok Club
WFLO, Farmville, Va.
MAIS, E. MARIE
Spotlight on Stars
WHBI, Newark, N. J.
MALLAERY, LE
Club 800
WHTN, Huntington, W. Va.
MALLICOAT, AL
Luncheon Serenade
KGER, Long Beach, Cal.
MALLOY, LES
KYA, San Francisco, Cal.
MALONE, PAT
Artistry in Music
WHAK, Rogers City, Mich.
MANDEL, SID
Spinning 'n' Chinning
KGST, Fresno, Cal.
MANGINI, JOHNNY
The Record Shop
WKBS, Oyster Bay, N. Y.
MANN, DAVE
Breakfast Show
WLYN, Lynn, Mass.
MANNING, ART
1370 Club
WBGK, Jesup, Ga.
MARBLE, DANA
Sunnyside Serenade
KVEN, Ventura, Cal.
MARCH, DICK
Club 1490
WSIR, Winter Haven, Fla.
MARCH, MILT
Operation March
WMBM, Miami Beach, Fla.
MARGRAFF, NORM
Fritz the Plumber
WMIL, Milwaukee, Wis.
MARIANI, JOHN
Yours By Request
WAVZ, New Haven, Conn.
MARSHALL, BOB
Party Line, Today's Top Five
WGBS, Miami, Fla.
MARSHALL, DON
WTAAW, College Station, Texas
JERRY MARSHALL & BURT WAYNE
Music Hall
WNEW, New York, N. Y.
MARTEL, WALT
Musical Clock
KWAT, Watertown, S. D.
MARTI, RUDI
Variety Time
KPDN, Pampa, Tex.
MARTIN, BOB
Record Rack
KBOR, Brownsville, Texas
MARTIN, FRANK
Martin's Music Shop
WLEU, Erie, Pa.
MARTIN, FRED L.
Sunnyside of the Street
1450 Club
WHTC, Holland, Mich.
MARTIN, GEORGE
Mailbag Show
WMMT, McMinville, Tenn.
MARTIN, HOWIE
Wake up with Western
KTMC, McAlester, Okla.
MARTIN, JOHNNY
WERD, Atlanta, Ga.

MARTIN, MIKE
WVLK, Lexington - Versailles, Ky
MARTIN, ROBERT
Dancing Party
KWCR, Cedar Rapids, Iowa
MARTIN, RONALD
Skyline Patrol
WMFR, High Point, N. C.
MARVIN, JACK
The Jack Marvin Show
KRKL, Kirkland, Wash.
MARTYN, BRUCE
WSOO, Sault Ste. Marie, Mich.
MASINGILL, LUTHER
Sun Dial and Loafin' with Luther
WDEF, Chattanooga, Tenn.
MASON, PAUL
Tune Room
WHAN, Charleston, S. C.
MASSEY, JON
Musical Madhouse
WWDC, Washington, D. C.
MATHEWS, PETE
WPLH, Huntington, W. Va.
MATHEWS, SAM
KGKB, Tyler, Tex.
MATNEY, DON
Hillbilly Roundup
WHCC, Waynesville, N. C.
MATT, CACTUS
Cactus Matt
WEAM, Arlington, Va.
MATTHEWS, DONNA
WNAV, Annapolis, Md.
MATTHEWS, LEE
Band of the Day
WFUR, Grand Rapids, Mich.
MAXWELL, BOB
Bob Maxwell Show
WWJ, Detroit, Mich.
MAYFIELD, ROBERT
KROD, El Paso, Tex.
MAYHUGH, BILL
Morning with Mayhugh
WGAY, Silver Spring, Md.
MAYS, BILL
KLIF, Dallas, Texas
MAYS, JOHN
Platter Party
KBOA, Kennett, Mo.
MAZER, BILL
Mazer's Matinee
WKBW, Buffalo, N. Y.
MEACHUM, TED
Record Parade
WJIG, Tullahoma, Tenn.
MERRITT, LEE
Musical Clock
KTBB, Tyler, Tex.
METCALF, BILL
Club 1230
KEXO, Grand Junction, Col.
METCALF, BUD
Hi Jinks
WLIO, E. Liverpool, O.
MEYERS, BILL
Bill & Pete Show
KTMC, McAlester, Okla.
MEYERS, PAUL L.
WOHI, East Liverpool, Ohio
MICHAELS, JAN
Club 1080
WXRA, Buffalo - Kenmore, N. Y.
MICHAELS, ALAN
WHAT, Philadelphia, Pa.
MICHEL, BOB
Platter Party
WSYR, Syracuse, N. Y.
MILAIR, ALAN
Request Time
WKRT, Cortland, N. Y.

MILLER, BILL
In the Mood with Miller
WTAX, Springfield, Ill.
MILLER, BING
Grab Bag
WACE, Chicopee, Mass.
MILLER, BOB
Bandstand
WJTN, Jamestown, N. Y.
MILLER, CLIFF
Circ'e City Dance Time
KBUC, Corona, Cal.
MILLER, IRV
KBUN, Bemidji, Minn.
MILLER, LEROY
LeRoy Miller Breakfast Club, Luncheon Club Show
WFIL, Philadelphia, Pa.
MILLER, NOAH
Morning with Miller
WBIW, Bedford, Ind.
MILLER, RALPH
WHBO, Tampa, Fla.
MILLER, ROSS
Juke Box Jingles
WTIC, Hartford, Conn.
MILLER, VAN
All Star Show
WFCB, Dunkirk, N. Y.
MILLS, DICK
Dick Mills Show
WPTR, Albany, N. Y.
MILLS, JACK
Musically Yours
KSIB, Creston, Iowa
MILSOP, JOE
Joe's Show
WCPA, Clearfield, Pa.
MILTON, BOB
The Bob Milton Show
KGLO, Mason City
MIMS, CHARLES
Hillbilly-Uncle Ugly
WJMX, Florence, S. C.
MINSHALL, BILL
Bill Minshall Show
KRMG, Tulsa, Okla.
MINTOR, DAN
Floor Show
WFIN, Findlay, Ohio
MITCHELL, BILL
Disc Jockey Jump
WJMW, Athens, Ala.
MITCHELL, BILL
Mitchell's Musical Morning
WRBL, Columbus, Ga.
MITCHELL, BOB
This is Mitchell
KTAE, Taylor, Tex.
MITCHELL, BRUCE
Breakfast Bandwagon, Main Street Melodies
WHUC, Hudson, N. Y.
MITCHELL, J. W.
Hill Billy Hit Parade, Club 860
KSFA, Nacogdoches, Tex.
MITCHELL, MARK
Early Birds
WKBV, Richmond, Ind.
MITCHELL, PAUL
Morning Coffee Pot
WHOL, Allentown, Pa.
MITCHELL, RAY
KGEM, Boise, Ida.
MILLER, PAT
Request Party
WSSB, Durham, N. C.
MOFFATT, RALPH
Midnight in Minneapolis
WCCO, Minneapolis, Minn.
MOHER, BILL
Friendly Time
WDAY, Fargo, North Dakota

MOHR, BUD
Mailman's Matinee
KOWB, Laramie, Wyoming
MONKMAN, BOB
Robins Nest
WRJN, Racine, Wis.
MONSON, PAUL
Melody Express
WMAS, Springfield, Mass.
MOONEY, JESSIE
A Man & His Music
WDAR, Savannah, Ga.
MONROE, GEORGE
Musical Eye Opener
KFDM, Beaumont, Texas
MONROE, JOE
Joe Monroe Show
WWCA, Gary, Ind.
MONROE, WILSON
KKIN, Visalia, Cal.
MONTGOMERY, BOB
Smorgasbord-790
WEAU, Eau Claire, Wis.
MONTGOMERY, BOB
3:31 Club
WGBG, Greensboro, N. C.
MOON, DICK
WMBH, Joplin, Mo.
MOONEY, FRANCES
We Go Calling
WEGO, Concord, N. C.
MOORE, BERI
Musical Clock
WMOX, Meridian, Miss.
MOORE, DICK
Dick's Corner
KGFF, Shawnee, Okla.
MOORE, "GATEMOUTH"
WDIA, Memphis, Tenn.
MOORE, HAL
WCAU, Philadelphia, Pa.
MOORE, JACK
Melody Shop
KAKC, Tulsa, Okla.
MOORE, JIM
Musical Lunch Counter
KGO, San Francisco, Cal.
MOORE, RAY
Western Swing Time, Odd Record
WETB, Johnson City, Tenn.
MORAN, JACK
Mailbag
WMON, Montgomery, W. Va.
MORE, TOM
Club 99, Jamboree
WNOX, Knoxville, Tenn.
MOREAU, AL
WDHL, Bradenton, Fla.
MOREY, BOB
Teen Time Tunes
KNEM, Nevada, Mo.
MORGAN, HAL
Morgan's Musical Inn
WGAR, Cleveland, Ohio
MORGAN, HANK
Bandstand
WOBS, Jacksonville, Fla.
MORGAN, RICK
Timekeeper
WKAL, Rome, N. Y.
MORGAN, WILLIAM
Trail of the Lonesome Pine
WHOK, Lancaster, Ohio
MORELAND, HARRY
Cuzin Harry
WOPI, Bristol, Tenn.
MORRIS, BEN
Ben's Record Bar
WKY, Oklahoma City, Okla.
MORRIS, CHUCK
KMO, Tacoma, Wash.
MORRIS, ROY
The Madhouse
WAGC, Chattanooga, Tenn.

MORRIS, WALTER
Gramophony
WMAJ, State College, Pa.
MORROW, JACK
Crossroads Party
WIBC, Indianapolis, Ind.
MORTIMER, WILLIAM A.
Music You Want
WRAK, Williamsport, Pa.
MOSLEY, ED
KREM, Spokane, Wash.
MOUNTEER, JOHN
850 Club
WXKW, Albany, N. Y.
MOYS, JACK
Melody Range, Platter Patter
KPOJ, Portland, Ore.
MULHOLLAND, ROSS
Ross Mulholland Show
KMPC, Los Angeles, Cal.
MULLET, CARTON
Music of the Masters
KTOH, Lihue, Kauai, T. H.
MULLIGAN, RAY
Top O' Morning
WPAM, Pottsville, Pa.
MULVANEY, DON
Sunrise Ranch
KROX, Crookston, Minn.
MUNDEN, GROVER
WMBL, Morehead City, N. C.
MUNRO, ERIC
Round the Loop Request
KWEI, Weiser, Idaho
MUNT, PAUL
Tea for Two
KBON, Omaha, Nebr.
MUNZELL, SPECS
Party Line
WIS, Columbia, S. C.
MURDOCK, JIM
Jim Murdock Show
KCKY, Coolidge, Ariz.
MURPHEY, PAT
All Request
WLOH, Princeton, W. Va.
MURPHY, BILL
Mail Bag Show
WCKB, Dunn, N. C.
MURPHY, BOB
Bob Murphy Show
WJBK, Detroit, Mich.
MURPHY, BOB
WWSO, Springfield, Ohio
MURPHY, DENNIS
890 Club
KGGF, Coffeyville, Kansas
MURPHY, ED
Timekeeper
WSYR, Syracuse, N. Y.
MURPHY, EMMETT
Musical Clock, 1220 Ranch
WFAX, Falls Church, Va.
MURPHY, PAUL
Off The Record
WANE, Ft. Wayne, Ind.
MURRAY, AL
Morning with Murray, Club Pottery
WLIO, E. Liverpool, O.
MURRAY, JIM
Turntable Terrace
WBET, Brockton, Mass.
MURRAY, JOHNNY
KLIF, Dallas, Texas
MURRAY, LEE
Murray-Go-Round
WMCK, McKeesport, Pa.
MURRAY, PHIL
Musical Clock
WMTW, Portland, Me.

— N —

NABER, DAVE
WKAI, Macomb, Ill.
NABORS, TED
Nabors Capers
KTHT, Houston, Tex.
NANKAVIL, BILL
KDTH, Dubuque, Iowa
NAPIER, BYRON
KCRC, Enid, Okla.
NAUGHTON, RUSSELL
WDRC, Hartford, Conn.
NEAL, BOB
Bob Neal Show
WMPS, Memphis, Tenn.
NEARNS, JOE
Hillbilly Jamboree
KDRS, Paragould, Ark.
NEILAN, RAY
Request Matinee
WKNB, New Britain, Conn.
NELSKOG, WALLY
Wally's Music Makers
KRSC, Seattle, Wash.
NELSON, BOB
Hillbilly Hit Parade
WEAU, Eau Claire, Wis.
NELSON, BOB
Newkirk Presents
WBBZ, Ponca City, Okla.
NELSON, BOB
Swing Clinic
WBBQ, Augusta, Ga.
NELSON, CHARLES
WFBG, Altoona, Pa.
NELSON, DAVE
Dave Nelson Show
WSAP, Portsmouth, Va.
NELSON, DAVE
Request Club
KCOG, Centerville, Iowa
NEMETT, GEORGE
Klub Kali
KALI, Pasadena, Cal.
NESLER, JERRY
KOPO, Tucson, Ariz.
NESS, HERB
Night Watchman
KVOS, Bellingham, Wash.
NEWBERG, DICK
KNGS, Hanford, Cal.
NEWMAN, JACK
1300 Club
KOME, Tulsa, Okla.
NEWSOM, GIL
KWK, St. Louis, Mo.
Bandstand Revue, First Five
NEWSOME, BUCK
Music For You
KENO, Las Vegas, Nevada
NEY, CHUCK
Requestfully Yours
KSMN, Mason City, Iowa
NEYERLIN, WARREN
Timekeeper Show
WVPO, Stroudsburg, Pa.
NIAGRO, JOE
Bandwagon
WIBG, Philadelphia, Pa.
NICHOLAS, R. M.
San Request
KIFW, Sitka, Alaska
NICHOLS, BOB
Blues 'n' Boogie
WPAL, Charleston, S. C.
NICHOLS, DELMAS
Ga. Jamboree
WBGK, Jessup, Ga.
NICHOLS, JAY
Platter Playhouse
WGRO, Bay City, Mich.
NICHOLSON, JOHN
WTMC, Ocala, Fla.
NICHOLSON, NICK
The Nickelodeon
KROW, Oakland, Cal.
NICKSON, NICK
WARC, Rochester, N. Y.
NIEMI, WALTER
WMBL, Morehead City; 740 Club, WPAQ, Mt. Airy, N. C.
NIX, ED
Tower of Melody
KGST, Fresno, Cal.
NOBEL, AL
Juke Box
KQV, Pittsburgh, Pa.
NOE, PAUL
West End Pair
WBGE, Atlanta, Ga.
NOLAN, LARRY
KWBE, Beatrice, Nebraska
NOLAN, TIM
Sundial
KXYZ, Houston, Tex.
NOLL, RAY
KALL, Salt Lake City, Utah
NORDEN, LEE
1220 Club
WKAM, Warsaw, Ind.
NORMAND, WALLIE C.
1540 Club
WPTR, Albany, N. Y.
NORMAN, HAL
Memory Lane
KFH & KFH-FM, Wichita, Kansas
NORMAN, HAL
Sunshine Special
WLCR, Torrington, Conn.
NORMAN, JACK
Sunup Roundup
WCBI, Columbus, Miss.
NORTON, J. T.
Wake-Up Show
WBHF, Cartersville, Ga.
NOVELLO, MIKE
Two Hour Dancing Party
WLEE, Richmond, Va.
NUSBAUM, MORT
Clockwise, Off the Record, Women Only
WHAM, Rochester, N. Y.

— O —

OAKS, BILLY
U Name It
WFEB, Sylacauga, Ala.
OBLUDA, PAUL
Varsity Varieties
KRDO, Colorado Springs, Col.
O'BRIEN, JERRY
Dawn Beat Club
WHAN, Charleston, S. C.
O'CONNOR, HARRY
Hillbilly House Party, Hillbilly Hit Parade
KMAC, San Antonio, Tex.
ODOM, RAYMOND
Dream River
KBBC, Abilene, Texas
O'DONNELL, BILL
WCNT, Centralia, Ill.
O'DONNELL, JIM
Farm Frolics
WKEU, Griffin, Ga.
OECHSLI, GEORGE
Western Record Roundup
KGVO, Missoula, Mont.
O'LEARY, JIM
Record Forum
KFXM, San Bernardino, Cal.
OLIVE, GREY
Toast and Coffee
WWOD, Lynchburg, Va.
OLIVER, FRANK
Lucky Seven
WESB, Bradford, Pa.
OLSON, BRUNO
WLPO, LaSalle, Ill.
OLSON, DALE
Radio Rhythm Ranch

KDIX, Dickinson, North Dakota

OLSON, LAMAR
KBMW, Breckenridge, Minn.

OLSON, NATHAN
Nate's Coffee Pot
KOOS, Coos Bay, Ore.

OLSON, PAUL
WDLB, Marshfield, Wis.

OLSON, SHERM
WJBC, Bloomington, Ill.

O'NEILL, MARTIN
Martin O'Neill Show
WSPB, Sarasota, Fla.

ONTAI, JOYCE
Dawn the Dreamduster
KGMB, Honolulu, Hawaii

ORANCH, JACK
1240 Express
WVOS, Liberty, N. Y.

ORAVEC, FRANK
Spins 'N Needles
WGBF, Evansville, Ind.

O'REILLY, MIKE
WJXN, Jackson, Miss.

ORR, BILL
The Record Shop
KEXO, Grand Junction, Col.

ORUM, BILL
KCRC, Enid, Okla.

OSBORNE, GRED
Night Club of the Air
WINN, Louisville, Ky.

OSBORNE, LUCKY
Record Room
KPHC, Walsenburg, Col.

OSWALD, LORD BOLIVAR
Barter with Bolivar
KSIJ, Gladewater, Tex.

OWEN, FRAN
WARC, Rochester, N. Y.

OWENS, TOM
KGNO, Dance Club
KGNO, Dodge City, Kansas

O'WRILL, ROBERT
WPOR, Portland, Ore.

OXMAN, JOHN
Musical Mixmaster
WVEC, Hampton, Va.

OZMENT, HOWARD
Record Session
WTMA, Charleston, S. C.

— P —

PAGE, SAM
Requestfully Yours, Anything Goes
WNBF, Binghamton, N. Y.

PALLEN, ART
Record Hits
WWSW, Pittsburgh, Pa.

PALUMBO, TONY
1240 Club
WSNY, Schenectady, N. Y.

PARISH, GUY
WEBQ, Harrisburg, Ill.

PARKER, CARL
WBMS, Boston, Mass.

PARKER, CLARE
Cowboy Capers
WNER, Live Oak, Fla.

PARKER, JOHN
WBCC, Bethesda, Md.

PARKER, JOHNNY
WJIM, Lansing, Mich.

PARKER, PAUL
WGNI, Wilmington, N. C.

PARKER, TED
Calling Program
WKAN, Kankakee, Ill.

PARSONS, BEN
Midnight Dancing Party
WRBL, Columbus, Ga.

PATOFF, REGUS
Early Risers, Late Risers
WLAV, Grand Rapids, Mich.

PATRICK, PAT
1230 Club
KISD, Sioux Falls, S. D.

PATTERSON, CREAN
Patter by Patterson
WONS, Hartford, Conn.

PATTERSON, PAT
Rancho Round-Up
WMFT, Florence, Ala.

PATTISON, JIM
1450 Club
WDAD, Indiana, Pa.

PATTON, MIKE
Platter Playhouse
KWCO, Chickasha, Okla.

PAUL, VINCE
Starlite Rhythm
KOSA, Odessa, Tex.

PAULSEN, RAY
Carnival of Music
WJMS, Ironwood, Mich.

PAULSEN, VIC
KGYW, Vallejo, Cal.
Poor Paulsen's Almanac

PAULSON, AL
Carnival of Rhythm
WLOL, Minneapolis, Minn.

PAUSCH, RUSSEL N.
Swing Session
WCLD, Cleveland, Miss.

PAYE, DON
WICY, Malone, N. Y.

PEARS, TOM
Old New Orleans
KVOL, Lafayette, La.

PEARSON, AL
KSRO, Santa Rosa, Cal.
Matinee Moderne

PEARSON, WALTER
Musical Varieties
WFVG, Fuquay Springs, N. C.

PENDERGRAST, WILLIAM
Requestfully Yours
WNBH, New Bedford, Mass.

PENNELL, BILL
Record Heaven
WKEU, Griffin, Ga.

PENNER, RAY
Risin' With Ray
WCAV, Norfolk, Va.

PENNY, GAIL
Curfew Capers
WJRD, Tuscaloosa, Ala.

PERATES, HENRY
Wide Awake Club
WIDE, Biddeford, Me.

PERAZZO, DON
Sunrise Serenade
KBON, Omaha, Nebr.

PERKINS, RAY
Ray Perkins Show
KFEL, Denver, Col.

PERRIN, KEYES
Morning Musical Clock
WCAO, Baltimore, Md.

PERRIN, PAT
Koffee Kup Kapers
KGRH, Fayetteville, Ark.

PERRY, BOB
Melody Merry Go Round
WLAW, Lawrence, Mass.

PERRY, C. STEWART
WWSR, St. Albans, Vermont

PERRY, DICK
Afternoon Jamboree
WBOB, Galax, Va.

PETERSON, ARNOLD
Musical Reveille
WATW, Ashland, Wis.

PETERSON, CHAS.
Sunrise Special
KXLE, Ellensburg, Wash.

PETERSON, DALECE
Studio Party
KASH, Eugene, Ore.

PETERSON, DON
KRGV, Weslaco, Tex.

PETERSON, LEONARD
Nightmare, Woodchopper's Ball
KTRE, Lufkin, Tex.

PETRIE, BUD
Wislin' Time
WISL, Shamokin, Pa.

PETTAY, FRAN
WJR, Detroit, Mich.

PETTI, RALPH
Polka Party
WJAS, Pittsburgh, Pa.

PERKINS, GENE
Start the Day with a Song
KIDO, Boise, Ida.

PFALZER, GENE
Openhouse
WLRP, New Albany, Ind.

PFEIL, JOHN
Blackjack's Bedlam
WMAJ, State College, Pa.

PHILLIPS, C. W.
WBBB, Burlington, N. C.

PHILLIPS, LEE
Listen to Lee
WTTT, Coral Gables, Fla.

PHILLIPS, OREL
Phillips Frolics
KDON, Santa Cruz, Cal.

PHILLIPS, STEVE
TNT Show
WSFL, Springfield, Mass.

PHILIPS, DUB
Hillbilly Hit Parade
WPAL, Charleston, S. C.

PICUS, LARRY
Afternoon Session
WTNT, Tallahassee, Fla.

PIERCE, BARRETT JOE
KELP, El Paso, Tex.

PIGGOTT, JOE
Crystal Ballroom
WSAL, Logansport, Ind.

PIQUETTE, BOB
Bob's Bunk House
KVOS, Bellingham, Wash.

PLACHTA, AL
Playground Jamboree
KXLF, Butte, Mont.

PLATIS, GEORGE
Pow-Wow Time
KENO, Las Vegas, Nevada

POOLE, BOB
Poole's Party Line
WMRC, Greenville, S. C.

PORTER, BOB
Please Play
KHUZ, Borger, Texas

PORTER, CHARLIE
Juke Box Review
KIRX, Kirksville, Mo.

PORTER, DON
Swing Soiree
KUGN, Eugene, Ore.

POSEY, GEORGE
KXOC, Chico, Cal.

POTEET, SANDY
KFJI, Klamath Falls, Ore.

POWELL, CHARLES
Here's Charlie
WKSG, Ft. Wayne, Ind.

POWELL, JACK
KVEN, Ventura, Cal.

POWELL, NEVILLE
Til Midnight Club
KRIC, Beaumont, Texas

POWERS, JACK
Club 1150
WJBO, Baton Rouge, La.

POWERS, TED
Spins and Needles
WDEV, Waterbury, Vermont

PRATER, FRANK
Take Over
WBNS, Columbus, Ohio
PRATT, BUD
1340 Club or Corntime
WKUL, Cullman, Ala.
PRATT, JAY
Musical Bandstand
KLKC, Parsons, Kansas
PRELEE, JOE
The Early Bird
WPIC, Sharon, Pa.
PRENTISS, JOE
Hour Glass Juke Box Revue
WAEB, Allentown, Pa.
PRESTON, WALTER
Show Shop
WOR, New York, N. Y.
PREUSS, RUSS
Turntable Time
KTTR, Rolla, Mo.
PREVATT, DENNY
WRUF, Gainesville, Fla.
PRICE, SAM
Your Request Hour
KUBC, Montrose, Col.
PRITCHARD, WAYNE
KIHO, Sioux Falls, S. D.
PROVENSEN, DICK
WFAA, Dallas, Texas
PRYER, RICHARD
KTBC, Austin, Texas
PUDNEY, EARLE
Pudney at Piano
WGY, Schenectady, N. Y.
PUGH, CARL
Variety Time
WJBB, Haleyville, Ala.
PUTNAM, DON
WBBZ, Ponca City, Okla.
Put & Jiggs
PYKA, LOU
Jam Session
KICA, Clovis, N. M.
PYLE, JACK
Musical Clock
KYW, Philadelphia, Pa.
PYNE, JOE
Midnite Platter Party
WFPG, Atlantic City, N. J.

— Q —

QUICK, CLETE
Midday Parade
WMSL, Decatur, Ala.
QUINN, JOE
WJMA, Orange, Va.

— R —

RAE, BOB
Here's Nothin'
KSPA, Santa Paula, Cal.
RAGLAND, CHARLES
Let's Get Together with Records
WKDK, Newberry, S. C.
RAHE, JOHN
Ridin' With Rahe
WBOC, Salisbury, Md.
RAHRER, EARL
WLAK, Lakeland, Fla.
RAIHILL, BILL
Hits for Today
WCPA, Clearfield, Pa.
RAINEY, BRUCE
Jam & Jive
KSTL, Alexandria, La.
RAINEY, CLAUDE
Dance on the Downbeat
WCLD, Cleveland, Miss.
RAKER, CLAYTON
Early Worm Club
KBLL, Corvallis, Ore.
RAMPY, C. W.
1600 Club
KMAE, McKinney, Tex.
RAMSEY, RAYMOND L.
WHIR, Danville, Ky.
RANDLE, BILL
Bill Randle Show
WERE, Cleveland, Ohio
RAPP, DICK
All Thru The Nite
KPUG, Bellington, Wash.
RAST, MIKE
Dr. Jive and Dancetime
WCOS, Columbia, S. C.
RAWLINSON, "CHUCK"
Matinee Platter Session
WNOW, York, Pa.
RAY, BOB, SHOW
WIRK, West Palm Beach, Fla.
RAY, CURT
The Clock Watcher, The Curt Ray Show
KMOX, St. Louis, Mo.
RAYBURN & FINCH
Anything Goes
WNEW, New York, N. Y.
RAYFIELD, ED
WKAX, Birmingham, Ala.
900 Club
RAYMAN, DICK
Polka Party
KNEB, Scottsbluff, Neb.
RAYMOND, LOU
Record Roundup
WFHR, Wisconsin Rapids, Wis.
RAYNER, RAY
Rayner Shine
WOOD, Grand Rapids, Mich.
REAU, DAVE
Hi Time
KVKM, Monahans, Tex.
REAVES, JOE
Top O' the Morning
WPTF, Raleigh, N. C.
REAVIS, HERMAN
Coffee Club
WBOB, Galax, Va.
RECTOR, BOB
Sincerely Yours
KSTL, St. Louis, Mo.
REDFERN, JACK
WGNY, Newburgh, N. Y.
REED, WALLY
Jukebox Party
WTTT, Coral Gables, Fla.
REEDER, BILL
The Record Rack, The Country Store
WFEC, Miami, Fla.
REEVES, GENE
Good Yawnin'
WTOK, Meridian, Miss.
REEVES, GIL
The Night Watchman
KWNW, Wenatchee, Wash.
REEVES, GRADY M.
WBHP, Huntsville, Ala.
REICH, EDDIE
Top O' the Morning
WOSC, Fulton, N. Y.
REID, PAUL E.
Rockin' in Rhythm
WKLF, Clanton, Ala.
REID, WALLY
KXLQ, Billings, Montana
REIDY, BOB
KGFW, Kearney, Nebr.
REIGHARD, RICK
Saturday Matinee
KHKK, Akron, Ohio
REITZ, PINKY
Musical Mail Bag
WLEC, Sandusky, Ohio
REMINGTON, JACK
WKRC, Cincinnati, Ohio
RENEE, BILL
Nightcap
WMAN, Mansfield, O.
RENFROW, CHARLES
WHKP, Hendersonville, N. C
Serenade at 10
RENNER, DUANE
Record Review
KWOA, Worthington, Minn.
RENY, RICHARD
Moon Music
WTVL, Waterville, Me.
REYNOLDS, FRED
Swinging at the Sugar Bowl
WGN, Chicago, Ill.
REYNOLDS, JACK
Hillbilly Hit Parade
KLPR, Oklahoma City, Okla
REYNOLDS, LEO
KFDX, Wichita Falls, Tex.
990 Club
RHOADS, HOWARD
At Your Command, Saturday Night Jamboree
KUJ, Walla Walla, Wash.
RHODES, BOB
Solid Senders Show, Sat. Nite Dance Party, Rhodes Record Room
WHOO, Orlando, Fla.
RHONE, PAUL
Music after Midnight
WBRE, Wilkes-Barre, Pa.
RHRER, EUGENE
Sunrise Serenade
WSTS, Southern Pines, N. C.
RICE, ED
All Request Program, Rise & Shine
KOSF, Nacogdoches, Tex.
RICHARDS, JIM
Music Box
WMTR, Morristown, N. J.
RICHARDS, MALCOLM
Malcolm Richards
WSAI, Cincinnati, Ohio
RICHARDS, PERK
1450 Club
WNAB, Bridgeport, Conn.
RICHARDS, RALPH
Ralph Richards Show
WLOW, Norfolk, Va.
RICHARDSON, TED
Koffee Klatsch
WMOH, Hamilton, Ohio
RICHMOND, DICK
Records Room
KGBS, Harlingen, Tex.
RICHMOND, HYLE
Platter Party
WUSJ, Lockport, N. Y.
RICKENBACKER, "ACE"
On the Record
WSPA, Spartanburg, S. C.
RICO, JOE
Record Session
WWOL, Buffalo, N. Y.
RIDGE, JACK
Rise With Ridge
WEAM, Arlington, Va.
RILEY, BILL
Platters On Parade
KWEM, West Memphis, Tenn.
RILEY, EARL (Spike Hogan)
Friendly Trail
KXA, Seattle, Wash.
RILEY, JOHN
Riley's Rooster Review
WVAM, Altoona, Pa.
RISER, JIMMY
Beat's Me
WCAV, Norfolk, Va.
RIVERA, FRANCISCO
Music of the West
WVJP, Caguas, P. R.

ROACH, CHARLES
Mornin' Nabers
WPLI, Jackson, Tenn.
ROBERTS, BOB
Rug Cutters Special
WSBC, Chicago, Ill.
ROBERTS, DON
Music Shop
WKNE, Keene, New Hampshire
ROBERTS, DON
Robby's Pop Shop
WCMI, Ashland, Ky.
ROBERTS, EARL
Hep Time
KOSE, Osceola, Ark.
ROBERTS, FRAN
1340 Club
WIRY, Plattsburg, N. Y.
ROBERTS, MORGAN
KSWO, Lawton, Okla.
ROBERTS, TOM
Club "18"
WCAM, Camden, N. J.
ROBERTSON, TRAFTON
Sunrise Serenade
WTAR, Norfolk, Va.
ROBEY, TOM
Syncopation Time
WTAD, Quincy, Ill.
ROBINSON, BERT
1600 Club
WSFL, Springfield, Mass.
ROBINSON, CARL
Afternoon Rhyms
WBCC, Bethesda, Md.
ROBINSON, FELIX
WMGY, Montgomery, Ala.
ROBINSON, JAMES
Wake Up with Robinson
KSBW, Salinas, Cal.
ROCHON, LONNIE
KNUZ, Houston, Tex.
Beehive
ROCK, DR.
Harlem At Seven
KREL, Baytown, Texas
ROCKE, LOUIS
Risin' with Rocke
WCAX, Burlington, Vermont
ROCKWELL, JIM
Rockin' with Rocky
WMDN, Midland, Mich.
RODDY, JIM
Club 800
WCCM, Lawrence, Mass.
RODGERS, EDDIE
KROS, Clinton, Iowa
TOM RODGERS SHOW
KYW, Philadelphia, Pa.
RODRIGUEZ, GONZALO
Progreso Latino
KFRD, Rosenberg, Tex.
ROGERS, CHARLIE
Music & Sports
KTAR, Phoenix, Ariz.
ROGERS, DON
Star Wagon
WRIB, Providence, R. I.
ROGERS, ROBERT V.
WDEC, Americus, Ga.
ROLLINS, CHAP
Square at the Rountable
KBUC, Corona, Cal.
ROPP, JOHN
The Ropp Show
WCOS, Columbia, S. C.
ROSE, GEORGE
Jet Jive
WHOS, Decatur, Ala.
ROSS, AL
WBAL, Baltimore, Md.
ROSS, ART
Yawn Patrol
WISR, Butler, Pa.
ROSS, BILL
The Music Man
WIOD, Miami, Fla.
ROSS, DANN
Good Morning Man
WATL, Atlanta, Ga.
ROSS, DAVID
WDEC, Americus, Ga.
ROSS, MARTY
Party with Marty
WOKO, Albany, N. Y.
ROTHMAN, LEE
Jockey's Choice
WWXL, Peoria, Ill.
ROTHWELL, BOB
Bob Rothwell Show
WKMH, Dearborn, Mich.
ROUNTREE, RUSS
Polka Time
KCOL, Ft. Collins, Col.
ROUSH, SIG
Merry Go Round
WBOW, Terre Haute, Ind.
ROUTH, BILL
Juke Box Revue
WRHI, Rock Hill, S. C.
ROWLEY, TOM
WENE, Binghamton-Endicott, N. Y.
RUBERDALL, EVERETT W.
Take Ten, Beyond Control
WRAK, Williamsport, Pa.
RUMORE, JOE
Roundup Time
WVOK, Birmingham, Ala.
RUNKLE, BEN
Clockspinner
WAIR, Winston-Salem, N. C.
RUSSELL, BARCLAY
Money for Music
KABC, San Antonio, Tex.
RUSSELL, CHARLIE
The Mixing Bowl
WTNB, Birmingham, Ala.
RUSSELL, FRAN
Music By Request
WMEV, Marion, Va.
RUSSELL, FRANK R.
KVOE, Santa Ana, Cal.
RUSSELL, WEBB
WHBC, Canton, Ohio
RUTHERFORD, JIM
Tunetown, Big Top Ten
KTAT, Frederick, Okla.
RUYLE, DON
Spins and Needles
WITZ, Jasper, Ind.
RYAN, DAN
Danny Ryan Show
WBBW, Youngstown, Ohio
RYAN, JOE
Joe's Jamboree
WALL, Middletown, N. Y.
RYE, JACK
Rye's Record Room
KTSM, El Paso, Tex.

— S —

ST. JOHNN, CHARLIE
630 Club & Wake Up, S. A.
KMAC, San Antonio, Tex.
SALZMAN, GRANT
Matinee Showcase
KORA, Bryan, Texas
SAMBORN, AL
Record Review
WPAG, Ann Arbor, Mich.
SAMM, JOHN
Toons for Teens
WPAM, Pottsville, Pa.
SAMPSON, BILL
Bill Sampson Show
KWKW, Pasadena, Cal.
SANDERS, CLARENCE
Junior's Jamboree
WHIN, Gallitin, Tenn.
SANDS, MICHAEL
Sand Man
WMBS, Uniontown, Pa.
SANFORD, CHARLES R.
Yawn Patrol
WGUY, Bangor, Me.
SANFORD, PHIL
Platter Palor
WABJ, Adrian, Mich.
SARGENT, KENNY
WHHM, Memphis, Tenn.
SAUNDERS, ALLEN
Alarm Clock Club
WCHA, Chambersburg, Pa.
SAUNDERS, BRUCE
Record Shop
WSBT, South Bend, Ind.
SAUNDERS, LARRY
KGBC, Galveston, Tex.
Harlem Echoes
SAWYER, TOM
WHOO Wakes Up, Tom Sawyer Time
WHOO, Orlando, Fla.
SAXON, JIM
Jim Saxon Show
KRIC, Beaumont, Texas
SCANLON, JACK
WICC, Bridgeport, Conn.
SCHAFRON, DON
Early Bird Serenade
WHOB, Gardner, Mass.
SCHARMEN, GEORGE
KRGV, Weslaco, Tex.
SCHEWALTER, ART
Top of the Morning
WBEX, Chillicothe, Ohio
SCHILLING, FRED
Ham 'n' Eggs
WJHP, Jacksonville, Fla.
SCHILLINGS, W. R.
Dancing Party
SCHNEIDER, WALLY
1450 Club
KIRX, Kirksville, Mo.
SCHOLZ, BOB
Scholz Business
WBEL, Beloit, Wis.
SCHOOCRAFT, BILL
Smile Awhile
WEAT, Lake Worth, Fla.
SCHORR, DICK
KXO, El Centro, Cal.
SCHWABB, ROBERT
North Georgia Jamboree
WGGA, Gainesville, Ga.
SCHWARTZ, DALE
Are you Listening
KVEC, San Luis Obispo, Cal.
SCOTT, AL
KCLW, Hamilton, Tex.
SCOTT, BILL
Mail Order Melodies
KSCB, Liberal, Kansas
SCOTT, BOB
Bob Scott Show
WIOU, Kokomo, Ind.
SCOTT, DAVE
Tune, Time & Tempo
KQV, Pittsburgh, Pa.
SCOTT, RAY
Hillbilly Jump
WZIP, Covington, Ky.
SCOTT, PAUL
Music 4 Moderns
WWYO, Pineville, W. Va.
SCOTT, STANLEY V.
KUBA, Yuba City, Cal.
Rhythm Ranch
SEARLES, HAL
Platter Chatter
KXRA, Alexandria, Minn.

SEARS, ZENAS
WGST, Atlanta, Ga.
SEIDNER, M. L., MISS
KXIC, Iowa City, Iowa
SELAH, BILL
Musical Doorbell
KFAB, Omaha, Nebr.
SEWALL, GRANT
KCBQ, San Diego, Cal.
SEWELL, DOUG
Record Exchange
KTOW, Oklahoma City, Okla.
SEXTON, BRIAN
WIBX, Utica, N. Y.
SEYMOUR, BOB
Bobbin with Robin
WKMH, Dearborn, Mich.
SHANK, LEW
601 Club
KWYO, Sheridan, Wyo.
SHANLEY, GIB
1290 Club
WTRF, Bellaire, Ohio
SHANNON, PAUL
SSL Hillbillys
WJOI, Florence, Ala.
SHARPE, BILL
Radio Roundup
KRES, St. Joseph, Mo.
SHAUGHNESSY, DICK
Mid-day Matinee & 1450 Club
WAOV, Vincennes, Ind.
SHAVER, DANNY
FLO Show
WFLO, Farmville, Va.
SHAW, CHARLES
Memories in Melody
WOLF, Syracuse, N. Y.
SHEAHAN, WALTER
WROW, Albany, N. Y.
SHEELDS, DANNY
Danny Sheelds Show
WASA, Havre de Grace, Md.
SHEHEEN, ARTHUR
Wax Work Shop
WACA, Camden, S. C.
SHEEHY, TOM
Breakfast on a Platter
KAWT, Douglas, Ariz.
SHEELER, MARK
Blues Chaser Club
WEBC, Duluth, Minn.
SHELDON, HERB
Herb Sheldon Show
ABC
SHELLENBARGER, DAVE
Milkman's Matinee
WARD, Johntown, Pa.
SHELTON, BANNER
Shelton Time
WGCD, Chester, S. C.
SHELTON, BILL
Memory Melodies
WKTM, Mayfield, Ky.
SHELTON, JIM
Hillbilly Hits
KTAN, Sherman, Tex.
SHEPPARD, DEANE
KFQD Anchorage, Alaska
SHERMAN, DON
Matinee in Michigan
WKNX, Saginaw, Mich.
SHERMAN, LEN
Reno Reveille
KOLO Reno, Nevada
SHERMAN, RAY
1450 Club
WLEC, Sandusky, Ohio
SHIELDS, ROGER
KHAS, Hastings, Nebr.
SHIRCK, JIM
550 Club
KFYR, Bismarck, North Dakota
SHREVE, THERON
Elmer
WGRD, Grand Rapids, Mich.
SHUMWAY, HI
Easy Listening, Night Mayor
WASK, Lafayette, Ind.
SICHLER, BILL
Sunrise Serenade
WISL, Shamokin, Pa.
SICKELLA, WALTER
Juke Box Revue
KOKO, LaJunta, Col.
SID, SYMPHONY
Symphony Sid
ABC
SIDWELL, BOB
199 Club
KUBC, Montrose, Col.
SIEGLE, JOE
1450 Club
KYOR, Blythe, Cal.
SIGMON, BARNEY
1340 Club
WJRI, Lenoir, N. C.
SIKES, JOE
Hayride Jamboree
KANE, New Iberia, La.
SILBERT, BILL
WXYZ, Detroit, Mich.
SILVERA, ED
Ed Silvera Show
WISC, Madison, Wis.
SILVERMAN, EDWARD J.
WKLV, Blackstone, Va.
SIMMS, ALLEN
Music 'till Midnight
WSNJ, Bridgton, N. J.

SIMON, ERNIE
WJJD; WBKB; Chicago, Ill.

SIMONDET, BOB
Nightwatch Show
KXGN, Glendive, Montana
SIMPSON, JIMMY
Jam and Jive
WMRC, Greenville, S. C.
SINGER, SANDY
Sandy Singer Calling
WEEK, Peoria, Ill.
SIZEMORE, ASHER
Noontime Roundup
WKLO, Louisville, Ky.
SIZOO, ROGER
Sizoo's Static
KTRE, Lufkin, Tex.
SKAFF, NED
Dancing Party
WCHS, Charleston, W. Va.
SKAGGS, SAM
Dawnbuster
WKYB, Paducah, Ky.
SKELTON, ROGER
Noon Day Revue
KSAN, San Francisco, Cal.
SKILLERN, KEN
KDWT, Stamford, Tex.
SLACK, DEAN
Mostly Music
WCAX, Burlington, Vermont
SLATTERY, JACK
Jack's TNT Club
WELM, Elmira, N. Y.
SLATTON, JOHN
WJLD, Bessemer, Ala.
SMALL, JOHN R.
Cousin Johnny's Jamboree
SMITH, BILL
WAMS, Wilmington, Del.
SMITH, BILL
Snook, the Fish
WSFA, Montgomery, Ala.
SMITH, BILL
Discopation
WMFR, High Point, N. C.
SMITH, BILL
Music from the Masters
KTTR, Rolla, Mo.
SMITH, BOB
A Train
WCCP, Savannah, Ga.
SMILEY, BOB
Bob Smiley Show
WGAR, Cleveland, Ohio
SMITH, CLARENCE
WAUX, Waukesha, Wis.
SMITH, CY
KRNO, San Bernardino, Cal.
SMITH, DICK
Musical Roundup
WMTW, Portland, Me.
SMITH, DON
Rumpus Room
KMO, Tacoma, Wash.
SMITH, DOUGLAS
WYVE, Wytheville, Va.
SMITH, EUGENE
Sunny Side-Up, Country Style
WMNC, Moaganton, N. C.
SMITH, FARRELL
1450 Record Review
WMVG, Milledgeville, Ga.
SMITH, FLETCHER
Platter Chatter
WTNC, Thomasville, N. Y.
SMITH, FRED
Million Dollar Party
WFBM, Indianapolis, Ind.
SMITH, FRED
Klub KALI
KALI, Pasadena, Cal.
SMITH, FRED
WRNO, Inc., Whitman, St. Ext.
Orangeburg, S. C.
SMITH, GREGG
You Ask For It
WXLW, Indianapolis, Ind.
SMITH, HAMP
WRNO, Inc. Whitman St. Ext.
Orangeburg, S. C.
SMITH, HARRY
Musical Matinee
KFBI, Wichita, Kansas
SMITH, HARRY
Polka Patch
WKDN, Camden, N. J.
SMITH, HARRY
Percolator Patrol
WSUN, St. Petersburg, Fla.
SMITH, HUGH
Coffee Time
KPET, Lamesa, Tex.
SMITH, JACK
Relaxin' wit' Jaxon
KTKR, Taft, Cal.
SMITH, JIM
RFD 1290
WTMC, Ocala, Fla.
SMITH, PHIL
WKPA, New Kensington, Pa.
SMITH, "PUTSY"
Ayem Mayhem
KENT, Shreveport, La.
SMITH, RALF
Morning Melodies
WIKB, Iron River, Mich.
SMITH, REID
1230 Club
WJBF, Augusta, Ga.
SMITH, ROBERT
Toone Town
KVOR, Colorado Springs, Col.
SMITH, TOM
Record Rampage, Melodies For Milady
WACA, Camden, S. C.
SMITH, WARREN
Coffee Time
WVOP, Vidalia, Ga.

SMITH, WEBSTER
Your Lucky Song
KTNM, Tucumcari, N. M.
SNYDER, CHARLES
WBPZ, LockHaven, Pa.
SOBEL, JOHNNY
Clockwatcher's Club
WILK, Wilkes-Barre, Pa.
SOMERS, JOHN, JR.
Platter Please
WRMN, Elgin, Il.
SOMMER, BILL
Sommertime
WKST, New Castle, Pa.
SPARKMAN, ERNEST
Morning Reveille
WKIC, Hazard, Ky.
SPEARS, CHARLIE
Western Request Time
WMBG, Richmond, Va.
SPECIALE, JOHNNY
3:30 Special
KCSJ, Pueblo, Col.
SPECKMAN, CARL
Big Three
KFRU, Columbia, Mo.
SPELL, BILL
WSLI, Jackson, Miss.
SPENCER, JACK
Saturday Session
KMUR, Murray, Utah
SPENGLER, KEN
Musical Clock
WCVS, Springfield, Ill.
SPIEGLE, STAN
Doodle Bug Theater
KXRO, Aberdeen, Wash.
SPIKER, WM.
Request Time
WWST, Wooster, Ohio
SPRAGGINS, CARL
WJIG, Tullahoma, Tenn.
STADLER, RICHARD
Tune Inn, Club 1490
WMRN, Marion, Ohio
STALLINGS, DUD
Sunny Side with Stallings
KTMC, McAlester, Okla.
STAMPER, BILL
WJMB, Brookhaven, Miss.
STAMPS, BILL
WHIN, Gallitin, Tenn.
STANFIELD, RAY
Showcase
WFBC, Greenville, S. C.
STANSBERRY, GENE
Sloppy's Corral, Jukebox Favorites
KNOR, Norman, Okla.
STANTON, PAT
Irish Hour
WJMJ, Philadelphia, Pa.
STARBUCK, BERYL
Ballroom
WMT, Cedar Rapids, Iowa
STARCHER, BUDDY
WAVL, Apollo, Pa.
STARKE, CHARLES
Charlie Starke's Music Shoppe
WINS, New York, N. Y.
STARR, C. RAYMOND
Production Manager
KWWL, Waterloo, Iowa
STARWYCK, STEVE
Platter Party
KGRH, Fayetteville, Ark.
STEBBINS, ROGER
1260 Club
WERC, Erie, Pa.
STEELE, BOB
Morning Watch
WTIC, Hartford, Conn.
TED STEELE SHOW
WMCA, New York, N. Y.
STEIN, REX
WLDS, Jacksonville, Ill.
STELL, BILL
Original Mailbag
WSVS, Crewe, Va.
STELLING, JACK
WJPG, Green Bay, Wis.
STENGER, FRANK A.
Sing Along
WOKO, Albany, N. Y.
STEPHENS, JOE
Georgia Cracker Jubilee, Jive Junction
WDWD, Dawson, Ga.
STEPHENS, STANLEY G.
Spinner Sanctum
KOJM, Havre, Mont.
STERLING, LUD
1480 Request Club
WLEE, Richmond, Va.
STERNICK, MICHAEL
Sunday Serenade
WHBI, Newark, N. J.
STEVENS, BOB
Burnt Toast & Coffee
WVCG, Coral Gables, Fla.
STEVENS, ED
KENI Music Room
KENI, Anchorage, Alaska
STEWART, AL
Various
KBRO, Bremerton, Wash.
STEWART, BOB
Hit the Deck
WBRY, Waterbury, Conn.
STEWART, JIM
Spins & Needles, Stewarts Spinnins
WFMW, Madisonville, Ky.
STEWART, TOM
WMVA, Martinsville, Va.
STICHT, BOB
WHHM, Memphis, Tenn.
STILLE, BERT
WHKC, Columbus, Ohio
STILLWAGON, TOMMY
Atomic Rhythm
WALB, Albany, Ga.
STOGNER, EARL
Whirl with Earl
WDVA, Danville, Va.
STOKES, DICK
Western Review
WGTC, Greenville, N. C .
STOKES, ERNEST
Record Rendezvous
WHSC, Hartsville, S. C.
STOKKE, DICK
Music For The Missus
KIMA, Yakima, Wash.
STONE, CLIFFIE
Wake Up Ranch
KFVD, Los Angeles, Cal.
STORIE, E. S.
Musical Coffee Pot
WLOS, Asheville, N. C.
STRICKLAND, BILL
Indian River Ranch
WIRA, Ft. Pierce, Fla.
STRIPLING, LUKE
WSWAY, Club
Graham, Tex.

STRONG, JERRY
Jerry Strong Show
WINX, Washington, D. C.

SUITS, GORDON
Suits Song Show
KNC, Amarillo, Texas
SULIER, VERNE
Teen Tune Time
KWJB, Glove, Ariz.
SULLIVAN, DENNY
Request Granted
WDOS, Oneonta, N. Y.
SUMMERS, CHUCK
Western Jamboree, Polka Time
WLIN, Merrill, Wis.
SUMMERVILLE, DAVE
Best on Wax
WFYC, Alma, Mich.
SUNDBYE, EARL
Sunrise Serenade
WALD, Waterboro, S. C.
SUTTON, BILL
KLOU, Lake Charles, La.
SWANSON, ROBERT
The Bob Swanson Show
WISC, Madison, Wis.
SWEENEY, BILL
Sweeney
KFRC, San Francisco, Cal.
SWEENEY, BOB
Variety Club
KVOL, Lafayette, La.
SWEENEY AND MARCH
Sweeney and March
ABC
SWENSON, WARD
Yawning at Dawning
SYDNEY, ART
Syd's Corner
KGON, Oregon City, Ore.

— T —

TABER, BILL
Hotcakes and Coffee
KONP, Port Angeles, Washington
TABER, BOB
Uncle Bob's Barnyard
WKLF, Clanton, Ala.
TABER, JIM
Moonlite Saving Time
WUY, Lexington, N. C.
TABLER, ROBERT X.
Breakfast at Eckerd's, Eddie Arnold Show, The Hired Hand
WGIV, Charlotte, N. C.
TAFOYA, HERMAN
Western Roundup
KGGM, Albuquerque, N. M.
TAGGART, WILLIAM
KDAN, Oroville, Calif.
TAMBLYN, BOB
Yawn Patrol and Friend Bob
WCSC, Charleston, S. C.
TAP TAPLIN
TNT Show
WEBR, Buffalo, N. Y.
TASNADY, JOHN
Grandfather's Jukebox
KERG, Eugene, Ore.
TAYLOR, ELLSWORTH
KIPA, Hilo, Hawaii
Meridian Melodies
TAYLOR, FRANK
1240 Club
WFTM, Maysville, Ky.
TAYLOR, JOHN
Turntable Tunes
WTOM, Bloomington, Ind.
TAYLOR, MORRISS
KDAN, Oroville, Calif.
TAYLOR "SANDY"
Smile with Sandy
WPTR, Albany, N. Y.
TAYLOR, TED
Taylor's Tune Time
WFDF, Flint, Mich.
TEAR, SIDNEY
One To Eight Club
WYVE, Wytheville, Va.
TEMPLETON, JOE
1320 Club
KWHN, Ft. Smith, Ark.
TERFLER, DICK
Milady's Matinee
WHAN, Charleston, S. C.

TERRY, CHEM
WBAP, Ft. Worth, Tex.
TERRY, WILLIAM
KKIO, McAllen, Tex.
THAYER, JACK
Swing Club
WLOL, Minneapolis, Minn.
THIELE, HENRY J.
Jam, Jive & Gumbo
WJMR, New Orleans, La.
THOMAS, J. KENNEDY
WLOE, Leaksville, N. C.
THOMAS, FRANK
Barnyard Frolic, Early Birds Review
WTNC, Thomasville, N. C.
THOMAS, JERRY TEX
Open House
WMAK, Nashville, Tenn.
THOMAS, LEE
WHLB, Virginia, Minn.
THOMPSON, OLLIE
Ollies Follies
KGNO, Dodge City, Kansas
THOMSON, JAY
Tippin' Inn
WJCD, Seymour, Ind.
THORNTON, HARRY
The Milkman
WAGC, Chattanooga, Tenn.
THURSTON, DON
Caledonia Capers
WTWN, St. Johnsbury, Vermont
TIBBETS, DONN
Woodchoppers Ball
WTSV, Claremont, New Hampshire
TOBABAN, GENE
Post Card Parade
KSMI, Seminole, Okla.
TOWNE, EPH
KPHC, Walsenburg, Col.
TOWNSEND, SAM F.
Top of the Morning
WCNT, Crestnew, Fla.
TRAMMELL, LAMAR
WAGF, Dothan, Ala.
TRANTER, CHUCK
WNAE, Warren, Pa.
TRAVIS, WILLIAM
Shoppers Special
WINZ, Miami Beach, Fla.
TREADWELL, OSCAR
Oscar Treadwell Show
WDAS, Philadelphia, Pa.
TUCKER, TOMMY
Tommy Tucker Time
WPDQ, Jacksonville, Fla.
TUFTS, PETER
It's all Yours
KTUC, Tucson, Ariz.
TURK, AL
Platter Party
WVOS, Liberty, N. Y.
TURNBULL, BEN
Jukebox Serenade
WOLF, Syracuse, N .Y.
TURNER, JAMES
Turner's Torture
WGCD, Chester, S. C.
TUTTLE, JOHN
The Night Hawk Show
WHED, Washington, N. C.
TYSON, DAVEY
Wake Up With Davey
WCAE, Pittsburgh, Pa.

— U —

UHLIS, FRAN
You Pick the Hits
KGBX, Springfield, Mo.
ULBRICH, RAY
Musical Jamboree
WDMJ, Marquette, Mich.
UNDERWOOD, JACK
WIBM, Jackson, Mich.
UNDERHILL, LEO
Breakfast Time
WCKY, Cincinnati, Ohio
UNDERWOOD, CHARLES
This is Music
WMBS, Uniontown, Pa.

— V —

VACCA, JOHN
Memory Melody Time
KOSA, Odessa, Tex.
VAINRIB, STAN
Stan the Record Man
WKAX, Birmingham, Ala.
VAYLER, GEORGE
Let's Get Together with Records
KTSW, Emporia, Kansas
VANDERPOEL, NEIL
Sleepy Serenade
WSUN, St. Petersburg, Fla.
VANE, BILL
Morning Mayor
WCEM, Cambridge, Md.
VARE, AL
Recordially Yours
WAOV, Vincennes, Ind.
VARGO, BUCK
KLOU, Lake Charles, La.
VAUGHAN, FRED
Rendezvous
WHCC, Waynesville, N. C.
VAUGHN, BOB
Pop Parade
KDSH, Boise, Idaho
VAVRIK, FRANK
American-Czech Hour
KRFD, Rosenberg, Tex.
VEITH, CHAS.
Request Hour
KXOX, Sweetwater, Tex.
VIEIRA, JOE
Best on Wax
KWTC, Barstow, Cal.
VIGNE LA, PIERRE
Music Market
WTNJ, Trenton, N. J.
VILLANI, JOHN J.
1340 Club
WBRW, Welsh, W. Va.
VOIGHT, WALLY
Second Breakfast
WWOD, Lynchburg, Va.
VON POSTEL, R. E.
Dawn Patrol
KIFW, Sitka, Alaska
VOORHIES, JACK
Jack's Record Rack
WLAY, Muscle Shoals, Ala.
VOORHIS, VAN
WLBR, Lebanon, Pa.

— W —

WAGNER, BOB
Musical Mailbag
KMHL, Marshall, Minn.
WAGONER, WALLY
Hurdy Gurdy Show
WJOC, Jamestown, N. Y.
WALKER, CHARLIE
Musical Merri-go-round
WDKD, Kingstree, S. C.
WALKER, DREW
Off the Record
KROP, Brawley, Cal.
WALKER, FLETCHER
Chuck Wagon Round-Up
WHMA, Anniston, Ala.
WALKER, HAL
Around the Town
WMAW, Milwaukee, Wis.
WALL, ECCLES
Breakfast Time
WCPS, Tarboro, N. C.
WALLACE, KEN
Round about Midnite
KGO, San Francisco, Cal.
WALTERS, BILL
Melody Matinee
WMAM, Marinette, Wis.
WARD, JIM
Breakfast Parade
WBAX, Wilkes-Barre, Pa.
WARD, WILLIAM CARROLL
WHBB, Selma, Ala.
Musical Clock, 1490 Club
WARE, C. JACK
Clockwatcher
KCRG, Cedar Rapids, Iowa
WARLAND, D. G.
Music By Request
KJFJ, Webster City, Iowa
WARMOTH, ED
1490 Club
KELS, Longview, Kelso, Wash.
WARREN, DOC
Pony Express
KFDX, Wichita Falls, Tex.
WARREN, DON
KKIN, Visalia, Cal.
WARREN, HARRY
Western Serenade
KUTA, Salt Lake City, Utah
WASSELL, TOM
Music before Midnight
WBRE, Wilkes-Barre, Pa.
WAX, JERRY
Wax Works
WALL, Middletown, N. Y.
WAYNE, RALPH
Easy Listening
KWRE, Warrenton, Mo.
WAYT, BILL
Magic in Melody
KOCO, Salem, Ore.
WEATHERLY, BOB
Sunrise Salute
WTAN, Clearwater, Fla.
WEATHERS, WILLIAM
Requestfully Yours
WFVG, Fuquay Springs, N. C.
WEBSTER, JAMES
Melody Ballroom
WCUM, Cumberland, Md.
WEBSTER, KURT
WBT, Charlotte, N. C.
WECKERLE, JOE
Bandstand
WMOH, Hamilton, Ohio
WEGGELAND, BOB
KSEI, Pocatello, Ida.
WEISS, HARRY
Telephone Time
WTAN, Clearwater, Fla.
WELCH, COOPER
Time to Dance
KFKA, Greeley, Col.
WELCH, EDWARD
1490 Club
KORN, Mitchell, S. D.
WELLS, BOB
970 Show
WEBR, Buffalo, N. Y.
WELLS, GEORGE
Ridin' The Trail
WKAN, Kankakee, Ill.
WELLS, JERRY
Jerry Wells Show
WCBA, Corning, N. Y.
WHEELER, BILL
You Name It
WINR, Binghamton, N. Y.

WHEELER, DOC
Morning Spirituals
WWRL, Woodside, N. Y.
WHELAN, OTIS E.
Rise and Shine
KGLU, Safford, Ariz .
WHITAKER, GENE
What's New Today, 1490 Club
WSSB, Durham, N. C.
WHITE, CLAUDE
Dinner Bell
WHCC, Waynesville, N. C.
WHITE, FRANK
Flying Discs
KMYR, Denver, Col.
WHITE, ZED
Carolina Coffee Time
WJAY, Mulline, S. C.
WHITMORE, THOMAS G.
Strictly Dixie
WSAV, Savannah, Ga.
WHITNEY, BOYD
Hillbilly Houseparty, Blue Jean Jamboree
KTRM, Beaumont, Texas
WICHNER, GERRY
Hi Jinx
WBUX, Doylestown, Pa.
WICKERSHAM, HARRY
Wix Wax Works
KSAN, San Francisco, Cal.
WILKERSON, OTHO
Your Record Review
KVRC, Arkadelphia, Ark.
WILKERSON, WALTER F.
WKLV, Blackstone, Va.
WICKIZER, JACK
Top Tunes
KTJS, Hobart, Okla.
WIDMAN, SEV
WDGY, Minneapolis, Minn.
WILCOX, JOHN
1490 Club
KBOL, Boulder, Col.
WILCOX, RICHARD
WSAR, Fall River, Mass.
WILL, WAYNE
1230 Club
KLVT, Levelland, Tex.
WILLETTE, TOMMY
Open House
WDSG, Dyersburg, Tenn.
WILLIAMS, DAVE
Western Hits
KGVL, Greenville, Tex .
WILLIAMS, DICK
Harlemania
KRIC, Beaumont, Texas
WILLIAMS, GENE
Off the Record
WSPD, Toledo, Ohio
WILLIAMS, GENE
Off the Record
WSPD, Toledo, Ohio
WILLIAMS, JERRY
Daybreak in Dixie
WHSY, Hattiesburg, Miss.
WILLIAMS, JERRY
Jazz Unlimited
WKDN, Camden, N. J.
WILLIAMS, JOHN
KAAA, Red Wing, Minn.
WILLIAMS, LEIGHTON
KVOE, Santa Ana, Cal.
WILLIAMS, LES
Music Shop
WHSC, Hartsville, S. C.
Tele-Quest Time
WTTS, Bloomington, Ind.
WILLIAMS, NAT D.
WDIA, Memphis, Tenn.
WILLIAMSON, JIM
Bar None Ranch
WTRR, Sanford, Fla.
WILLIAMSON, RAY
Supper Dance
WAYX, Waycross, Ga.
WILLIS, JOHNNY
Johnny Willis Show
KTMS, Santa Barbara, Cal.
WILLMS, CHUCK
920 Special
KWAD, Wadena, Minn.
WILLSON, BOB
Teen Town
WGAP, Maryville, Tenn.
WILSON, ED
Ed Wilson Shows
KWK, St. Louis, Mo.
WILSON, FRANK
$1,000,000 Ballroom
KEEN, San Jose, Cal.
WILSON, LARRY
Working with Wax
WNOE, New Orleans, La.
WILSON, VAN
WDAE, Tampa, Fla.
WILSON, W.
Hour of Harm
WPKY, Princeton, Ky.
WIMER, BRUCE
Dertmation 1:00 AM
KJAY, Topeka, Kansas
WINDHAM, NELL
Hits With A Miss
WVOP, Vidalia, Ga.
WINN, BERT
KYA, San Francisco, Cal.
WINSETT, BOB
WHHM, Memphis, Tenn.
WISE, JAMES
Wake up with Music
WEGO, Concord, N. C.
WITT, CHARLES
Melody Matinee
WAYX, Waycross, Ga.
WITTE, BUD
Easy Listening
WDUZ, Green Bay, Wis.
WOLF, FRED
WXYZ, Detroit, Mich.
WOLFE, ROLAND
Matinee in Rhythm
WCOA, Pensacola, Fla.
WOLFE, TED
Club 55
WWYO, Pineville, W. Va.
WOODS, CAL
Hillbilly Fever
WRFS, Alexander City, Ala.
WOODS, CLAY
Durango, Col.
Western Request Hour
WOODS, DICK
Platter Party
KYJC, Medford, Ore.
WOODS, JIMMIE
Club 1400
WDAR, Savannah, Ga.
WOODY, FLOYD
Polka Party, Alarm Clock
WGRO, Bay City, Mich.
WOOLERY, ARLO
Singin' Down the Road
KSUN, Bisbee, Ariz.
WOOTEN, DON
Don's Den
KWPC, Muscatine, Iowa
WOOTEN, WILLIAM P., JR.
Club 630
WIRC, Hickory, N. C.
WORTHINGTON, CHARLIE
WANDiscs
WAND, Canton, O.
WRATHER, LOU
Lou's Wax Works
WENK, Union City, Tenn.
WRAY, JOHN
Yawn Patrol
KUGN, Eugene, Ore.
WRIGHT, BILL
Merry Go Round til Midnight
WSGN, Birmingham, Ala.
WRIGHT, JAMES
Music Your Way
WISE, Ashville, N. C.
WRIGHT, JOHN
All-Request Record Roundup
KTNM, Tucumcari, N. M.
WRIGHT, JOHN W.
Rhythm Matinee
WFBC, Greenville, S. C.
WRIGHT, RAY
KBUN, Bemidji, Minn.
WRISLEY, JOHN
John Wrisley Show
WTAG, Worcester, Mass.
WULCHIN, STEVE
1340 Club
WHAP, Hopewell, Va.
WUSSOW, GEORGE
Western Jamboree
KVCV, Redding, Cal.
WYATT, ARCHIE
WCTT, Corbin, Ky.
WYCKOFF, BOB
WLOE, Leaksville, N. C.
WYLIE, KAY, SHOW
KYW, Philadelphia, Pa.
WYNN, PAUL
Wynn's Musical Inn
WEWO, Laurinberg, N. C.
WYNNE, JIMMY
Juke Box Review
WAIR, Winston-Salem, N. C.

— Y —

YEAGER, DON
Farmer Brown
WTIK, Durham, N. C.
YELLAND, STAR
Time and Tempos
KOA, Denver, Col.
YOUNG, O. C.
Rise & Shine
WHIS, Bluefield, W. Va.
YOUNGER, CHARLES
The Younger Set
WASA, Havre de Grace, Md.
YOUNT, CHUCK
1490 Club
WKBV, Richmond, Ind.
YOUST, ROBERT
Breakfast With Bob
WBRK, Pittsfield, Mass.

— Z —

ZEGARSKE, ED
Platter Party
WHUB, Cookeville, Tenn.
ZELL, LUBO
WKOP, Binghamton, N. Y.
ZIMMERMAN, HARRY
Record Rodeo, Random Ranch
KEYD, Minneapolis, Minn.
ZINK, CHUCK
Pot Luck With Chuck
WHVR, Hanover, Pa.
ZIPPAY, AL
Best by Request
KVOW, Littlefield, Tex.
ZUCCARO, BERNARD
Seven O'Clock Call
WIBR, Baton Rouge, La.
ZURICH, SAM
Music By The Masters
WIS, Columbia, S. C.



Geoff Davis

ANNOUNCER-SPORTSCASTER

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My sincere thanks and appreciation to those who have made this possible

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ATLANTIC REFINING CO.
OVER THE HOME OF CHAMPIONS NETWORK
OF THE NEW YORK YANKEES

Announcers—MC's
(RADIO AND TELEVISION)
-their work during 1950

— A —

ABBOTT, BUD
Ladies Day.
ABBOTT, WARREN W.
KSMI, Seminole, Okla.
ADAMS, BILL
Let's Pretend
CBS
ADAMS, CEDRIC
WCCO, Minneapolis, Minn.
ADAMS, DEAN
WNBF, Binghamton, N. Y.
ADAMS, PHIL
WCEM, Cambridge, Md.
ADEMY, JOHN
WCAO, Baltimore, Md.
AIKEN, JIMMY
KVOP, Plainview, Tex.
AISTON, WILLIAM, JR.
KDAN, Oroville, Calif.
ALDRIDGE, CHARLIE
WNAG, Grenada, Miss.
ALEXANDER, GRAHAM
KTMS, Santa Barbara, Cal.
ALEXANDER, JACK
WDSU, New Orleans, La.
ALEXANDER, PAUL
KSL-TV, Salt Lake, Utah.
ALAMPI, PHIL
Farm News, Home Gardener
ABC
ALKIRE, JOHN
KHUM, Eureka, Cal.
ALTMEYER, ROD
WLW-C, Columbus, O.
ALLAN, BOB
WJAY, Mulline, S. C.
ALLAN, JOHN
WFAA, Dallas, Texas
ALLAN, ROB
WKOX, Framingham, Mass.
ALLDREDGE, JAY
WKUL, Cullman, Ala.
ALLEN, BILL
WJRD, Tuscaloosa, Ala.
ALLEN, BOB
WCOR, Lebanon, Tenn.
ALLEN, EMORY
WRBL, Columbus, Ga.
ALLEN, FRANK
WREN, Topeka, Kansas.
ALLEN, FRED
WNAB, Bridgeport, Conn.
ALLEN, GEORGE
WBVP, Beaver Falls, Pa.
ALLEN, GEORGE F.
WSAT, Salisbury, N. C.
ALLEN, GEORGE, JR.
KHMO, Hannibal, Mo.
ALLEN, JERRY
WKAN, Kankakee, Ill.
ALLEN, JOHN
KPLT, Paris, Tex.
ALLEN, NEAL
KWCO, Chickasha, Okla.
ALLEN, PETER
WQXR, New York, N. Y.
ALLISON, BRETT
KCUL, Ft. Worth, Tex.
ALSTON, JOE
KTRH, Houston, Tex.
AMBROSE, ROY
WTUX, Wilmington, Del.
ANDERS, BILL
KFYO, Lubbock, Tex.
ANDERSEN, J. J.
KIFW, Sitka, Alaska.
ANDERSON, AL
WSKI, Montpelier, Vermont
ANDERSON, CARL
WFOR, Hattiesburg, Miss.
ANDERSON, ED
KNEM, Nevada, Mo.
ANDERSON, ERNEST
WDEM, Providence, R. I.
ANDERSON, JOE
WQUA, Moline, Ill.
ANDERSON, LLOYD
KMOX, St. Louis, Mo.
ANDERSON, MILTON
WJAS, Pittsburg, Pa.
ANDERSON, ORVAL
KECA, Los Angeles, Calif.
ANDREWS, C. CHESTER
KOKX, Keokuk, Iowa
ANDREWS, DAVID
KFRM, Kansas City, Mo.
ANDREWS, DAVID
KMBC, Kansas City, Mo.
ANDREWS, EARL
WAUD, Auburn, Ala.
ANDREWS, JOHNNY
WEEU, Reading, Pa.
ANERSON, DON
KFH & KFH-FM, Wichita, Kansas.
ANGEL, BILL
KFDX, Wichita Falls, Tex.
ANGLE, MEL
KGIL, San Fernando, Cal.
ANSBRO, GEORGE
Young Widder Brown, NBC; Life Begins at 80, TV; What Makes You Tick, ABC
ANSPACH, ELDON
WOW-TV, Omaha, Neb.
APPLE, BILL
KRSC, Seattle, Wash.
ARANZAMENDI, FRANCISCO
WPRP, Ponce, P. R.
ARDREY, BOB
WNAR, Norristown, Pa.
ARLINGTON, CHARLES
KHJ, Los Angeles, Cal.
ARMBRISTER, RANDY
WYVE, Wytheville, Va.
ARMISTEAD, JAMES, N., JR.
Program Director, WRNO Inc. Whitman Street Ext., Orangeburg, S. C.
ARMSTRONG, ART
WBRW, Welch, W. Va.
ARMSTRONG, BUD
KOWH, Omaha, Nebr.
ARMSTRONG, TOM
WGAR, Cleveland, Ohio.
ARNOLD, GEORGE
KHBG, Okmulgee, Okla.
ARO, SAM
WNDB, Daytona Beach, Fla.
ARREDONDO, FRANK
WAPA, San Juan, P. R.
ARTAU, MARIANO
WIAC, San Juan, P. R.
ARTER, MALCUM
WKOK, Sunbury, Pa.
ARTHUR, DOUG
WIBG, Philadelphia, Pa.
ARTHUR, JON
does ABC; Network Show titled No School Today; WSAI, Cincinnati, Ohio.
ASHBURN, RON
WNOX, Knoxville, Tenn.
ASCELLES, JOHN
WGR, Buffalo, N. Y.
ASHMAN, MIKE
KTOH, Lihue, Kauai, T. H.
ASHTON, KEITH
KFQD, Anchorage, Alaska.
ASKINS, STUART
WHGB, Harrisburg, Pa.
ASMAN, BOB
WGVA, Geneva, N. Y.
ASPLUND, STAN
KPUG, Bellingham, Wash.
ATHERTON, BOB
KOSF, Nacogdoches, Tex.
ATKINS, HARRY
WDKD, Kingstree, S. C.
ATWATER, F. KENT
WJRI, Lenoir, N. C.
ATWELL, HOWARD
WVPO, Stroudsburg, Pa.
AUSTIN, BOB
WCTT, Corbin, Ky.
AUSTIN, DON
WHOW, Clinton, Ill.
AUSTIN, GUY O.
WTWN, St. Johnsbury, Vermont
AUSLEY, WALLY
WBTM, Danville, Va.
AVERY, CHARLES
WFPG, Atlantic City, N. J.
AYCOCK, BOB
WPLI, Jackson, Tenn.
AYLING, DICK
KEPO, El Paso, Tex.

— B —

BABB, HUGH
WLAW, Lawrence, Mass.
BABCOCK, WILLIAM
WJAS, Pittsburgh, Pa.
BACA, ART
KURV, Edinburg, Tex.
BACHARACH, BERT
Next Week in New York
ABC
BADGLEY, ROBERT
KWWL, Waterloo, Iowa.
BAEKEY, ED
WASA, Havre de Grace, Md.
BAILEY, CLIFFORD
KSBW, Salinas, Cal.
BAILEY, JIM
WCEN, Mt. Pleasant, Mich.
BAILEY, JIM
KRDU, Dinuba, Cal.
BAILEY, LOUELLA, MRS.
WMBH, Joplin, Mo.

BAILEY, REED
WSTS, Southern Pines, N. C.
BAKER, JAMES
WKJW, Bedford, Ind.
BALCH, FRANK A.
WWSR, St. Albans, Vermont
BALDWIN, BILL
KSO, Des Moines, Iowa.
BALL, ROGER
WMBM, Miami Beach, Fla.
BANDY, ROBERT W.
WSPA, Anniston, Ala.
BENFIELD, ROBERT
WLIO, E. Liverpool, Ohio.
BANKSON, JACK
KLIX, Twin Falls, Ida.
BARBER, DON
WGBS, Miami, Fla.
BARCLAY, ALAN
WAMS, Wilmington, Del.
BARILE, LOU
WKAL, Rome, N. Y.
BARLOW, JOHN
KUTA, Salt Lake City, Utah
BARLOW, RAY
WIAD, Indiana, Pa.
BARNES, HARRIET
KSRO, Santa Rosa, Cal.
BARNES, TEDDY
WEKR, Fayetteville, Tenn.
BARNETT, HARL G.
KGLF, Safford, Ariz.
BARNETT, RUSS
WAND A Gram, WAND, Canton, O.
BARR, FRED
WWRL, Woodside, N. Y.
BARRETT, BILL
WCJU, Columbia, Miss.
BARRETT, JOHN
WIRY, Evansville, Ind.
BARRETT, RICHARD E.
WAVZ, New Haven, Conn.
BARRETT, RICK
KTMS, Santa Barbara, Cal.
BARRON, LEE
KBOB, Omaha, Nebr.
BARRICK, JOHN
WKAY, Glasgow, Ky.
BARRY, JOSH
WNOR, Norfolk, Va.
BARTLETT, BOB
WOLF, Syracuse, N. Y.
BARTLETT, CURRY
WABM, Houlton, Me.
BARTLETT, RAY
KWKH, Shreveport, La.
BASKETT, MILES H., JR.
WHTC, Holland, Mich.
BASS, GRADY
KSFA, Nacogdoches, Tex.
BASSO, NICK
WAJR, Morgantown, W. Va.
BATCHELOR, RICHARD
WDBO, Orlando, Fla.
BATE, DICK
WNDB, Daytona Beach, Fla.
BATEY, HUGH
WPDQ, Jacksonville, Fla.
BAUER, GEORGE
WGN-TV, Chicago, Ill.
BAUMAN, BILL
KEYD, Minneapolis, Minn.
BAXTER, GORDEON, JR.
KPAC, Pt. Arthur, Tex.
BAZELL, BOB
WPWA, Chester, Pa.
BEACHWOOD, BUD
KMED, Medford, Ore.
BEAN, DON
WIBB, Macon, Ga.
BEATTY, ROSS H.
WELM, Elmira, N. Y.
BECKER, LINDSEY
KIUP, Durango, Col.
BECKER, SANDY
Charlie Wild, Private Detective
CBS-TV
BEEBE, JOHN
WKAN, Kankakee, Ill.
BEECHAM, WALLY
WKRM, Columbia, Tenn.
BEHNER, DICK
KCLO, Leavenworth, Kans.
BEKAS, TONY
WHGB, Harrisburg, Pa.
BELL, DOUGLAS
WSOC, Charlotte, N. C.
BELL, JACK
KDET, Center, Texas
BELLAH, MILTON
WDAR, Savannah, Ga.
BELLAIRS, MAL
WCFL, Chicago, Ill.
BELLO, TONY
KWK, St. Louis, Mo.
BENAC, HANK
WWSC, Glens Falls, N. Y.
BENDER, TED
KTSM, El Paso, Tex.
BENGTSON, CHARLIE
WATR, Waterbury, Conn.
BENNETT, LEE
WGN, Chicago, Ill.
BENNETT, RAY
KGA, Spokane, Wash.
BENNETT, BING
WLOS, Asheville, N. C.

ANNOUNCER

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BENTLEY, DICK
KOSF, Nacogdoches, Tex.
BERG, ALLAN L.
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BERGEN, RON
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WRAK, Williamsport, Pa.
BERRYMAN, ROBERT E.
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BERTRAND, JACK
WIBR, Baton Rouge, La.
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BINGHAM, PETE
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BINGMAN, FRANK
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BIONDI, RICHARD
KVOB, Alexandria, La.
BIRDAS, GEORGE
WLNA, Peekskill, N. Y.
BIRMINGHAM, JOHN J.
WNBZ, Saranac Lake, N. Y.
BIVINS, BILL
Fred Waring Show
CBS-TV
BLACK, ALLAN
WPIT, Pittsburgh, Pa.
BLACK, JOHN
KGB, San Diego, Cal.
BLAIR, CURT
WOAY, Oak Hill, W. Va.
BLAGG, BOB
WDNE, Elkins, W. Va.

BLAINE, JIMMY
B. April 17, 1924, Greenville, Texas
Stop The Music, ABC-TV; The Speidel Show, NBC-TV; Pulitzer Prize Playhouse, ABC-TV; The Jimmy Blaine Show, ABC; Marry Go Round, ABC.

BLAKE, MILTON
KLX, Oakland Cal.
BLANCHARD, LOWELL
WNOX, Knoxville, Tenn.
BLANTON, WALLY
KFJZ, Ft. Worth, Tex.
BLEICH, JERRY
WPLA, Plant City, Fla.
BLOODWORTH, WM. G.
WMVG, Milledgeville, Ga.
BLOSS, BILL
WPAD, Paducah, Ky.
BLUE, PAUL
KTLN, Denver, Col.
BOARDMAN, FRANK
KSWO, Lawton, Okla.
BODIE, ARMAND
WSOC, Charlotte, N. C.
BOGARTE, HOWARD
WFAA-TV, Dallas, Tex.
BOGDEN, HILARY
WJAS, Pittsburgh, Pa.
BOGGS, RAN
WMTC, Vancleve, Ky.
BOGGS, WADE
WGAA, Cedartown, Ga.
BOHEN, BILL
WHEN, Syracuse, N. Y.
BOHLAN, BILL
WEAU, Eau Claire, Wis.
BOLAND, CHARLIE
KRLD, Dallas, Texas
BOLBY, BOB
WITZ, Jasper, Ind.
BOLLINGER, GENE
WEGO, Concord, N. C.
BOLLWINKEL, CAL
WHFB, Benton Harbor, Mich.
BOLTON, BILL
KALB, Alexandria, La.
BOLTON, LESLIE R.
KARK, Little Rock, Ark.
BOOKER, BOB
WIVY, Jacksonville, Fla.
BOOKER, BOB
WMBR-TV, Jacksonville, Fla.
BOOTHBY, JOHN
WGAT, Utica, N. Y.
BOND, DAVE
WOTW, Nashua, New Hampshire.
BONDARIN, AVRUM
KFOR, Lincoln, Nebr.
BOREN, CHARLEY
WELO, Tupelo, Miss.
BORGESEN, ARTHUR
WMMW, Meriden, Conn.
BORIN, LEO
WHAY, New Britain, Conn.
BORRERO, MIGUEL A.
WPRP, Ponce, P. R.

√ ***RADIO ANNOUNCER***

"STRIKE IT RICH" — CBS

"TRUE DETECTIVE MYSTERIES" — MBS

√ ***TV SALESMAN***

"HENRY MORGAN SHOW" — NBC-TV

"LIGHTS OUT" — NBC-TV

"STOP THE MUSIC" — ABC-TV

"ELOISE SALUTES THE STARS" — DUMONT

√ ***NEWSCASTER***

"NEWSWEEK PERISCOPE" — SYNDICATED

√ **M.C.**

"SECOND HONEYMOON" — WOR



RALPH PAUL

LOSE, ERIC
WPFB, Middleton, Ohio.
ROSI, LARRY
WNOE, New Orleans, La.
BOULTINGHOUSE, KEN
WROY, Carmi, Ill.
BOULTON, MILO
WPAT, Paterson, N. J.
BOURQUE, WARREN
WERI, Westerly, R. I.
BOWDIDGE, JOHN
WRFC, Athens, Ga.
BOWER, RICHARD W.
WRAK, Williamsport, Pa.
BOWERS, BILL
KTUL, Tulsa, Okla.
BOWMAN, GUY
WJBK-TV, Detroit, Mich.
BOYSEN, JIM
WTCN, Minneapolis, Minn.
BOYCE, WILLIAM
KWBE, Beatrice, Nebraska.
BRADFORD, JOHN
WINS, New York, N. Y.
BRADLEY, AL M.
WQBC, Vicksburg, Miss.
BRADLEY, BOB
WMIL, Milwaukee, Wis.
BRADLEY, JACK
WSAZ, Huntington, W. Va.
BRADLEY, LYLE
WTRY, Troy, N. Y.
BRADLEY, SAM
KCHS, Hot Springs, N. M.
BRADLEY, WES
KRDO, Colorado Springs, Col.
BRADSHAW, BILL
WCKY, Cincinnati, Ohio.
BRADSHAW, TOM
Man On The Street
WHYU, Newport News, Va.

BREWER, DONALD I.
KFMJ, Tulsa, Okla.
BRELAND, ED
WAML, Laurel, Miss.
BREVIK, ERNIE
WDAY, Fargo, North Dakota.
BRETT, ROBERT
WSAV, Savannah, Ga.
BRENNER, STERLING
WCOR, Lebanon, Tenn.
BRIEN, PEYTON
WBAC, Cleveland, Tenn.
BRIGGS, FRED
KFMB-TV, San Diego, Cal.
BRINK, CHARLES
WHAM, Rochester, N. Y.
BRISCOE, ARTHUR
WSTV, Stuvenville, Ohio.
BRISENDINE, ROBERT
WERD, Atlanta, Ga.
BRITTAIN, BILL
WATL, Atlanta, Ga.
BROCK, RAY
WHBY, Appleton, Wis.
BRODE, BUDDY
WNAR, Norristown, Pa.
BROKAW BILL
KGIW, Alamosa, Col.
BROKAW, JAMES
WCOP, Boston, Mass.
BROKENSHIRE, NORMAN
Hollywood Star Playhouse
CBS
BRONSON, WALTER
KITO, San Bernardino, Cal.
BROWERS, NEAL
KERO, Bakersfield, Cal.
BROWN, ART
WWDC, Washington, D. C.
BROWN, ART
WIMA, Lima, Ohio.

BROWN, BILL
Musical Varieties, WSTP, Salisbury, N. C.
BROWN, BILL
KNEM, Nevada, Mo.
BROWN, BOB
WATV, Newark, N. J.
BROWN, BOB
WSDR, Sterling-Dixon, Ill.
BROWN, FRANK
KXLW, St. Louis, Mo.
BROWN, HARRY
WBEC, Pittsfield, Mass.
BROWN, LARRY
Your Request Please, WPEN, Philadelphia, Pa.
BROWN, MORGAN
WABM, Houlton, Me.
BROWN, PAUL
Music for Milady; Housewife Special, WMGW, Meadville, Pa.
BROWN, WOODBRIDGE B.
WHAI, Greenfield, Mass.
BROWNING, DOUG
Champion Roll Call, Stop The Music, NY Calls, Marry Go Round
ABC
BROOKS, ED
WBBB, Burlington, N. C.
BROOK, PHILLIP
WDBO, Orlando, Fla.
BROOKS, TOM
KAWT, Douglas, Ariz.
BROOKS, TOM
Ladies Day, WHAS, Louisville, Ky.
BRUCE, AL
WCHA, Chambersburg, Pa.



ED HERLIHY

ED HERLIHY'S
"DATE IN MANHATTAN"

•

"THE BIG SHOW"

•

HORN & HARDART
"CHILDREN'S HOUR"

•

KRAFT TELEVISION
THEATRE

BRUGGEMAN, VERN
KALL, Salt Lake City, Utah
BRYAN, GEORGE
Arthur Godfrey's Talent Scouts
CBS
BUBP, ROBERT
WPTW, Piqua, Ohio.
BUCKLEY, BILL
KICK, Springfield, Mo.
BUDD, MILTON
WMBD, Peoria, Ill.
BUECHLER, JACK
WKOW, Madison, Wis.
BUHLER, MILDRED
Calling All Folk Dancers.
KVSM, San Mateo, Cal.
BUICE, ROBERT L.
KARK, Little Rock, Ark.
BULLEN, REED
KVNU, Logan, Utah.
BULLER, RICHARD
WKMH, Dearborn, Mich.
BURI, IRENE
WLIP, Kenosha, Wis.
BURGE, HARRY
WFTL, Ft. Lauderdale, Fla.
BURK, TED
WLBC, Muncie, Ind.
BURKA, BUD
WTIP, Charleston, W. Va.
BURNETT, CHARLES
KHUZ, Borger, Texas
BURNS, ALLEN
WMPS, Memphis, Tenn.
BURNS, ED
WGNY, Newburgh, N. Y.
BURR, ROLPH
WMGA, Moultrie, Ga.
BURT, BILL
WLW-C, Columbus, O.
BURT, GARLAND
WLAK, Lakeland, Fla.
BURWELL, TED
WCKB, Dunn, N. C.
BUSLEE, HENRY
WISC, Madison, Wis.
BUTHERUS, ED
KGW, Portland, Ore.
BUTLER, FRANKLIN
WRFC, Athens, Ga.
BUTLER, JIM
WVLN, Olney, Ill.
BUTLER, WARDE
WHIZ, Zanesville, Ohio.
BUTSCHER, THOMAS
WPAR, Parkersburg, W. Va.
BUTTERFIELD, BILL
KMYR, Denver, Col.
BYRNES, JIMMY
KNOR, Norman, Okla.

— C —

CALDWELL, CLYDE
KFVD, Los Angeles, Cal.
CADDELL, GRAHAM
WJMX, Florence, S. C.
CADDELL, RAYMOND
WHSC, Hartsville, S. C.
CAIN, CLAUDE
KWEI, Weiser, Idaho.
CALDWELL, JOE
KCLW, Hamilton, Texas.
CALDWELL, LARRY
WPIC, Sharon, Pa.
CALIST, AL
WDNE, Elkins, W. Va.
CALLAN, JOHN D.
WTAN, Clearwater, Fla.
CALVERT, BILL
WPAT, Paterson, N. J.
CALVERT, ROBERT
WAJR, Morgantown, W. Va.
CAMPBELL, DAVE
WBT, Charlotte, N. C.
CAMPBELL, DICK
Teen Club
WDVA, Danville, Va.
CAMPBELL, REX
KSL-TV, Salt Lake, Utah.
CAMPBELL, STERLING
WMIX, Mt. Vernon, Ill.
CAMPOFREDA, NICK
WAAM-TV, Baltimore, Md.
CANADY, JACK
KPHO-TV, Phoenix, Ariz.
CANNADY, BILL
WJMO, Cleveland, Ohio.
CANNON, SAM
WCEM, Cambridge, Md.
CARDEN, JOHN
WJBC, Bloomington, Ill.
CARLO, WILLIAM
WEDO, McKeesport, Pa.
CARLISLE, PAUL
WAML, Laurel, Miss.
CARLSON, ADE
WEBC, Duluth, Minn.
CARLSON, J. RALPH
WJTN, Jamestown, N. Y.

DON HANCOCK

Radio Registry



CARLSON, RICHARD
WCDL, Carbondale-Honesdale, Pa.
CARLSON, TED
KRUI, Corvallis, Ore.
CARMICHAEL, LES
KWK, St. Louis, Mo.
CARPENTER, KEN
Bing Crosby Show
CBS
CARPENTER, PAUL E.
WCBA, Corning, N. Y.
CARR, JOHN
WIL, St. Louis, Mo.
CARR, ROY
WLOL, Minneapolis, Minn.
CARROLL, RALPH
WNBF, Binghamton, N. Y.
CARROLL, ROGER
KGER, Long Beach, Cal.
CARROLL, TOMMY
WMBR-TV, Jacksonville, Fla.
CARSON, JOHN
WOW-TV, Omaha, Neb.
CARSWELL, TOM
WIVY, Jacksonville, Fla.
CARTER, FRANK
WKDN, Camden, N. J.
CARTER, JERRY
WKIP, Poughkeepsie, N. Y.
CARTER, NICK
WYVE, Wytheville, Va.
CARTER, NICK
KEBE, Jacksonville, Tex.

CASE, NELSON
Feb. 3, 1910, B. Long Beach, Cal. Lowell Thomas, CBS; Armstrong Circle Theater, NBC-TV; Ken Murray Show, CBS-TV; Frigidaire Comedy Hour, NBC-TV.

CASTBERG, RALPH
KNGS, Hanford, Cal.
CATON, EARL
WCAV, Norfolk, Va.
CAUDILL, ROBERT
WBBC, Flint, Mich.
CAVANAUGH, LEE
KMOX, St. Louis, Mo.
CAVVOL, BOB
KWAT, Watertown, S. D.
CESSNA, BOB
WFYC, Alma, Mich.
CHAMBERLIN, BRUCE, MR.
WHOT, South Bend, Ind.
CHAMBERLIN, GEORGE
WGBS, Miami, Fla.
CHAMBURS, PAT
WFLA, Tampa, Fla.
CHAMLEE, ROBERT
KXGI, Ft. Madison, Iowa.
CHAMPION, MATT
KLYN, Amarillo, Texas
CHAMPLAIN, GLENN
KEYD, Minneapolis, Minn.
CHAPMAN, ED
WKRG, Mobile, Ala.
CHAPPELL, LLOYD
KNGS, Hanford, Cal.
CHASTAIN, TONY
WORZ, Orlando, Fla.
CHAPMAN, PERRY
KUBC, Montrose, Col.
CHASE, WARD
WBAY, Green Bay, Wis.
CHERNAULT, GEORGE
WSLS, Roanoke, Va.
CHERRY, CHARLES
KTOH, Lihue, Kauai, T. H.
CHESSER, ALEC
KITE, San Antonio, Tex.
CHISUM, DUB
KDDD, Dumas, Tex.
CHOATE, HOWARD
WIRJ, Humboldt, Tenn.
CHRISTENSEN, FRED
WMPS, Memphis, Tenn.
CHRISTIAN, CHARLES
WHAL, Shelbyville, Tenn.
CHRISTISON, LOWELL
WRFW, Eau Claire, Wis.
CHULICK, J.
WLOA, Braddock, Pa.
CLARK, BILL
WJCD, Seymour, Ind.
CLARK, CASEY
Buckeye Frolics.
WRFD, Worthington, Ohio.
CLARK, JAMES
WSSB, Durham, N. C.
CLARK, GORDON
KRAL, Rawlins, Wyoming
CLARK, JAMES
WWJ, Detroit, Mich.
CLARK, JIMMY
WBLJ, Dalton, Ga.
CLARK, RANDALL
WAOV, Vincennes, Ind.
CLARK, ROGER
WNOR, Norfolk, Va.
CLARK, TOM
WHIZ, Zanesville, Ohio.
CLARK, TOM
WTNS, Coshocton, Ohio.
CLAYBOW, BOB
WFYC, Alma, Mich.
CLAYTON, TOM
WLLH, Lowell-Lawrence, Mass.



Walter Herlihy
M. C.
MARKET MELODIES — WJZ-TV
LADIES DAILY — WJZ-TV



FRANK GALLOP

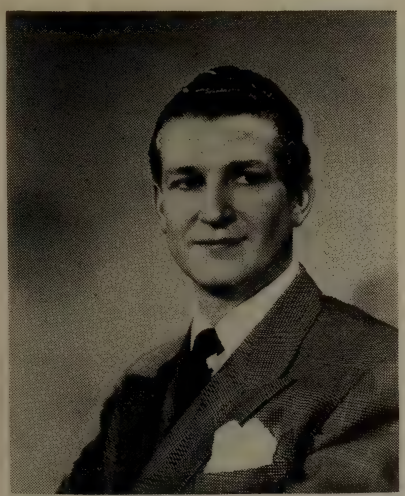
CLEARY, ED
KOSE, Osceola, Ark.
CLEAVER, MARSHALL S.
WKAP, Allentown, Pa.
CLEMENT, J. B.
WBCU, Union, S. C.
CLEMENT, JOHN
WXGI, Richmond, Va.
CLEMENT, JOHN
WHLB, Virginia, Minn.
CLEMENTS, CLEM
KXGN, Glendive, Montana.
CLEVER, JIM
WBCK, Battle Creek, Mich.
CLINE, KEN
WJBX, Detroit, Mich.
CLOW, KENNETH P.
WGBG, Greensboro, N. C.
COBB, AL
KXOX, Sweetwater, Tex.
COCHRAN, BILL
Buck Rogers
TV, ABC
COCKEREL, CLEM
WKCT, Bowling Green, Ky.
COLE, RAY
KTAN, Sherman, Tex.
COLE, TRACY W.
WWSR, St. Albans, Vermont
COLEMAN, BARRY
KMYR, Denver, Col.
COLEMAN, CHARLES
Ham & Eggs
WGKV, Charleston, W. Va.
COLEMAN, PAUL
WINR, Binghamton, N. Y.
COLERIDER, GLENN
WHKK, Akron, Ohio.
COLTON, MIFF
WLAM, Lewiston-Auburn, Me.
COLTON, TOM
WARE, Ware, Mass.
COLLIE, VIN
WERI, Westerly, R. I.
COLLIER, RALPH
WHAM-TV, Rochester, N. Y.
COLLINGSWORTH, JACK
WLAG, LaGrange, Ga.
COLLINS, BOB
KEXO, Grand Junction, Col.
COLLINS, DAVIE J.
WHOK, Lancaster, Ohio.
COLLINS, JOHN
WJIG, Tullahoma, Tenn.
COLLINS, PAUL
WIBG, Philadelphia. Pa.

COLLYER, BUD
(See Artists)

COMO, HUNTER
KDAL, Duluth, Minn.
CONDIT, ED
WABD-TV
CONDYLIS, PAUL
WOOD, Grand Rapids, Mich.
CONNOR, GEORGE
KRCT, Baytown, Texas.
CONOVER, HUGH
Big Sister
CBS
CONWAY, JULIE
Theater Of Today, CBS; Fashion Magic, CBS-TV
CONRAD, GENE
WHIO-TV, Dayton, O.
CONSTANT, A. H.
KRON-TV, San Francisco, Cal.

COOLEY, SPADE
(See Radio Artists)

COONS, FLOYD
KASH, Eugene, Ore.
COOPER, BILL
Tello Test
WSTP, Salisbury, N. C.
COOPER, CLEM
WENT, Gloversville, N. Y.
CORBETT, JOHN
WBEN-TV, Buffalo, N. Y.
CORBITT, KEN
WTIK, Durham, N. C.
COSLETT, FRANKLIN D.
WBRE, Wilkes-Barre, Pa.
COSTLEY, JAN
WINR, Binghamton, N. Y.
COUGHLIN, JOHN
WOKZ, Alton, Ill.
COURLIS, BUD
WWOD, Lynchburg, Va.
COURTNEY, DEL
KPIX, San Francisco, Cal.
COVINGTON, DICK
WHBQ, Memphis, Tenn.
COWLING, TERRY
WCOP, Boston, Mass.
CRAFT, STAN
Campus Quiz
KXRO, Aberdeen, Washington
CRAGO, DICK
WCBI, Columbus, Miss.
CRAIG, CHARLES
Coffee Club
WDVA, Danville, Va.
CRAIG, CHUCK
WWST, Wooster, Ohio.
CRAIG, EG
KCLE, Cleburne, Tex.
CRAIN, MARVIN
Palestine, Tex.



BUD COLLYER



BEN GRAUER
NBC

CRANE, STEVE
Ft. Ladies
WJIP Covington, Ky.
CRAWFORD, SAM
KGY Olympia, Wash.
CREAMER, JAMES ARTHUR
WAGF Dothan, Ala.
CRISWELL, HARRY
WCHA, Chambersburg, Pa.
CRISWELL, WILLIAM
WCUM, Cumberland, Md.
CROCKER, BETTY
Betty Crocker
CBS TV
CROCKETT, CHARLIE
KHON, Honolulu, T. H.
CROFT, MIKE
WHUN, Huntington, Pa.
CROM, BOB
KGLO, Mason City, Iowa.
CROSS, GEORGE
WEXL, Royal Oak, Mich.
CROSS, MILTON
Metropolitan Opera, Piano Playhouse, Met Opera Auditions
ABC
CRUM, JOE
WBGK, Jessup, Ga.
CRUIKSHANK, JIM
WPLA, Plant City, Fla.
CRUMP, GEORGE
WTOP-TV, Washington, D. C.
CRUTCHFIELD, DOUGLAS
WLOH, Princeton, W. Va.

CULLEN, BILL
Quick As A Flash, ABC; Nora Drake, WOR; Winner Take All; Give and Take, CBS

CUMMISKEY, BOB
Accent on Youth
WBIS, Bristol, Conn.
CUNNINGHAM, CARROLL
KTOW, Oklahoma City, Okla.
CURTIS, DEAN
KDHL, Faribault, Minn.
CURTIS, WILLIAM A.
WDGY, Minneapolis, Minn.
CURTLEIGH, BOB
WPTZ, Philadelphia, Pa.
CUTTE, JOE
WKRM, Columbia, Tenn.
CUTTING, BOB
KVIC, Victoria, Tex.

— D —

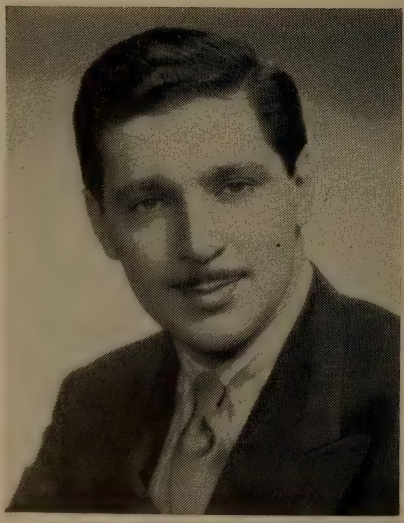
DAHL, JON
WDMJ, Marquette, Mich.
DAHLVIG, JOE
WLDY Barn Dance
WLDY, Ladysmith, Wis.
DAILEY, DON
KWTO, Springfield, Mo.
DAIS, HANK
The Hen House
KNEX, McPherson, Kansas.
DALZELL, JOHN
WSAL, Logansport, Ind.
DANES, SPENCER
WKBV, Richmond, Ind.
D'ANGELO, ARNOLD
WKRT, Cortland, N. Y.
DANIELS, BOB
KDAL, Duluth, Minn.
DANIELSON, JIM
WTOB, Winston-Salem, N. C.
DANTIN, PAUL
WCJU, Columbia, Miss.
DARBY, VAN B.
WWYO, Pineville, W. Va.
DARGO, ROBERT
WCSH, Portland, Me.
DARLAND, BILL
KELD, El Dorado, Ark.
DAVENPORT, ED
KCOW, Alliance, Nebraska.
DAVIDSON, RANDY
WCRS, Greenwood, S. C.
DAVIDSON, WILLIAM J.
KECA-TV, Hollywood, Cal.
DAVIS, ALVIN
WCSC, Charleston, S. C.
DAVIS, BILL
KHBG, Okmulgee, Okla.
DAVIS, BOB
WTYC, Rock Hill, S. C.
DAVIS, BRITT
KOWB, Laramie, Wyoming
DAVIS, CLYDE J.
KTEM, Temple, Tex.
DAVIS, DICK
WJEL, Springfield, Ohio.

DAVIS, GEOFF
B. July 26, 1918, Edmonton, Canada; Commercial Announcer for the Atlantic Refining Company on Yankee Baseball Network; Staff Announcer for WINS; ET Series for the American School; the World Telegram and Sun

DAVIS, GEORGE
WRBL, Columbus, Ga.
DAVIS, HAL
KRSC, Seattle, Wash.
DAVIS, JACK
WBIZ, Eau Claire, Wis.



Johnny Olsen
RADIO, TELEVISION, RECORDS
. . . "It's good to be working!"
JOHNNY OLSEN'S LUNCHEON CLUB
Daily on ABC for (PHILIP MORRIS)
JOHNNY OLSEN'S RUMPUS ROOM
Daily on Dumont (PREMIER FOODS)
AND Daily on Records (RCA VICTOR)



KEN ROBERTS
ANNOUNCER - M.C.
on Radio and TV for Philip Morris —
Bulova — P & G — Pillsbury Flour
Ken Roberts Show — WMGM
SU 7-5400

DAVIS, JAY
KLPR, Oklahoma City, Okla.
DAVIS, JOHNNY 'SCAT'
WXYZ-TV, Detroit, Mich.
DAVIS, MARK
KFRD, Rosenberg, Tex.
DAVIS, WAYNE
WCLT, Newark, Ohio.
DAWKINS, ED
WJMB, Brookhaven, Miss.
DAY, DEL
KFAR, Fairbanks, Alaska.
DAY, JOHN
WHDH, Boston, Mass.

de HOLCZER, GEORGE
B. Nov. 23, Akron, O.; Captain Video, WABD - Dumont; Armstrong Theater, CBS; March Of Time, NBC; CBS School of the Air, CBS; Cavalcade of America, NBC.

DEAL, BILL
WCAM, Camden 1, N. J.
DEAN, DON
WABJ, Adrian, Mich.
DECKER, BEN
WIRK, West Palm Beach, Fla.
DECKER, TOM
KWWB, Walla Walla, Wash.
DEEGAN, MIKE
WJMJ, Philadelphia, Pa.
DEFAY, DICK
WTVE, Coldwater, Mich.
DeHAVEN, BOB
WCCO, Minneapolis, Minn.
DELMONT, JIMMIE
WTCN, Minneapolis, Minn.
DESMOND, ED
WINA, Charlottesville, Va.
DeVICTOR, MARTY
WBNS, Columbus, Ohio.
DEWEY, CHUCK
WOBS, Jacksonville, Fla.
DeYOUNG, JOHN
WGL, Ft. Wayne, Ind.
DIAZ, JUAN RODRIGUEZ
WVJP, Caguas, P. R.
DIAZ, JOSE RAMON
WAPA, San Juan, P. R.
DICK, DON
WBEX, Chilicothe, Ohio.
DICKERMAN, C. H.
WEEI, Boston, Mass.
DICKOFF, CHARLES
WISC, Madison, Wis.
DIEDEN, ED
KSPA, Santa Paula, Cal.
DIFFIG, BILL
WFNS, Burlington, N. C.
DILLINGHAM, ALEX
WILS, Lansing, Mich.
DILWORTH, SCOTT
WJOL, Joliet, Ill.
DINSMORE, ED
WBEN-TV, Buffalo, N. Y.
DIRN, JOHN
KYOR, Blythe, Cal.

DIXON, BOB
(See Artists)

DIXON, CLARENCE
KLKC, Parsons, Kans.
DIXON, LARRY
KGLC, Miami, Okla.
DIXON, MASON
KICD, Spencer, Iowa.
DOAK, BILL
KATL, Houston, Tex.
DOAN, DOROTHY
Vanity Fair
CBS-TV
DODDS, DARWIN
KDSH, Boise, Idaho.
DOHERTY, SIDNEY
WJLS, Beckley, W. Va.
DOLAN, TOM
WJZM, Clarkesville, Tenn.
DONALD, JACK
WOOD, Grand Rapids, Mich.
DONALDSON, BOB
WAUD, Auburn, Ala.
DONALDSON, DAN
Ma Perkins
CBS
DONEY, JIM
WSRS, Cleveland, Ohio.
DONLEAVY, RON
WWOL, Buffalo, N. Y.
DOOLEY, PETE
WVJS, Owensboro, Ky.
DOOLEY, TED
KVCV, Redding, Cal.
DORR, RUSSELL A.
WGAN, Portland, Me.
DOSS, CHARLES
WROM, Rome, Ga.
DOUGHERTY, CHUCK
KODI, Cody, Wyoming
DOWNING, DYER
KGY, Olympia, Wash.
DOYLE, DICK
KSDN, Aberdeen, S. D.
DOYLE, VINCE
WJVA, South Bend, Ind.
DRAPER, LARRY
WFAU, Augusta, Me.
DREPPERD, BOB
WLOW, Norfolk, Va.



TONY MARVIN
C.B.S.

HAL-TUNIS

DREW, AL
Children's Hour
WCBT, Roanoke Rapids, N. C.
DRISCOLL, LEE
WFDF, Flint, Mich.
DRIVER, JOHN
WXGI, Richmond, Va.
DRUMMOND, JOHN
KCRS, Midland, Tex.
DUCK, GEORGE J.
WWPF, Palatka, Fla.
DUKAS, JAMES
WAJR, Morgantown, W. Va.
DULANE, CHUCK
WGAY, Silver Spring, Md.
DULL, JIM
WBAX, Wilkes-Barre, Pa.
DUNAVANT, BOB
WJMW, Athens, Ala.
DUNBAR, HUGH R.
WKIC, Hazard, Ky.
DUNCAN, CARL
WKOX, Framingham, Mass.
DUNCAN, DICK
WBLK, Clarksburg, W. Va.
DUNCAN, NORVIN
WFBC, Greenville, S. C.
DUNCAN, W. J.
KSWA, Graham, Tex.
DUNDAS, BOB, JR.
KPRC, Houston, Tex.
DUNHAM, JOHN
WBKB, Chicago, Ill.

DUNHAM, RICHARD H.
B. Feb. 26, 1916; We Love and Learn, NBC.

DUNIGAN, JACK
KFRM, Kansas City, Mo.
DUNLAP, WALLACE
WLIZ, Bridgeport, Conn.
DUNLEVY, JIMMY
KYJC, Medford, Ore.

DUNN, EDDIE
True or False, MBS; Prudential-Jack Berch, NBC; TV Telephone Game, ABC-TV; Show of Shows, NBC-TV; Number Please, World ET

DUNN, JAMES
KOTV, Tulsa, Okla.
DUNN, JEANNE
WTRF, Bellaire, Ohio
DUNN, MIKE
WXLW, Indianapolis, Ind.
DURAND, TOM
WTTM, Trenton, N. J.
DURHAM, DEAN
KVOB, Alexandria, La.
DYER, BOB
WKNX, Saginaw, Mich.
DYER, HAROLD
WIDE, Biddeford, Me.

— E —

EARLE, BOB
KSO, Des Moines, Iowa
EASON, DICK
KREL, Baytown, Texas
EATON, BOB
WKID, Urbana, Ill.
ECKLES, DAMON
WDAE, Tampa, Fla.
EDNEY, KERMIT
WHKP, Hendersonville, N. C.
EDWARDS, AARON
KIBE, Palo Alto, Cal.
EDWARDS, BILL
KGO, San Francisco, Cal.
EDWARDS, TOM
KOSA, Odessa, Tex.
EDWARDS, TOMMY
WXYX, Waycross, Ga.
EGGERT, GEORGE
WFBG, Altoona, Pa.
EHRLICH, STAN
WROX, Clarksdale, Miss.
EICHMAN, JACK
WMRA, Myrtle Beach, S. C.
ELLESON, D.
KRON-TV, San Francisco, Cal.
ELLIOT, ART
KODL, The Dallas, Ore.
ELLIOT, CHUCK
WMGY, Montgomery, Ala.
ELLIOT, JAY
Gasco Theater
WSPD-TV, Toledo, O.
ELLIOT, JIM
WWWR, Russellville, Ala.
ELLIOT, ROBERT
WHDH, Boston, Mass.
ELLIOTT, BOB
WTOD, Toledo, Ohio
ELLIOTT, JOHN
KROS, Clinton, Iowa
ELLIOTT, WILLIAM
WLIZ, Bridgeport, Conn.
ELLIS, DICK
WBEJ, Elizabethton, Tenn.
ELLIS, HAP
KOLT, Scottsbluff, Nebr.
ELLIS, LOU
WKCT, Bowling Green, Ky.



CARL KING

PL. 7-0700



MORT LAWRENCE
ANNOUNCER — EMCEE — NARRATOR
LE. 2-1100
(LET IT RING, THEY'LL ANSWER SOON)

ELLISON, WM.
WHBF-TV, Rock Island, Ill.
ELLSWORTH, BOB
WXKW, Albany, N. Y.
ENDICOTT, AL
KEPO, El Paso, Tex.
ENGEBRETSON, HAL
KGYW, Vallejo, Cal.
ENGLE, HOLLAND
WGN, Chicago, Ill.
ENGLISH, JAMES
WKYB, Paducah, Ky.
ENTRESS, PAUL
WTXL, W. Springfield, Mass.
ERCK, LOU
KSST, Sulphur Springs, Tex.
ERICKSON, ARVID
KFAR, Fairbanks, Alaska
ERICKSON, LEO
KVAN, Vancouver, Wash.
ERWIN, GEORGE
KFJZ, Ft. Worth, Tex.
ERWIN, SCOTT
Melody Ramblers
WIBR, Baton Rouge, La.
ESCOBEDO, MANUEL
KTXN, Austin, Texas
ESTELLE, DICK
WTVB, Coldwater, Mich.
ESTES, DAVE
KICK, Springfield, Mo.
EVANS, AL
KCLA, Pine Bluff, Ark.
EVANS, CLAUDE
KOME, Tulsa, Okla.
EVANS, DAVE
KVOE, Santa Ana, Cal.
EVANS, JEFF
Night Specials
WLDY, Ladysmith, Wis.
EVANS, JOHN
WIS, Columbia, S. C.
EVANS, LOU
KSUN, Bisbee, Ariz.
EVANS, ROBLEY
WHK, Cleveland, Ohio

— F —

FAGAN, PATRICK
WUSJ, Lockport, N. Y.
FALLON, TODD
Music From the Mecca
WWXL, Peoria, Ill.
FANCHER, KAY
KPDN, Pampa, Tex.
FARRELL, BILL
KMHL, Marshall, Minn.
FARRELL, MAURY
WAFM-TV, Birmingham, Ala.
FARRELL, MAURY
WAPI, Birmingham, Ala.
FARRELL, WAYNE
WOBS, Jacksonville, Fla.
FARRINGTON, FEILDEN
Romance of Helen Trent
CBS
FAULK, LINK
WCKB, Dunn, N. C.
FAULKNER, BILL
WISH, Indianapolis, Ind.
FAULKNER, CHARLES
WVVW, Fairmont, W. Va.
FEESE, HUBERT
KSIW, Woodward, Okla.
FEGER, GEORGE
WDSG, Dyersburg, Tenn.
FELACK, MIKE
WKPA, New Kensington, Pa.
FELL, WILLIAM H.
WWGP, Sanford, N. C.
FENNEL, DICK
WRDW, Augusta, Ga.
FERGUSON, HUGH
WCAU, Philadelphia, Pa.
FERGUSON, JOHN
WAFB, Baton Rouge, La.
FERGUSON, MAURY
WKY, Oklahoma City, Okla.
FERRIE, BOB
KITE, San Antonio, Tex.
FIGUEROA, VICTOR
WCMN, Arecibo, P. R.
FIELDS, CHARLES
KMED, Medford, Ore.
FIELDS, GUYLER P.
WRHI, Rock Hill, S. C.
FILKINS, LARRY
KSCB, Liberal, Kansas
FINDLEYSON, JACK
KFEQ, St. Joseph, Mo.
FINGER, HOWIE
WSAM, Saginaw, Mich.
FINIAN, JOE
WISR, Butler, Pa.
FISHER, DALE
WTOP-TV, Washington, D. C.
FISHER, EARL
Tops in Pops
WFUN, Huntsville, Ala.
FISHER, JIM
KVOW, Littlefield, Tex.
FITZ, STEPHEN
All Sports
WSNY, Schenectady, N. Y.
FITZGERALD, JOHN
WXEL, Cleveland, O.
FITZGERALD, ROBERT
WOSC, Fulton, N. Y.



NELSON CASE



LONNY STARR

ANNOUNCER — EMCEE
SPORTS COLOR
NARRATOR

STAFF
WNEW

PL 3-3300

FLEISCHER, JIM
KWNW, Wenatchee, Wash.
FLEISCHMAN, DEAN
WSPB, Sarasota, Fla.
FLEISCHMAN, SOL
WDAE, Tampa, Fla.
FLEMING, ED
Our Gal Sunday
CBS
FLETCHER, WARREN
KUTA, Salt Lake City, Utah
FLOOD, BILL
Wendy Warren And The News
CBS
FLYNN, CHARLES
WJSW, Altoona, Pa.
FLYNN, HOWARD
KMPC, Los Angeles, Cal.
FLYNN, JACK
WPCY, Malone, N. Y.
FLYNN, PAT
KLYN, Amarillo, Texas
FOLLMER, DICK
WSON, Henderson, Ky.
FORBES, BOB
WJMX, Florence, S. C.
FORD, CHUCK
WCCP, Savannah, Ga.
FORD, LLOYD
KAYS, Hays, Kansas
FORD, MILTON Q.
WWDC, Washington, D. C.
FORMAN, WIN
Sunny Side of the Street
WARM, Scranton, Pa.
FORSTER, ROGER
Gangbusters
CBS
FOSS, DANNY
KTJS, Hobart, Okla.
FOSS, JOE
KROC, Rochester, Minn.
FOSTER, BILL
WWCA, Gary, Ind.
FOSTER, GENE
KFRB, Fairbanks, Alaska
FOSTER, JOHN
WBAX, Wilkes-Barre, Pa.
FOSTER, TERRY
WHBL, Sheboygan, Wis.
FOWLER, BILL
WGPC, Albany, Ga.
FOWLER, C. WILLIAM
WBAT, Marion, Ind.
FOX, GARRY
KROX, Crookston, Minn.
FOX, JAMES
WFNS, Burlington, N. C.
FOX, LES
WMMW, Meriden, Conn.
FOX, MIKE
KSTA, Coleman, Texas
FRANCIS, AL
WKST, New Castle, Pa.
FRANCIS, GEORGE H.
WJPD, Ishpeming, Mich.
FRANCIS, JACK
BeBop Hour
WGAC, Augusta, Ga.
FRANCIS, JOE
WNHC-TV, New Haven, Conn.
FRANK, DEL
WLOW, Norfolk, Va.

FRASER, GORDON
Nancy Craig, ABC.

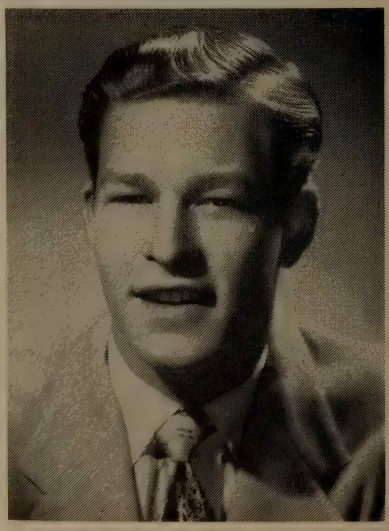
FRAZIER, ROBERT B.
WMMN, Fairmont, W. Va.
FREEBORN, JACK
KBMW, Breckenridge, Minn.
FREEMAN, HARRY
KFSA, Ft. Smith, Ark.
FRENCH, BOB
KBOR, Brownsville, Texas
FRENCH, JIM
KPOA, Honolulu, T. H.
FRIBLEY, JOE
KTBS, Shreveport, La.
FRIELING, JIM
WXRA, Buffalo-Kenmore, N. Y.
FROEHLICH, DON
WAUX, Waukesha, Wis.
FROEMMING, BOB
WREW, Eau Claire, Wis.
FUHRMAN, DON
KEIO, Pocatello, Ida.
FULLER, BOB
WBET, Brockton, Mass.
FULLER, CHUCK
WCMB, Lemoyne, Pa.
FULLERTON, JERRY
KINE, Kingsville, Tex.
FULTON, ROBERT
KELP, El Paso, Tex.
FUNNELL, BOB
KSPA, Santa Paula, Cal.

— G —

GAINES, CHARLES
WLET, Toccoa, Ga.
GAINES, DOUGLAS
KYJC, Medord, Ore.
GAINES, REUBEN
KENI, Anchorage, Alaska
GAINES, ROY
WLET, Toccoa, Ga.
GALFOND, DAVE
WJMA, Orange, Va.



GEORGE de HOLCZER
Narrator - Announcer
Sch. 4-5700
Radio TV



DICK STROUT
HOLLYWOOD
Announcer — Narrator and Co-Owner
RICHARD STROUT PRODUCTIONS
Box 2261, Hollywood 28 CApitol 0767
Also: 507 Fifth Avenue, New York

GALLAGHER, BOB
WJMJ, Philadelphia, Pa.

GALLOP, FRANK
Lights Out, NBC-TV; Stella Dallas, NBC

GAMBLE, RON
WJR, Detroit, Mich.

GAMBLING, JOHN
WOR, New York, N. Y.

GANDER, DARREL
WEVE, Eveleth, Minn.

GARCIA, EDDIE
KOGT, Orange, Tex.

GARCIA, GENE
WALT, Tampa, Fla.

GARDINER, DON
7:00-7:10 a.m. news (Mon., Wed., Fri.); Monday morning headlines; I Cover Times Square—TV; 7:00-7:10 a.m., Tues - Thurs. (Participation); 7:45 - 8:00 a.m., Mon. - Fri. (Participation)
ABC

GARDINER, GEORGE
WPIN, St. Petersburg, Fla.

GARR, BILL
KWKW, Pasadena, Cal.

GARRETT, LEN
KVAN, Vancouver, Wash.

GATLIN, JOHN
WFMW, Madisonville, Ky.

GEE, OLYN
WDWD, Dawson, Ga.

GEER, C. W.
WALT, Tampa, Fla.

GEERTZ, MARTY
WRMN, Elgin, Ill.

GELHART, GREGG
KFRB, Fairbanks, Alaska

GENET, BILL
WMAW, Milwaukee, Wis.

GENTRY, BOB
KFVD, Los Angeles, Cal.

GEORDHAN, NORMAN
Staff Announcer
WFMD, Frederick, Maryland

GERMANN, BILL
WHUN, Huntingdon, Pa.

GERSTLE, MARK
KLX, Oakland, Cal.

GIBBONS, GIL
WERE, Cleveland, Ohio

GIBNEY, HAL
KNBH, Hollywood, Cal.

GIBSON, CURT
WSAZ, Huntington, W. Va.

GIBSON, JACK
WERD, Atlanta, Ga.

GIBSON, LOWELL
Top Tunes
KELS, Longview Kelso, Wash.

GIELOW, VERNON
KJCK, Junction City, Kans.

GILBERT, AL
WIBA, Madison, Wis.

GILBERT, LIVINGSTON
WAVE, Louisville, Ky.

GILES, JAY
WSOY, Decatur, Ill.

GILSON, CHARLES
WCOS, Columbia, S. C.

GILL, JOHN
WGR, Buffalo, N. Y.

GILLIAND, BILL
WDIA, Memphis, Tenn.

GILLIS, KOSS.
WTNT, Tallahasse, Fla.

GILMORE, ART
Dr. Christian
CBS

GLADDEN, BILL
WAVE-TV, Louisville, Ky.

GLEASON, BOB
WMSL, Decatur, Ala.

GLEASON, BOB
KERO, Bakersfield, Cal.

GLYNN, JOHN
KFKA, Greeley, Col.

GOARD, CHARLES
WHBF, Rock Island, Ill.

GOOD, GENE, JR.
KGON, Oregon City, Ore.

GOODING, D. E.
WWST, Wooster, Ohio

GOODWIN, ART
WKOP, Binghamton, N. Y.

GOODWIN, BILL
George Burns and Gracie Allen Show
CBS-TV

GOODWIN, GARRY
Leo Carrillo's Dude Ranch; Wedding Bells; Wrestling at Ocean Park; Wrestling Workouts

GOODWIN, HAL
KTBC, Austin, Texas

GORDON, LLOYD
Luncheon Club
WESB, Bradford, Pa.

GOSS, FRANK
Hallmark Playhouse
CBS

GOTHBERG, GEORGE
WSRS, Cleveland, Ohio

GOULD, JAY
WMCK, McKeesport, Pa.

DICK DUNHAM



Radio Registry: PL. 7-0700



PHIL TONKEN

ACTOR - ANNOUNCER - M.C.

BUDDY ROGERS - TV
MUTUAL NEWSREEL
ROD & GUN CLUB
"NEMO" WEATHER REPORTER

RADIO TV

GOYE, ELLIOT
WSYR, Syracuse, N. Y.
GRAD, HENRY G.
WGIV, Charlotte, N. C.
GRAHAM, DICK
WJPS, Evansville, Ind.
GRAHAM, DICK
WWBZ, Vineland, N. J.
GRAHAM, DON
WGVM, Greenville, Miss.
GRAHAM, GEORGE
KOY, Phoenix, Ariz.
GRANNIS, PAUL, JR.
KCMJ, Palm Springs, Cal.
GRANT, BOB
KRNR, Roseburg, Ore.
GRANT, FRED
KBRG, Mount Vernon, Wash.
GRANT, JOHNNY
KECA-TV, Hollywood, Cal.
GRANT, MILT
WINX, Washington, D. C.
GRANVILLE, DICK
WGBE, Atlanta, Ga.

GRAUER, BEN
June 2, 1908, Staten Island, N. Y.; NBC Symphony, NBC; Living, 1950, NBC; Kay Kyser Show, NBC-TV; Special Events, NBC; Say It With Acting, WNBT; Ben Grauer Show, NBC; UN Security Council, NBC.

GRAVES, HAROLD E.
WENE, Binghamton-Endicott, N. Y.
GRAWETT, JOE
WFOY, St. Augustine, Fla.
GRAYMOUNT, STUART
KRIO, McAllen, Tex.
GRAYSON, GEORGE W.
KVON, Napa, Cal.
GRAYSON, NICK
WHHH, Warren, Ohio
GREENE, FRED
WDAS, Philadelphia, Pa.
GREENE, KENNETH
WTWN, St. Johnsbury, Vermont
GREENWOOD, DEL
WGBF, Evansville, Ind.
GREGG, DAVE
WMBH, Joplin, Mo.
GREGORY, BILL
WLAG, LaGrange, Ga.
GREGORY, GREG
KECK, Odessa, Tex.
GRIES, JOE
KWED, Seguin, Tex.
GRIFFIN, WAYNE
WENR-TV, Chicago, Ill.
GRIFFITH, CHARLES
WTAD, Quincy, Ill.
GRIFFITH, LES
ABC
GRISHOW, GENE
KXLK, Gt. Falls, Mont.
GRISSOM, GAIL
WTTV, Bloomington, Ind.
GROENINK, RUTHE
KDB, Santa Barbara, Cal.
GROSSMAN, BOB
WIL, St. Louis, Mo.
GUIDI, JOE
WXGI, Richmond, Va.
GUNDERSON, LEE
KGDE, Fergus Falls, Minn.
GUNN, BEN
WAGA-TV, Atlanta, Ga.
GUNN, GEORGE
ABC
GUSTAFSON, WARREN
KWAD, Wadena, Minn.
GWYN, BOB
KVET, Austin, Tex.
GWYN, JACK
KRLD, Dallas, Tex.
GWYNN, V. Z.
WIBC, Indianapolis, Ind.
GYNAN, EARL
WLAW, Lawrence, Mass.

— H —

HAASER, CHARLIE
WMAS, Springfield, Mass.
HACK, GEORGE
WNOW, York, Pa.
HADEN, CARL
KWTO, Springfield, Mo.
HAGEN, BILL
WFUR, Grand Rapids, Mich.
HAINES, JAMES
WCRO, Johnstown, Pa.
HAIT, MAL
WKIP, Poughkeepsie, N. Y.
HALE, BOB
KUBC, Montrose, Col.
HALE, PHIL
WKNB, New Britain, Conn.
HALEY, AMBROSE
Ozark Ramblers
KHMO, Hannibal, Mo.
HALEY, HERBERT H.
WHIO-TV, Dayton, O.
HALL, CHARLIE
WCSC, Charleston, S. C.
HALL, ED
KELD, El Dorado, Ark.



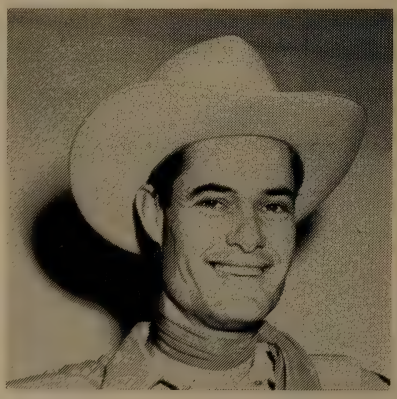
If I can't come I'll send my boy.

ROD O'CONNOR

RED SKELTON SHOW
Procter and Gamble "Tide"
CBS

PEOPLE ARE FUNNY
Raleigh Cigarettes
NBC

Motion Pictures
"TEXAS CARNIVAL"
(M-G-M)



GARRY GOODWIN

Announcer
on

Leo Carrillo's Dude Ranch
"Wedding Bells"
Wrestling at Ocean Park
Wrestling Workouts

HALL, FRED
KVEN, Ventura, Cal.
HALL, JAMES
KTW, Seattle, Wash.
HALL, STUART
WHIT, New Bern, N. C.
HALLOCK, STUART
WIKK, Erie, Pa.
HALLORAN, RYAN
WAVE, Louisville, Ky.
HAM, JAMES K.
KTEM, Temple, Tex.
HAMANN, CLARENCE
WJMR, New Orleans, La.
HAMIL, ALEX
KTEM, Temple, Tex.
HAMMOND, CHARLIE
WHEN, Syracuse, N. Y.
HANCE, LEON
WPCF, Panama City, Fla.
HANCOCK, CHUCK
KDFT, Center, Texas

HANCOCK, DON
Stop the Music; Original Amateur Hour; Big Sister; When A Girl Marries; Ted Mack Family Hour; What's My Name

HANCOCK, HANK
WNBF-TV, Binghamton, N. Y.
HANNES, ART
Toast Of The Town
CBS-TV
HANSON, BOB
WDLB, Marshfield, Wis.
HANSON, DON
KRSC, Seattle, Wash.
HANSON, GLENN
KILO, Grand Forks, N. Dak.
HARBISON, BOB
KCKY, Coolidge, Ariz.
HARDGROVE, FRANK H.
KCLE, Cleburne, Tex.
HARDIN, JOSH
KWFC, Hot Springs, Ark.
HARLEY, DICK
WEDC, Chicago, Ill.
HARLING, DON
WMAM, Marinette, Wis.
HARLING, HUGH
KVEC, San Luis Obispo, Cal.
HARPER, DICK
KSEM, Moses Lake, Wis.
HARPER, JOHN
WWRL, Woodside, N. Y.
HARPRING, JIM
WPFB, Middleton, Ohio
HARRAL, HANK
KSEL, Lubbock, Tex.
HARRELSON, J.
WPAQ, Mt. Airy, N. C.

HARRICE, CY
The Big Story, NBC; The First Hundred Years, CBS-TV.

HARRIS, BOB
KPET, Lamesa, Tex.
HARRIS, CHARLES
WCPS, Tarboro, N. C.
HARRIS, DICK
KXEO, Mexico, Mo.
HARRIS, JACK
KTYL, Mesa, Ariz.
HARRISON, CHARLES F.
WHBF-TV, Rock Island, Ill.
HARRISON, JOHN
WEXL, Royal Oak, Mich.
HARSTAD, BLAINE
KTRF, Thief River Falls, Minn.
HARVEY, BOYD
KFOR, Lincoln, Nebr.
HARVEY, DICK
WTAR, Norfolk, Va.
HARVEY, HENRY
KFBI, Wichita, Kans.
HARVEY, NEIL
WFIL-TV, Philadelphia, Pa.
HASKIN, JIM
KOMA, Oklahoma City, Okla.
HASSEBROOK, JACK
WCLO, Janesville, Wis
HASTINGS, DONALD
KDHL, Faribalt, Minn.
HATTON, DICK
WJW, Cleveland, Ohio
HAUG, CARL
WABB, Mobile, Ala.
HAVEMAN, TOM
KVOS, Bellingham, Wash.
HAWKINS, BOB
KWJB, Globe, Ariz.
HAWLEY R. BERNARD
KOFO, Ottawa, Kans.
HAWTHORNE, BEN
WTHT, Hartford, Conn.
HAYDEN, JAMES
KWEI, Weiser, Idaho
HAYES, EARL
WJBK-TV, Detroit, Mich.
HAYES, GEORGE
Lehigh Weather Report
ABC
HEAD, BOB
WLW-D, Dayton, O.
HEALY, GARY
WPBC, Minneapolis, Minn.

GEORGE HOGAN

ANNOUNCER-M.C.

RADIO and TV

PL 8-1225

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George S. Carlesco, *Director*
(former Program Director, WINS, New York)

Enrollment Office:
806 7th Ave., N.Y.C.
JUdson 6-0025

Administration Office:
220 W. 42nd St., N.Y.C.
WIsconsin 7-0038

HEARST, HARRY
WJOL, Florence, Ala.
HEATON, F. JAMES
KVGB, Great Bend, Kansas
HEBENSTREIT, CARL
KWWB, WallaWalla, Wash.
HEEKIN, HAROLD
WCNB, Connersville, Ind.
HELDMAN, ERNIE
KWRE, Warrenton, Mo.
HELGERT, ED
KSIB, Creston, Iowa
HELGESON, BOB
KSOO, Sioux Falls, S. D.
HELLER, BOB
KTAE, Taylor, Tex.
HENDRICKS, RICK
KAWT, Douglas, Ariz.

HENLEY, ARTHUR
Press Box, WMGM

HENNESSY, FRANK
WNDR, Syracuse, N. Y.
HENNINGTON, DALE
KFYO, Lubbock, Tex.
HENRI, CHARLES
WCAM, Camden 1, N. J.
HENRY, BILL
WDAK, Columbus, Ga.
HENRY, JOHN
KVOO, Tulsa, Okla.
HENSEL, LEN
WMFT, Florence, Ala.
HEPBURN, STUART
WNAV, Annapolis, Md.

HERLIHY, ED
Ed Herlihy's Date In Manhattan, WNBT; Horn and Hardart Children's Hour, WNBC-WNBT; The Big Show, NBC; Kraft TV Theater, NBC-TV

HERLIHY, WALTER F.
Market Melodies Ladies Daily, WJZ-TV

HERMAN, HANK
KGBX, Springfield, Mo.
HERRIN, WELDON
WCCP, Savannah, Ga.
HERRINGTON, BOB
WFOY, Herrington, Fla.
HESTER, JEFF
WSLI, Jackson, Miss.
HESTER, JESS
WQBC, Vicksburg, Miss.
HEWITT, WARREN
KHMO, Hannibal, Mo.
HIBBS, NELSON
KPOA, Honolulu, T. H.
HIBDON, MILT
KTRB, Modesto, Cal.
HICKMAN, HENRY
WFBR, Baltimore, Md.
HICKS, JOHN
News
ABC
HIESTAND, JOHN
Meet Corliss Archer
CBS
HIGGINS, CLYDE
WSTV, Steubenville, Ohio
HIGSBY, HERMAN
KWFT, Wichita Falls, Tex.
HILKER, BOB
WLTC, Gastonia, N. C.
HILL, BOB
WNAX, Yankton, S. D.
HILL, DAVE
WBLJ, Dalton, Ga.
HILL, ERNIE
KVER, Albuquerque, N. M.
HILL, JOE
WKTG, Thomasville, Ga.
HILL, JULIAN
KBST, Big Springs, Texas
HILL, RICHARD E., JR.
WTSV, Claremont, N. H.
HILL, TED
JUOA, Siloam Springs, Ark.
HINZ, BILL
WBBZ, Ponca City, Okla.
HIRSCH, WOODY
KUTA, Salt Lake City, Utah
HITCHCOCK, JACK
KCOL, Ft. Collins, Col.
HIXSON, GLENN
WJAG, Norfolk, Nebr.
HOBBIE, CHARLES
KWBC, Ft. Worth, Tex.
HODGES, FRED
WTOC, Savannah, Ga.
HOEFIELD, ALBERT
WBKB, Chicago, Ill.
HOETGER, JACK
KATE, Albert Lea, Minn.
HOFFMANN, HOWARD
WXEL, Cleveland, O.
HOGAN, MARTY
WAAF, Chicago, Ill.
HOGAN, MARTY
WCFL, Chicago, Ill.
HOGGATT, JACK
KIT, Yakima, Wash.
HOLCZER, BOB
WBRY, Waterbury, Conn.
HOLDEN, JACK
WLS, Chicago, Ill.
HOLIDAY, GORDON
WABD-TV
HOLLE, EVERETT
WAFM-TV, Birmingham, Ala.
HOLLOWAY, FRANK
KOMA, Oklahoma City, Okla.
HOLLOWAY, JOE
WDIG, Dothan, Ala.
HOLM, CLAYT
KOVE, Lander, Wyoming
HOLMAN, CLIFF
WHUC, Hudson, N. Y.
HOLMES, TED
WBRK, Pittsfield, Mass.
HOLTZ, THOMSON
KFAB, Omaha, Nebr.
HONAKER, RAY
WTAR, Norfolk, Va.
HOOD, WALTER
WTJH, East Point, Ga.
HOOPS, JOHN
WTNS, Coshocton, Ohio
HOOVER, CHARLES
WDOK, Cleveland, Ohio
HOOVER, DON
KIUP, Durango, Col.
HOPPE, HENRY
WUSN, Charleston, S. C.
HORRIGAN, HAP
WILS, Lansing, Mich.
HORNBACH, JOHN M.
WPAY, Portsmouth, Ohio
HORSTMAN, BOB
KOLT, Scottsbluff, Nebr.
HOUK, DON
WPTW, Piqua, Ohio
HOUSTON, HAL
KSUE, Susanville, Cal.
HOWARD, BOB
WLEC, Sandusky, Ohio
HOWARD, PAUL
WTRF, Bellaire, Ohio
HOWRIGAN, CAL
WPCF, Panama City, Fla.
HUBBARD, DAVE
KFXM, San Bernardino, Cal.
HUBBARD, HENRY M.
KVOA, Tucson, Ariz.
HUBBE, FRANK
WRDW, Augusta, Ga.
HUBBELL, BOB
WJOL, Joliet, Ill.
HUBBELL, HARRY
WILM, Wilmington, Del.
HUBER, FRANK
WHAL, Shelbyville, Tenn.
HUDSON, HARVEY
WLEE, Richmond, Va.
HUGGINS, HANK
WENK, Union City, Tenn.
HUGH, R. JOHN
KTLN, Denver, Col.
HUGHES, DON
KTAT, Frederick, Okla.
HUGHES, PAUL
KTAR, Phoenix, Ariz.
HUME, ART
WLLH, Lowell-Lawrence, Mass.
HUMPHREY, GEORGE
KDB, Santa Barbara, Cal.
HUNT, MEL
WLAY, Muscle Shoals, Ala.
HUNT, RALPH
WFAU, Augusta, Me.
HUNTER, DAN
WFDF, Flint, Mich.
HUOT, ED
KXGI, Ft. Madison, Iowa
HURST, JACK
WKBS, Oyster Bay, N. Y.
HUSEBO, WENDELL
KEYD, Minneapolis, Minn.
HUSHES, CLAUDE
Sunny Side of St.
KNEX, McPherson, Kansas
HUSON, PAT
KFOX, Long Beach, Cal.
HUSTON, RALPH
WJHP, Jacksonville, Fla.
HUTCHINS, BAILEY
WAZF, Yazoo City, Miss.
HUTCHINSON, RAY
WVET, Rochester, N. Y.
HUTCHISON, BOB
KXIC, Iowa City, Iowa
HUTSON, JOHN
WFIN, Findlay, Ohio
HUTTON, JIM
KELO, Sioux Falls, S. D.
HYDER, JOSEPH
WHOB, Gardner, Mass.
HYLAND, JERRY
KCOL, Ft. Collins, Col.

— I —

IGLESIAS, MANUEL
WCMN, Arecibo, P. R.
IHLENFELD, WARREN
WISR, Butler, Pa.
IKARD, HAL
KBST, Big Springs, Texas
INGEBRIGTSEN, LEONARD T.
WDGY, Minneapolis, Minn.
IRVING, CHARLES
Modern Romances, The Fat Man, ABC
IRVING, PAUL
WEDC, Chicago, Ill.

— J —

JACKSON, BILL
KVIC, Victoria, Tex.
JACKSON, JAY
Lux Video Theater,
CBS-TV
JACKSON, JESSE
WBAT, Marion, Ind.
JACKSON, KARL
KDIX, Dickinson, N. Dak.
JACKSON, LEE
WAPO, Chattanooga, Tenn.
JAFFE, SYD
WNHC-TV, New Haven, Conn.

JAFFE, SYD
WNHC, New Haven, Conn.
JAFFEE, TED
WAAM-TV, Baltimore, Md.
JAMES, BRIEN
KCRG, Cedar Rapids, Iowa
JAMES, HUGH
Second Mrs. Burton
CBS
JAMES, LES
WLTC, Gastonia, N. C.
JAMES, RALPH
KROY, Sacramento, Cal
JAMES, RICHARD
KMHT, Marshall, Tex.
JARVIS, BILL
Bill Jarvis Reports
KVGB, Great Bend, Kansas
JARVIS, H. JOHN
KXEO, Mexico, Mo.
JASON, EDDY
WBAY, Green Bay, Wis.
JEFFERIES, JIMMIE
KLIF, Dallas, Texas
JEFFERYS, ALLAN
WFPG, Atlantic City, N. J.
JEFFREY, LEW
KMTV, Omaha, Neb.
JENKINS, BOB
KGY, Olympia, Wash.
JENKINS, BOB
"For Members Only"
KONO, San Antonio, Tex.
JENKINS, BOB
KAYS, Hays, Kansas
JENKINS, WAYNE
WBOW, Terre Haute, Ind.
JENNINGS, DICK
WATV, Newark, N. J.
JENSEN, LEIF
WDRC, Hartford, Conn.
JENSEN, PAUL
KOLN, Lincoln, Nebr.
JENSEN, RAN
WOC, Davenport, Iowa
JENSEN, RAN
WOC-TV, Davenport, Ia.
JESKE, FRE D
WNDR, Syracuse, N. Y.
JESSEE, BLAIR
WLAQ, Rome, Ga.
JOBES, N. JAMES
KOFO, Ottawa, Kans.
JOHNSON, BILL
KISD, Sioux Falls, S. D.
JOHNSON, BILL
WTAR, Norfolk, Va.
JOHNSON, CLYDE
WATW, Ashland, Wis.
JOHNSON, KIMBERY
WLNA, Peekskill, N. Y.
JOHNSON, RICHARD
WICU-TV, Erie, Pa.
JOHNSON, RON
KIPA, Hilo, Hawaii
JOHNSTON, ALLAN
KTSM, El Paso, Tex.
JONES, AL
WRR, Dallas, Tex.
JONES, ARTHUR
WBET, Brockton, Mass.
JONES, ARMAND
KVET, Austin, Texas
JONES, BILL
KLZ, Denver, Col.
JONES, BOB
KIST, Santa Barbara, Cal.
JONES, BOB
KPET, Lamesa, Tex.
JONES, CLAUDE
WTJH, East Point, Ga.
JONES, HASCAL
WHIR, Danville, Ky.
JONES, HOWARD
WFIL, Philadelphia, Pa.
JONES, JAMES D.
KGVL, Greenville, Tex.
JONES, JAY
KFMJ, Tulsa, Okla.
JONES, JOHN PAUL
TV, ABC
JONES, LEE
KIRX, Kirksville, Mo.
JONES, ROD
WJNC, Jacksonville, N. C.
JORDAN, BILL
WDAD, Indiana, Pa.
JORDAN, LEE
WSB-TV, Atlanta, Ga.
JORGENSEN, FRED
KGO-TV, San Francisco, Cal.
JOSEPH, HUGH
WIMA, Lima, Ohio
JOURNEAY, TOM
KALB, Alexandria, La.

JOY, DICK
B. Dec. 1915, Putnam, Conn.; Ten O'Clock Wire; CBS News Room—Sunday Desk, CBS; Dick Joy News.

JOYCE, HELEN
WLS, Chicago, Ill.

— K —

KABER, RUSS
KVOX, Moorhead, Minn.
KAHLE, ROBERT
WICU-TV, Erie, Pa.
KANE, PHILLIP F.
WGEZ, Beloit, Wis.
KARLTON, JERRY
KGCX, Sidney, Montana
KARRENBAR, BILL
WHBC, Canton, Ohio
KARVER, WALLY
WGPA, Bethlehem, Pa.
KASPER, FRED
WENR-TV, Chicago, Ill.
KAUFMAN, ARNOLD
WMBM, Miami Beach, Fla.
KAUFMAN, BOB
WISR, Butler, Pa.
KAVANAUGH, DANILE
WNBZ, Saranac Lake, N. Y.
KAUFFMAN, GEORGE
KBMW, Breckenridge, Minn.
KAY, BOB
WAVE-TV, Louisville, Ky.
KAY, FRANK
WDOS, Oneonta, N. Y.
KEARCE, CECIL
WRGA, Rome, Ga.
KEECH, KEL
Kel Keech Visits, Brunch with Keech
ABC
KEELEY, LUTHER
KBST, Big Spring, Texas
KEENER, PHIL
KDWT, Stamford, Tex.
KELLEHER, PHIL A.
WQAM, Miami, Fla.
KELLY, LEON E.
WRAK, Williamsport, Pa.
KELLEY, RAY
KXLF, Butte, Mont.
KELLY, THOMAS
WJMS, Ironwood, Mich.
KELLUM, SHELTON
WJNC, Jacksonville, N. C.
KENNEDY, EDWARD J., JR.
WKRC-TV, Cincinnati, Ohio
KENNEDY, JOHN
Lux Radio Theater
CBS
KENNEDY, LOU
WORZ, Orlando, Fla.
KENNEDY, MICHAEL
KTOW, Oklahoma City, Okla.
KENNEDY, TOM
WIBM, Jackson, Mich.
KENT, CARL
KTAR, Phoenix, Ariz.
KERN, DON
WDIA, Memphis, Tenn.
KERNS, ROY
WKY, Oklahoma City, Okla.
KERR, KEITH
WCOL, Columbus, Ohio
KESSENICH, JOHN
WDUZ, Green Bay, Wis.
KEYSER, WARREN
WILM, Wilmington, Del.
KIKER, W. A.
WADE, Wadesboro, N. C.
KILGORE, BOB
WHOO, Orlando, Fla.
KILIAN, JIM
WAAM-TV, Baltimore, Md.
KIMBLE, VANCE
KTXC, Big Spring, Texas
KINDER, ROD
WCOV, Montgomery, Ala.
KING, BILL
WNOR, Norfolk, Va.
KING, BOB
WSOY, Decatur, Ill.

KING, CARL
See Artists Section)

KING, JIM
WJRD, Tuscaloosa, Ala.
KING, JIM
KDMO, Carthage, Mo.
KING, MARSHALL
KITO, San Bernardino, Cal.
KING, MICHAEL
KLPR, Oklahoma City, Okla.
KING, WALLY
WATR, Waterbury, Conn.
KING, WALLY
KPIX, San Francisco, Cal.
KING, WALLY
KSFO, San Francisco, Cal.
KINGREY, PAT & HIS KENTUCKIANS
Chuckwagon Jamboree
WKAY, Glasgow, Ky.
KINSER, JOE
KGST, Fresno, Cal.
KINTZ, GENE
KEBE, Jacksonville, Tex.
KIRBY, BILL
WHED, Washington, N. C.
KIRBY, DURWOOD
Garry Moore Show, CBS-TV; Hilltop House, CBS
KIRBY, LEE
WBT, Charlotte, N. C.
KIRBY, AL
WRGA, Rome, Ga.
KIRBY, BOB
WLAV, Grand Rapids, Mich.

KIRKWOOD, JACK
B. Belfast, Ireland; Jack Kirkwood Show, Don Lee Network; The Bob Hope Show, NBC

KIRKWOOD, JOHN
KGGM, Albuquerque, N. M.
KLESTINE, FRED
WWOL, Buffalo, N. Y.
KLEIN, GENEVIEVE
WABJ, Adrian, Mich.
KNAPP, JOHN
The Knapp Sack
KTHT, Houston, Tex.
KNIGHT, FRANK
WARE, Mass.
KNIGHT, FRED
WIBG, Philadelphia, Pa.
KNIGHT, JOE PAT
WKYB, Paducah, Ky.

KNOX, BOB
WIBG, Philadelphia, Pa.
KNUTSON, HAL
KENI, Anchorage, Alaska
KOBAK, ED
WTWA, Thomson, Ga.
KOHL, JIM
WBOW, Terre Haute, Ind.
KOLB, HAROLD
WARC, Rochester, N. Y.
KOLBY, CAL B.
Breakfast Club of the Air
WBIS, Bristol, Conn.
KOVACS, ERNIE
WTTM, Trenton, N. J.
KRANE, HARRY
WHBY, Appleton, Wis.
KRELL, FRED
WSAM, Saginaw, Mich.
KRIEGER, JOHN
WCDL, Carbondale-Honesdale, Pa.
KROGH, RAY
WSDR, Sterling-Dixon, Ill.
KRUPP, LARRY
WJW, Cleveland, Ohio
KUBLEY, RAY
KIST, Santa Barbara, Cal.
KUNZ, CARL A., JR.
WHAZ, Troy, N. Y.
KURTZ, SPYKER G.
WRAK, Williamsport, Pa.

— L —

LaFRANCHISE, CHARLES
KPOJ, Portland, Ore.
LAING, JOHN
Star Of The Family
CBS-TV
LAMB, ART
WITG, Washington, D .C.
LAMBERTON, WILLIAM
KDAN, Oroville, Calif.
LANAGAN, JAMES
WNBH, New Bedford, Mass.
LANCASTER, DEWITT
KASH, Eugene, Ore.
LAND, ZACK
WMAS, Springfield, Mass.
LANDFEAR, DEAN
WMT, Cedar Rapids, Iowa
LANDRY, DENNIS
KSIG, Crowley, La.
LANE, DUDLEY C.
Press Time: Birthday & Anniversary Club
KFAM, St. Cloud, Minn.
LANE, HOMER
KMHL, Marshall, Minn.
LANG, BILL
KMHT, Marshall, Tex.
LANGLEY, LAVELLE
KAMD, Camden, Ark.
LAPAN, DON
KTRB, Modesto, Cal.
LASHER, SIDNEY
WAGA-TV, Atlanta, Ga.
LaTOUR, AL
WEVE, Eveleth, Minn.
LAUGHNER, ROL
KTAR, Phoenix, Ariz.
LAUGHTER, CLYDE W.
WJRI, Lenoir, N. C.
LAURENCE, JACK
WSAP, Portsmouth, Va.
LAURIE, BILL
KEEE, Jacksonville, Tex.
LAUZAU, FRANCIS T.
WMMN, Fairmont, W. Va.
LAWHEAD, GORDON
WHHO, Memphis, Tenn.
LAWLEY, LEE
KGER, Long Beach, Cal.
LAWSON, CRAIG
KJAY, Topeka, Kans
LAWRENCE, DAN
KRNT, Des Moines, Iowa
LAWRENCE, JACK
WIRL, Peoria, Ill.

LAWRENCE, MORT
B. Dec. 1, 1914, Philadelphia, Pa.; Prince Charming MC, Mutual; Second Honeymoon, Mutual; Starlight Film Theater MC,, WFIL-TV; High Adventure, NBC; Gangbusters, CBS; $1000 Reward, NBC.

LAWSON, JACK
KXOA, Sacramento, Cal.
LEA, ROD
WWOD, Lynchburg, Va.
LEAFER, WOODY
WDSU-TV, New Orleans, La.
LEE, BOB
KCOK, Tulare, Cal.
LEE, BRUCE
WHIT, New Bern, N. C.
LEE, DON
WJJL, Niagara Falls, N. Y.
LEE, HARRY
WCBA, Corning, N. Y.
LEE, NORMAN
KGBC, Galveston, Tex.
LEEDS, CARLYLE D.
KOJM, Havre, Mont.
LeFEBRE, BILL
WFBR, Baltimore, Md.
LEFFINGWELL, JOHN
WNLC, New London, Conn.
LEGASPI, ZOELLO
KIPA, Hilo, Hawaii
LEHNHOFF, HENRY
KWED, Seguin, Tex.
LEHNOFF, WILLIAM
KTW, Seattle, Wash.
LEIGHTON, JERRY
WSAZ-TV, Huntington, W. Va.
LEMEN, MATT
KOPO, Tucson, Ariz.
LEMER, BILL
KWYO, Sheridan, Wyo.
LEMOND, BOB
Our Miss Brooks
CBS
LENNON, PAUL
WTOM, Bloomington, Ind.
LEON, JACK
KRDU, Dinuba, Cal.
LEONARD, JESSE
KEX, Portland, Ore.
LEONARD, VINCE
WISH, Indianapolis, Ind.
LEPAGE, JEAN
WMSA, Massena, N. Y.
LESLIE, LOUISE
Homemakers Exchange
CBS-TV
LESTER, BILL
KOY, Phoenix, Ariz.
LEUTJEN, JACK
KGVO, Missoula, Montana
LEWIS, BILL
KLPM, Minot, North Dakota
LEWIS, DICK
KTAE, Taylor, Tex.
LEWIS, EARL
WGTC, Greenville, N. C.
LEWIS, RALPH
WTAD, Quincy, Ill.
LEZOTTE, GEORGE E.
WAVZ, New Haven, Conn.
LIGHTNER, FRED
WEOL, Lorain-Elyria, O.
LILES, MARDI
WFLA, Tampa, Fla.
LINDLEY, MERRILL
KODI, Cody, Wyoming
LING, MIKE
KSTA, Coleman, Texas
LINGO, TED
WTOP, Washington, D. C.
LINKOUS, MELVIN
WSLS, Roanoke, Va.
LINN, BOB
March of Sports
WOKZ, Alton, Ill.
LINN, CLARE
WKMH, Dearborn, Mich.
LINTHICUM, WALTER
WBAL, Baltimore, Md.
LIVORIO, BOB
WKPA, New Kensington, Pa.
LITTEN, BOB
KERG, Eugene, Ore.
LITTLE, LEON
KOSE, Osceola, Ark.
LIVICK, ART
WIMA, Orange, Va.
LIVINGSTON, CARL
WGVM, Greenville, Miss.
LLOYD, JACK
WIOD, Miami, Fla.
LOCKE, ED
WSNJ, Bridgeton, N. J.
LOCKHART, H.
WLOA, Braddock, Pa.
LOCKWOOD, GLENN L.
KXLK, Gt. Falls, Mont.
LOGAN, KUYK
KNOR, Norman, Okla.
LONG, DEANE S.
KVOE, Santa Ana, Cal.
LONG, DEWEY H. (BUCK) JR.
WABB, Mobile, Ala.
LONG, DON
KXO, El Centro, Cal.
LONG, THOMAS
KREO, Indio, Cal.
LONGACRE, DICK
KRDO, Colorado Springs, Col.
LONERGAN, VINCENT T.
WDGY, Minneapolis, Minn.

LONESOME GAL
B. Nov. 4th, Dallas, Tex. Lonesome Gal Show, KHJ-Mutual Don Lee

LOREN, BILL
WLVA, Lynchburg, W. Va.
LOUDEN, VERN
KROW, Oakand, Cal.
LOW, HOLLAND
WIDE, Biddeford, Me.
LOW, JIMMIE
WRR, Dallas, Tex.
LOWE, DON
Met Opera Auditions
ABC
LOWERY, BILL
WGST, Atlanta, Ga.
LOWREY, AL
KGA, Spokane, Wash.
LOWRIE, BOB
KFQD, Anchorage, Alaska
LOYD, KEITH
KVOP, Plainview, Tex.
LUCE, WALLY
WWPF, Palatka, Fla.
LUDLAM, KENNEDY
WRC, Washington, D. C.
LUNDBERG, WYN
KBRL, McCook, Nebr.
LUNDBOM, DELMAR
KGON, Oregon City, Ore.
LUPO, JIM
WLAQ, Rome, Ga.
LUPTON, JOHNNY
WLAN, Lancaster, Pa.
LYMAN, PETER
KAAA, Red Wing, Minn.
LYNCH, WILBUR
KFRB, Fairbanks, Alaska

LYNN, DAVE
WGAP, Maryville, Tenn.
LYNN, JACK
KVER, Albuquerque, N. M.
LYNN, JAMES
WVCH, Chester, Pa.
LYON, LEN
KWCO, Chickasha, Okla.
LYON, ROY
KCTX, Childres, Texas

— M —

MacDOUGALL, JOHN
Vaughn Monroe Show
CBS-TV
MACK, ED
KFRB, Fairbanks, Alaska
MACK, TY
KWOA, Worthington, Minn.
MACK, WAYNE
WDOK, Cleveland, Ohio
MACKAY, JIM
ABC
MacKINNON, HUGH
WNLC, New London, Conn.
MacLOUGHLIN, DON
WKBS, Oyster Bay, N. Y.
MACK, BILL
KLYN, Amarillo, Texas
MAEL, MERRILL
KENI, Anchorage, Alaska
MAINZ, JOE
KEBE, Jacksonville, Fla.
MALOY, BILL
WCNB, Connersville, Ind.
MANDEL, SID
KGST, Fresno, Cal.
MANDRAKE, CHARLES
WICA, Ashtabula, Ohio
MANN, DAVE
WLYN, Lynn, Mass.
MANN, NORMAND
KRIO, McAllen, Tex.
MANNING, ART
WBGK, Jesup, Ga.
MANSFIELD, LARRY
WSPB, Sarasota, Fla.
MARGRAFF, NORM
WMIL, Milwaukee, Wis.
MARLOWE, JAMES O.
WNAW, North Adams, Mass.
MARRERO, LUIS E.
WIAC, San Juan, P. R.
MARSHALL, DICK
WAGM, Presque, Isle, Me.
MARTIN, BEN
KCOW, Alliance, Nebraska
MARTIN, DICK
KCOK, Tulare, Cal.
MARTIN, FRED L.
WHTC, Holland, Mich.
MARTIN, KRIS
WROW, Albany, N. Y.
MARTIN, MEL
WLW-T, Cincinnati, O.
MARTIN, MURPHY
KTRE, Lufkin, Tex.
MARTIN, RICK
WHKK, Akron, Ohio
MARTIN, TOM
KBOR, Brownsville, Texas
MARVIN, JACK
KRKL, Kirkland, Wash.
MARVIN, LARRY
KRNO, San Bernardino, Cal.

MARVIN, TONY
B. Oct. 5, 1912, New York, N. Y.; Arthur Godfrey Time, CBS; Arthur Godfrey & His Friends, CBS-TV; We Take Your Word, CBS; CBS-TV; Perry Como Supper Club, NBC-AM, TV.

MASDEN, S. L., JR.
WJBB, Haleyville, Ala.
MASON, JOHN
WKAI, Macomb, Ill.
MASTERS, CARL
WCRO, Johnstown, Pa.
MATHEWS, JOHN
WGLS, Decatur, Ga.
MATHEWS, TOM
WKLA, Ludington, Mich.
MATNEY, DON
WHCC, Waynesville, N. C.
MAURER, DEL
KDDD, Dumas, Tex.
MAYHUGH, BILL
WGAY, Silver Spring, Md.
McALLISTER, ROY
WRLD, West Point, Ga.
McATEE, JOHN 'MAC'
Mac's Musical Roundup
KTYL, Mesa, Ariz.
McBEE, KEITH
WBAL-TV, Baltimore, Md.
McBRIDE, DICK
WPAD, Paducah, Ky.
McBRIDE, LESTER
KGLU, Safford, Ariz.
McCALL, FRED
WOAI, San Antonio, Tex.
McCALL, JACK
KSYL, Alexandria, La.

— Mc —

McCANN, JIM
Your Request Please
WPEN, Philadelphia, Pa.
McCANN, RICHARD
KBON, Omaha, Nebr.
McCARL, BOB
KRNR, Roseburg, Ore.
McCARTY, BURL
WSUN, St. Petersburg, Fla.
McCARTY, PAT
KVCV, Redding, Cal.
McCLAIN, DEAN
KWBC, Ft. Worth, Tex.
McCLAIR, BILL
KAKE, Wichita, Kans.
McCLELLAN, CHARLES
WWWR, Russellville, Ala.
McCLELLAN, JOHN
WMIL, Milwaukee, Wis.
McCONNELL, BYRON
WKST, New Castle, Pa.
McCONNELL, JOHN
KSCO, Santa Cruz, Cal.
McCOY, BOB
KOB, Albuquerque, N. M.
McCOY, DeWAYNE
KVOW, Littlefield, Tex.

McCOY, JACK E.
B. Nov. 10, 1918, Akron, Ohio; Live Like A Millionaire, NBC; Live Like A Millionaire, CBS-TV.

McCULLEY, JOE
WSNJ, Bridgeton, N. J.
McCUMBER, JERRY
KRKL, Kirkland, Wash.
McDONALD "HANK"
WCRS, Greenwood, S. C.
McDONALD, JIM
WSYR-TV, Syracuse, N. Y.
McDONOUGH, JIM
WHUC, Hudson, N. Y.
McDOUGALL, BILL
KSST, Sulphur Springs, Tex.
McDOWELL, JIMMY
WHFB, Benton Harbor, Mich.
McEACHERN, LEE
WHBQ, Memphis, Tenn.
McELROY, PAUL
KMNS, San Luis Obispo, Cal.
McGARITY, BOB
WBGE, Atlanta, Ga.
McGARRY, MAC
WRC, Washington, D. C.
McGINNLEY, JOE
WCOS, Columbia, S. C.
McGUIRT, BILL
WDWD, Dawson, Ga.
McINTYRE, JIM
WTIP, Charleston, W. Va.
McKEE, ROY
KTUL, Tulsa, Okla.
McKEEHAN, ROBERT V.
KCNA, Tucson, Ariz.
McKELFRESH, AL
WVLN, Olney, Ill.
McKELLER, DONALD
WNEB, Worcester, Mass.
McKINLEY, ALLAN
KATL, Houston, Tex.
McKINNEY, JAMES
WMIX, Mt. Vernon, Ill.
McKINNEY, JOE
KCUL, Ft. Worth, Tex.
McKINNON, BOB
WRFS, Alexander City, Ala.
McLANE, BROADUS
WKLY, Hartwell, Ga.
McLEOD, DON
WJBK, Detroit, Mich.
McCULLEN, JACK
WMBS, Uniontown, Pa.
McNAMEE, PAT
WEVE, Eveleth, Minn.
McNEMEE, JERRY
KCHS, Hot Springs, N. M.
McNEVIN, JOHN
WMID, Atlantic City, N. J.
McPHEE, JIM
WGL, Ft. Wayne, Ind.
McQUEEN, JIMMIE
KCRS, Midland, Tex.
McQUIGG, O. J.
WEW, St. Louis, Mo.
McREYNOLDS, BILLY
WOAI, San Antonio, Tex.
McSHANE, JOHN
KTKT, Tucson, Ariz.
MEACHAM, JUSTIN
WSBT, South Bend, Ind.
MEDINA, FRANCISCO RIVERA
WCMN, Arecibo, P. R.
MEIER, EVANS
WJAG, Norfolk, Nebr.
MELBY, LOYD
WJMS, Ironwood, Mich.
MELLOY, JACK, MR.
WHOT, South Bend, Ind.
MENEFEE, BOB
WIP, Philadelphia, Pa.
MENKE, EDWARD
WEDO, McKeesport, Pa.
MENTZER, EARL
WJEJ, Hagerstown, Md.
MERCER, CLIF
Jam Session
WLOU, Louisville, Ky.
MERCIER, RAYMOND
WPOR, Portland, Me.
MERRILL, BILL
KMHT, Marshall, Tex.
MESNER, PETER
WHHH, Warren, Ohio
METZ, STUART B.
Light of the World, NBC; Counterspy, ABC; Cavalcade of Stars, DuM.; Cavalcade of Bands, DuM.
MEYERS, BILL
KTMC, McAlester, Okla.
MEYERS, PAUL L.
WOHI, East Liverpool, Ohio
MICHAEL, ED
Can You Top This
ABC
MICHAEL, GEORGE
WROW, Albany, N. Y.
MICHLER, GEORGE
WBBW, Youngstown, Ohio

MICLLEF, ED
WBCK, Battle Creek, Mich.
MILHOUSE, GLENN
KGEZ, Kalispell, Montana
MILLER, ALAN
KBRG, Mount Vernon, Wash.
MILLER, EDDIE
WWBZ, Vineland, N. J.
MILLER, IRV
KBUN, Bemidji, Minn.
MILLER, JOHN W.
WDEV, Waterbury, Vermont
MILLER, LeROY
WFIL-TV, Philadelphia, Pa.
MILLER, MACON (PAT)
WSSB, Durham, N. C.
MILLER, NEAL
WGWD, Gadsden, Ala.
MILLER, NOAH
WBIW, Bedford, Ind.
MILLER, PAUL
WHOC, Philadelphia, Pa.
MILLER, PAULL
WJEL, Springfield, Ohio
MILLS, DEXTER
WDBJ, Roanoke, Va.
MILLS, DICK
WPTR, Albany, N. Y.
MILLS, FRANK
WBAP-TV, Fort Worth, Tex.
MILLS, FRANK
WBAP, Ft. Worth, Tex.
MILLS, JACK
SKIB, Creston, Iowa
MILSIP, JOE
WCPA, Clearfield, Pa.
MINOR, DENNIS
WABD-TV
MINTER, DAN
WFIN, Findlay, Ohio
MINTZ, DAVID
WHDL, Olean, N. Y.
MITCHELL, BILL
WJMW, Athens, Ala.
MITCHELL, GIL
KBRL, McCook, Nebr.
MITCHELL, JAMES H.
WCVS, Springfield, Ill.
MITCHELL, JAMES L.
WSLS, Roanoke, Va.
MITCHELL, J. W.
KSFA, Nacogdoches, Tex.
MITCHELL, PAUL
WHOL, Allentown, Pa.
MITCHELL, PAUL
KSYL, Alexandria, La.
MITCHELL, RAY
KGEM, Boise, Ida.
MITCHELL, REX
KVSO, Ardmore, Okla.
MITCHELL, WALTER
WADE, Wadesboro, N. C.
MITTON, LAURIE
KUOA, Siloam Springs, Ark.
MOAD, REX
WDSU-TV, New Orleans, La.
MONDAY, RAY
WGAT, Utica, N. Y.
MONROE, CAL
KROY, Sacramento, Cal.
MONTALVO, JUAN RAMON
WORA, Mayaguez, P. R.
MONTGOMERY, DANNY
WPWA, Chester, Pa.
MONTGOMERY, JOHN R.
WICC, Bridgeport, Conn.
MOODY, WAYNE
KXRA, Alexandria, Minn.
MOORE, ARLYN
WMTC, Vanceleve, Ky.
MOORE, DAVE
KCID, Caldwell, Idaho
MOORE, DON
WWWF, Fayette, Ala.
MOORE, FRED
KFOX, Long Beach, Cal.
MOORE, JACK
KAKC, Tulsa, Okla.
MOORE, TED
WDLB, Marshfield, Wis.
MOOREHEAD, TOM
WFIL, Philadelphia, Pa.
MORAN, JACK
KURV, Edinburg, Tex.
MORELAND, HARRY
WOPI, Bristol, Tenn.
MORGAN, BILL
WXYZ, Detroit, Mich.
MORGAN, JOHN I.
WHED, Washington, N. C.
MORGAN, RAY
Refreshment Time
CBS
MORGAN, RICK
WKAL, Rome, N. Y.
MORRIS, BEN
WKY-TV, Oklahoma City, Okla.
MORRIS, DUDLEY
KGBX, Springfield, Mo.
MORRIS, JAMES N.
WSAT, Salisbury, N. C.
MORRIS, JOHN
WLOL, Minneapolis, Minn.
MORRIS, PAUL
KING-TV, Seattle, Wash.
MORRIS, RICHARD W.
WOHI, East Liverpool, Ohio
MORRISON, GARRY
WTMA, Charleston, S. C.
MORROW, DON
WFAA-TV, Dallas, Tex.
MORROW, EDWIN
WKTM, Mayfield, Ky.
MORSE, SID
KLOU, Lake Charles, La.
MORSE, TONY
KGO, San Francisco, Cal.
MORTIMER, WILLIAM A.
WRAK, Williamsport, Pa.
MOTT, STACEY
WHUB, Cookeville, Tenn.

MOUNTBATTEN, LADY IRIS
(See Artists)

MOYS, JACK
KPOJ, Portland, Ore.
MUELLER, VERNON E.
KPOJ, Portland, Ore.
MUNLEY, JACK
KANS, Wichita, Kans.
MUNYAN, HARRY
WIOD, Miami, Fla.
MUNZELL, SPECS
WIS, Columbia, S. C.
MURDOCK, JIM
KCKY, Coolidge, Ariz.
MURPHY, BILL
KSUE, Susanville, Cal.
MURPHY, ED
WSYR-TV, Syracuse, N. Y.
MURPHY, EMMETT
WFAX, Falls Church, Va.
MURPHY, JIM
WRFS, Alexander City, Ala.
MURPHY, LEO A.
KARK, Little Rock, Ark.
MURPHY, ROBERT
WJMR, New Orleans, La.
MURRAY, AL
WLIO, E. Liverpool, O.

MURRAY, JAN
Songs for Sale, CBS-TV, AM; Milton Berle Show, NBC-TV; Ed Sullivan Show, CBS-TV; ANTA Show, ABC-TV.

MURRAY, LEE
WMCK, McKeesport, Pa.
MUSSER, WALTER J.
WBCM, Bay City, Mich.
MUTELL, BILL
WPLI, Jackson, Tenn.
MYER, DICK
WAGM, Presque Isle, Me.

— N —

NAGLE, DAVE
KXYZ, Houston, Tex.
NAGLE, JEFF
WNAX, Yankton, S. D.
NAPIER, BYRON
KCRC, Enid, Okla.
NASH, BARNES
WHIS, Bluefield, W. Va.
NEAL, BOB
WMPS, Memphis, Tenn.
NEAL, JIM
WSLI, Jackson, Miss.
NEHER, DeALTON
WIBA, Madison, Wis.
NEILSON, WALT
WNHC, New Haven, Conn.
NELSKOG, WALLY
KRSC, Seattle, Wash.
NEILSON, WARREN
KMA, Shenandoah, Iowa
NELSON, BILL
KING-TV, Seattle, Wash.
NELSON, BOB
WBBZ, Ponca City, Okla.
NELSON, CHARLES
WFBG, Altoona, Pa.
NELSON, DAVE
KCOG, Centerville, Iowa
NELSON, HERMAN E.
WLCS, Baton Rouge, La.
NELSON, JIM
KJFJ, Webster City, Iowa
NELSON, VERN
KTRI, Sioux City, Iowa
NEMETT, GEORGE
KALI, Pasadena, Cal.
NEWCOMBE, H. EDWIN
KOKX, Keokuk, Iowa
NEWMAN, EUGENE
WVOK, Birmingham, Ala.
NEWMAN, JACK
KOME, Tulsa, Okla.
NEWSONE, BUCK
KENO, Las Vegas, Nevada
NEYERLIN, WARREN
WVPO, Stroudsburg, Pa.
NIAGRO, JOE
WIBG, Philadelphia, Pa.
NICHOLS, JAY
WGRO, Bay City, Mich.
NICHOLSON, NICK
KROW, Oakland, Cal.
NIGGINS, JIM
KABC, San Antonio, Tex.
NIMMO, BILL
WLW-T, Cincinnati, O.
NOAH, BOB
WBRY, Waterbury, Conn.
NOE, ROBERT
WGEZ, Beloit, Wis.
NOEL DICK
WTTG, Washington, D. C.
NOETHENS, WILLIAM K.
KUBA, Yuba City, Cal.
NOHOVA, ED
WBIZ, Eau Claire, Wis.
NOLAN, JAMES W.
KIT, Yakima, Wash.
NOLAN, LARRY
KWBE, Beatrice, Nebr.
NOLAN, TIM
KXYZ, Houston, Tex.
NORMAN, BOB
Breakfast Show
WESB, Bradford, Pa.
NORMAN, DON
KFAB, Omaha, Neb.

NORMAN, JACK
WCBI, Columbus, Miss.
NORMAN, NANCY
WDZ, Decatur, Ill.
NORMAND, WALLIE
WPTR, Albany, N. Y.
NORTON, PAUL
KBOA, Kennett, Mo.
NORWIG, GEORGE
WCSC, Charleston, S. C.
NOTZ, HAL
KGNO, Dodge City, Kans.

— O —

OAKLEY, DAVID
WHUB, Cookeville, Tenn.
O'BRIEN, JERRY
WHAN, Charleston, S. C.
O'BRIEN, ELLIOTT
KFDA, Amarillo, Texas
O'BRIEN, JOE
WMCA, New York, N. Y.
O'BRIEN, JOEL
Rosemary
CBS
O'BRIEN, JOHN
KTEM, Temple, Tex.
O'BRIEN, MARK J.
WLCS, Baton Rouge, La.
O'CONNOR, HARRY
KMAC, San Antonio, Tex.
O'CONNOR, ROD
B. Houston, Tex.; Red Skelton Show, CBS; People Are Funny, NBC.
O'DONNELL, JIM
WKEU, Griffin, Ga.
O'DONNELL, ROBERT
WARC, Rochester, N. Y.
O'HALLORAN, HAL
WHBL, Sheboygan, Wis.
OKUBO, KIYOSHI
KIPA, Hilo, Hawaii
OLDAG, BEN
KFRD, Rosenberg, Tex.
O'LEARY, JIM
KFXM, San Bernardino, Cal.
OLIPHANT, PAUL
Garden Gate
CBS
OLIVE, GREY
WWOD, Lynchburg, Va.
OLSEN, JOHNNY
Johnny Olsen's Rumpus Room, WABD-Dumont; Luncheon Club, WJZ-ABC.
OLSON, BRUNO
WLPO, LaSalle, Ill.
OLSON, DALE
KDIX, Dickinson, North Dakota
O'NEAL, GLENN
KWHN, Ft. Smith, Ark.
O'NEILL, JIM
KOWH, Omaha, Nebr.
ORANCH, JACK
WVOS, Liberty, N. Y.
ORTEGA, LOLA
KGIW, Alamosa, Col.
ORTIZ, CARLOS RUBEN
WPRP, Ponce, P. R.
ORTON, DEAN
KECK, Odessa, Tex.
ORTON, HAL
KRCT, Baytown, Texas
OSBORNE, KARL
WADC, Akron, Ohio
OSBORNE, TIM
The Night Watchman
KTHT, Houston, Tex.
OSTRODE, WARREN, JACK
KTOP, Topeka, Kans.
OTT, BEN
KSRO, Santa Rosa, Cal.
OWEN, AL
WMID, Atlantic City, N. J.
OZIMEK, STAN
WKNB, New Britain, Conn.

— P —

PAGE, ELLIOT A.
WDEV, Waterbury, Vermont
PAGE, FRANK
KWKH, Shreveport, La.
PALMER, COY
KPDN, Pampa, Tex.
PANNY, FRANK
WOKO, Albany, N. Y.
PARCHER, DON
WBBW, Youngstown, Ohio
PARISH, GUY
WEBQ, Harrisburg, Ill.
PARKER, DUANE
KXLQ, Bozeman, Montana
PARKER, JOHNNY
WJIM, Lansing, Mich.
PARKER, LEE
WNAO, Raleigh, N. C.
PARKS, DARYL E.
WKRC-TV, Cincinnati, Ohio
PARR, T. FRANK
WTNJ, Trenton, N. J.
PARRY, EDDIE
WFLO, Farmville, Va.
PATTERSON, CREAN
WONS, Hartford, Conn.
PATTERSON, PAT
WMFT, Florence, Ala.
PAUL, NORMAN
KSGO, San Jose, Cal.
PAUL, RALPH
Oct. 11, 1920, Denver, Colo.; Strike It Rich, CBS; True Detective Mysteries, MBS; Lights Out, NBC-TV; Stop The Music, ABC-TV; Eloise Salutes the Stars, Dumont; Second Honeymoon, WOR.
PAUL, VERN
WJPS, Evansville, Ind.
PAUL, VINCE
KOSA, Odessa, Tex.
PAUSCH, RUSSELL N.
WCLD, Cleveland, Miss.
PAYE, DON
WICY, Malone, N. Y.
PEARSON, FORT
Curt Massey Time,
CBS
PEARSON, WALTER
WFVG, Fuquay Springs, N. C.
PENDERGRAFT, CARL
KTUR, Turlock, Cal.
PENDERGRAST, WILLIAM
WNBH, New Bedford, Mass.
PENNELL, BILL
WKEU, Griffin, Ga.
PENNER, RAY
WCAV, Norfolk, Va.
PEPPER, BILL
WBNS-TV, Columbus, O.
PERRIN, LLOYD
KGIL, San Fernando, Cal.
PERRY, DICK
WOAI-TV, San Antonio, Tex.
PERRY, DICK
WBOB, Galax, Va.
PERRY, DON
WJBO, Baton Rouge, La.
PERRY, C. STEWART
WWSR, St. Albans, Vermont
PERRYMAN, THOMAS E.
KSIJ, Gladewater, Tex.
PETERS, BOB
WFAS, White Plains, N. Y.
PETERSEN, JAMES A.
KMUR, Murray, Utah
PETERSON, ARNOLD
WATW, Ashland, Wis.
PETERSON, DAN
WABD-TV
PETERSON, DON
KGLC, Miami, Okla.
PETERSON, DON
KATE, Albert Lea, Minn.
PETERSON, GENE
WLAV-TV, Grand Rapids, Mich.
PETTIT, LLOYD
WMAW, Milwaukee, Wis.
PHELAN, TOM
KGVO, Missoula, Montana
PHILIPPE, GENE
KXIC, Iowa City, Iowa
PHILLIPPS, C. W.
WBBB, Burlington, N. C.
PHILLIPS, GEORGE
WLCR, Torrington, Conn.
PICUS, LARRY
WTNT, Tallahassee, Fla.
PIERCE, BOB
WWCA, Gary, Ind.
PIERCE, JERRY
KGNO, Dodge City, Kans.
PIGG, CALVIN
KORA, Bryan, Texas
PIGGOTT, JOE
WSAL, Logansport, Ind.
PIKE, DICK
WCKY, Cincinnati, Ohio
PIPPERT, PAUL
KMA, Shenandoah, Iowa
PIRNIE, DUNCAN
WQXR, New York, N. Y.
PITTENGER, DICK
WFBM, WFBM-TV, Indianapolis, Ind.
PLACHTA, AL
KXLF, Butte, Mont.
PLATT, GENE
KJFJ, Webster City, Iowa
POLAND, SAM
WCHS, Charleston, W. Va.
POLLARD, BOB
KTAR, Phoenix, Ariz.
POLLES, CHUCK
KAST, Ames, Iowa
POOLE, BOB
WMRC, Greenville, S. C.
PORTA, PAT
KFSA, Ft. Smith, Ark.
PORTER, BOB
KHUZ, Borger, Texas
PORTER, DON
KUGN, Eugene, Ore.
POSEY, GEORGE
KXOC, Chico, Cal.
POTEET, SANDY
KFJI, Klamath Falls, Ore.
POWELL, FRANK
KCRC, Enid, Okla.
POWELL, JACK
KVEN, Ventura, Cal.
POWELL, KENNETH C.
WELM, Elmira, N. Y.
POWER, TOM
WMUR, Manchester, N. H.
POWERS, DON
KXGN, Glendive, Montana
POWERS, JOE
WNAV, Annapolis, Md.
POWERS, RALPH
KRNT, Des Moines, Iowa
PRATT, JIM
KINE, Kingsville, Tex.
PRENTICE, CHARLES D.
WHAI, Greenfield, Mass.
PRENTISS, JOE
WAEB, Allentown, Pa.
PRESBY, ARCH
KNBH, Hollywood, Cal.
PRESSON, JAYE
WCRS, Greenwood, S. C.

PRESTON, LEW
KWOF, Clinton, Okla.
PRYOR, BILL
WNBF-TV, Binghamton, N. Y.
PRYOR, RICHARD
KFDX, Wichita Falls, Tex.
PURCELL, CHARLES W.
WCAO, Baltimore, Md.
PUGH, CARL
WJBB, Haleyville, Ala.
PURSE, TODD
WXYZ-TV, Detroit, Mich.
PUTNAM, DON
WEBZ, Ponca City, Okla.
PYLANT, RUDY
KBOA, Kennett, Mo.
PYLE, MARTY
KMAE, McKinney, Tex.

— Q —

QUEEN, BILLY
KCTX, Childress, Texas
QUINN, JOE
WJMA, Orange, Va.

— R —

RAIFORD, BOB
WIS, Columbia, S. C.
RAIHILL, BILL
WCPA, Clearfield, Pa.
RAINEY, CLAUDE
WCLD, Cleveland, Miss.
RAINES, LEE
WHIN, Gallatin, Tenn.
RAINS, JACK
KTSM, El Paso, Tex.
RAMPY, C. W.
KMAE, McKinney, Tex.
RAMSAY, FORREST
WJAY, Mulline, S. C.
RAMSEY, DUANE
KCUL, Ft. Worth, Tex.
RANDALL, DAVE
WTOC, Savannah, Ga.
RANDALL, R. DALE
KWWL, Waterloo, Iowa
RASCO, LARRY
KTSA, San Antonio, Tex.
RATH, HARRY
KWNO, Winona, Minn.
RAWSON, RONALD
Young Dr. Malone
CBS
RAYCEE, DEL
WNAW, North Adams, Mass.
RAYMOND, JACK
Schultz's Music Shop
WISN, Milwaukee, Wis.
RAYMOND, LOU
WFHR, Wisconsin Rapids, Wis.
RAZZA, CARLO
KPAC, Pt. Arthur, Tex.
READY, ROGER
KGLC, Miami, Okla.
REAGAN, FRANK
WBOK, Poughkeepsie, N. Y.
REAVIS, HERMAN
WBOB, Galax, Va.
REDDICK, BILL
KPHO-TV, Phoenix, Ariz.
REDFORD, LEE
WKAY, Glasgow, Ky.
REDMOND, STANLEY
WHBQ, Memphis, Tenn.
REED, BURT
WVOS, Liberty, N. Y.
REED, ED
WLBC, Muncie, Ind.
REEVES, GRADY M.
WBHP, Huntsville, Ala.
REEVES, HAL
KVOS, Bellingham, Wash.
REEVES, JACK
KGER, Long Beach, Cal.
REED, LYNNE
KOLN, Lincoln, Nebr.
REHRER, GENE
WWGP, Sanford, N. C.
REICH, EDDIE
WOSC, Fulton, N. Y.
REIDY, BOB
KGFW, Kearney, Nebr.
REID, DICK
WSFA, Montgomery, Ala.
REIG, HOWARD
WGY, WGRB, Schenectady, N. Y.
REIMERS, ED
KTTV, Los Angeles, Calif.
REIMERS, ROBERT
KCOG, Centerville, Iowa
REISING, KEITH
WLRP, New Albany, Ind.
REITZ, PINKY
WLEC, Sandusky, Ohio
RENFROW, CHARLES
WHKP, Hendersonville, N. C.
RENO, WALT
WJBC, Bloomington, Ill.
RESPESS, FORREST H.
WHOK, Lancaster, Ohio
REYNOLDS, JACK
KLPR, Oklahoma City, Okla.
REYNOLDS, JIMMY
WPAL, Charleston, S. C.
REYNOLDS, LEE
WMEV, Marion, Va.
RHODES, BOB
WHOO, Orlando, Fla.
RHOADS, HOWARD
KUJ, Walla Walla, Wash.
RIDPATH, CLARK
KSWM, Joplin, Mo.
RICE, ED
KOSF, Nacogdoches, Tex.
RICH, AL
WLOH, Princeton, W. Va.
RICHARDS, RALPH
WLOW, Norfolk, Va.
RICHARDS, TOM
WACA, Camden, S. C.
RICHARDSON, CHARLES T.
WMOH, Hamilton, Ohio
RICHARDSON, JIMMIE
KNET, Palestine, Tex.
RICHINS, KAY
KALL, Salt Lake City, Utah
RICHMOND, BOB
WREN, Topeka, Kansas
RICHTER, BOB
WISL, Shamokin, Pa.
RICKWA, JOHN
KTRI, Sioux City, Iowa
RILEY, JOHN
WVAM, Altoona, Pa.
RINNINGER, RON
WCRO, Johnstown, Pa.
RISER, JIMMY
WCAV, Norfolk, Va.
ROARK, CHAS. A.
KGY, Olympia, Wash.
ROBERSON, BILL
WSPC, Anniston, Ala.
ROBERTS, BOB
KWRE, Warrenton, Mo.
ROBERTS, CHARLES
Chief Announcer
WGAR, Cleveland, Ohio
ROBERTS, HOWDY
WMT, Cedar Rapids, Iowa

ROBERTS, KEN
Frank Sinatra Show, CBS.

ROBERTS, MORGAN
KSWO, Lawton, Okla.
ROBERTS, SAM
WHBU, Anderson, Ind.
ROBERTS, STAN
WQXR, New York, N. Y.
ROBERTS, WAYNE
KGW, Portland, Ore.
ROBERTS, WILLIAM
KGYW, Vallejo, Cal.
ROBERTSON, BILL
WLOS, Asheville, N. C.
ROBERTSON, JIM
WLAV, WLAV-TV, Grand Rapids, Mich.
ROBERTSON, KNOWLES
WCPS, Tarboro, N. C.
ROBISON, WAYNE
KLVT, Levelland, Tex.
ROBINSON, DON
KIXL & KIXL-FM, Dallas, Texas
ROBINSON, FRANK
WCEN, Mt. Pleasant, Mich.
ROBINSON, JAMES
KSBW, Salinas, Cal.
ROBINSON, PAUL
KFRU, Columbia, Mo.
ROBSON, W. RONALD
KSWM, Joplin, Mo.
ROCK, AL
WOTW, Nashua, New Hampshire
ROCKWELL, JIM
WMDN, Midland, Mich.
RODGERS, EDWARD
KRS, Clinton, Iowa
RODRIGUEZ, LUIS F.
WPRP, Ponce, P. R.
ROGERS, BIU
Bill Henry News, MBS; Charles Wild, Private Detective, NBC; Sat. at the Zoo, ABC-TV; Manhattan Spotlite, DuM.; Brighter Day, CBS; Gabriel Heatter, MBS
ROGERS, BUDDY
WOR, New York, N. Y.
ROGERS, CHARLIE
KTAR, Phoenix, Ariz.
ROGERS, ROBERT V.
WDEC, Americus, Ga.
ROGERS, WILLIAM
Charlie Wild, Private Detective
CBS
ROHLING, LARRY
WLAY, Muscle Shoals, Ala.
RONEY, JACK
WRC, Washington, D. C.
RONEY, TED
WELO, Tupell, Miss.
ROPER, PRES
WMAN, Mansfield, O.
ROPPOLO, MIKE
KENT, Shreveport, La.
ROSEHILL, DAVID
WDEM, Providence, R. I.
ROSS, ART
WISR, Butler, Pa.
ROSS, DAN
WATL, Atlanta, Ga.
ROSS, DAVID
WDSG, Dyersburg, Tenn.
ROSS, DON
WMAN, Mansfield, O.
ROSS, DUNDEE
KRMG, Tulsa, Okla.
ROTHMAN, LEE
Square Dance Party
WWXL, Peoria, Ill.
ROUTH, BILL
WRHI, Rock Hill, S. C.
ROVICK, JOHN
KTTV, Los Angeles, Calif.
ROWAN, ROY
Yours Truly, Johnny Dollar
CBS

ROWZIE, JACK
WINX, Washington, D. C.
RUBENDALL, EVERETT W.
WRAK, Williamsport, Pa.
RUDD, SEARLE
KCNA, Tucson, Ariz.
RUE, JIM
KGER, Long Beach, Cal.
RUGE, GEORGE
KYA, San Francisco, Cal.
RUSSELL, DON
Cavalcade of Bands; Cavalcade of Stars; Okay Mother; Headline Clues, WABD-Dumont TV
RUSSELL, La VERNE
KUJ, Walla Walla, Wash.
RUST, PHIL
WMIE, Miami, Fla.
RUSSELL, ROGER A.
KWOA, Worthington, Minn.
RUSSELL, T. E.
WEEI, Boston, Mass.
RUSSELL, TODD
WNBT, New York, N. Y.
RUTHERFORD, JIM
KTAT, Frederick, Okla.
RUTLEDGE, BILL
KENT, Shreveport, La.
RYAN, EDWARD A.
KSIW, Woodward, Okla.
RYE, JACK
KTSM, El Paso, Tex.
RYKEN, JOHN
KLAS, Las Vegas, Nevada

— S —

SAENGER, JAMES R.
KOJM, Havre, Mont.
SAGESSE, BO B
WIBB, Macon, Ga.
ST. JOHNN, CHARLIE
KMAC, San Antonio, Tex.
ST. GEORGE, DORIAN
News
ABC
SALTSMAN, DAYTON
WSUN, St. Petersburg, Fla.
SAMPSON, GEORGE
WSAR, Fall River, Mass.
SANDERS, BOB
KICA, Clovis, N. M.
SANDERS, BOB
WHMA, Anniston, Ala.
SANDERS, STUART
WCRA, Effingham, Ill.
SANTIAGO, JOSE COLON
WVJP, Caguas, P. R.
SANTORO, BILL
WARD, Johnston, Pa.
SATTERWHITE, RON
KWNW, Wenatchee, Wash.
SAUNDERS, ALLAN
WCHA, Chambersburg, Pa.
SAWYER, HARRIS
WKRM, Columbia, Tenn.
SAWYER, VERNE
KMO, Tacoma, Wash.
SCANLON, JACK
WICC, Bridgeport, Conn.
SCHACT, RAY
Lonesome Troubador
WLYN, Lynn, Mass.
SCHAUGHENCY, ED
KDKA, Pittsburgh, Pa.
SCHAFRON, DON
WHOB, Gardner, Mass.
SCHEFF, WALTER
WPTR, Albany, N. Y.
SCHENCK, BUD
WTRF, Bellaire, Ohio
SCHILLINGS, W. R.
Dancing Party
WGKV, Charleston, W. Va.
SCHIRMER, CARLETON
KFEQ, St. Joseph, Mo.
SCHMIDT, CARL
WKOW, Madison, Wis.
SCHNECK, W. LEROY
WNAE, Warren, Pa.
SCHNEIDER, BILL, JR.
WQUA, Moline, Ill.
SCHNEIDER, WALLY
KIRX, Kirksville, Mo.
SCHULTZ, CHARLES
KWBC, Ft. Worth, Tex.
SCHULTZ, DICK
KGBC, Galveston, Tex.
SCHUMACHER, AL
WMAM, Marinette, Wis.
SCHUSSLER, DALE
WKWK, Wheeling, W. Va.
SCHWAN, GEORGE
KTIP, Porterville, Cal.
SCOGIN, JOHN
WTAW, College Station, Texas
SCOTT, AL
KCLW, Hamilton, Tex.
SCOTT, ALAN
WCAU, Philadelphia, Pa.
SCOTT, BILL
KSCB, Liberal, Kansas
SCOTT, LEONARD
Kiddie Club
WFEB, Sylacauga, Ala.
SEAMAN, ROBERT
KIBE, Palo, Alto, Cal.
SEARLES, HAL
KXRA, Alexandria, Minn.
SEARS, ZENAS
WGST, Atlanta, Ga.
SEAVEY, CECIL
KVOR, Colorado Springs, Col.
SEGO, FRANK
WGAD, Gadsden, Ala.
SELLARS, BILL
WHIN, Callitan, Tenn.
SELTZER, EV
WONS, Hartford, Conn.
SEWALL, BUD
KCBQ, San Diego, Cal.
SEWELL, DOUG
KTOW, Oklahoma City, Okla.
SEXTON, BRIAN
WIBX, Utica, N. Y.
SEYMOUR, DAN
Aunt Jenny
CBS
SHAFER, TOM
WJLS, Beckley, W. Va.
SHANK, LEW
KWYO, Sheridan, Wyo.
SHANNON, DONALD
WALD, Walterboro, S. C.
SHANNON, PAUL
KDKA, Pittsburgh, Pa.
SHARBUTT, DEL
Club 15
CBS
SHARP, IRVING
WDBJ, Roanoke, Va.
SHARPLESS, CHARLIE
WJVA, South Bend, Ind.
SHEEHAN, BILL
WDRC, Hartford, Conn.
SHEHEEN, ARTHUR
WACA, Camden, S. C.
SHEELDS, DANNY
WASA, Havre de Grace, Md.
SHEELER, MARK
WEBC, Duluth, Minn.
SHEETS, HOWARD
WNOR, Norfolk, Va.
SHELDON, HERB
Feb. 9, 1913 ,Brooklyn, New York; Herb Sheldon Show WJZ-AM.
SHELTON, JIM
WIBC, Indianapolis, Ind.
SHELTON, JIM
KTAN, Sherman, Tex.
SHEPPARD, DEANE
KFQD, Anchorage, Alaska
SHERBAHN, DICK
WCMB, Lemoyne, Pa.
SHERMAN, DON
WKNX, Saginaw, Mich.
SHERRY, BOB
Theater of Today
CBS
SHIMP, BERT
WSAZ, Huntington, W. Va.
SHINE, BILL
KXLE, Ellensburg, Wash.
SHIRK, REGGIE
KOKO, LaJunta, Col.
SHORE, HAL
WGRO, Bay City, Mich.
SHUMWAY, HI
WASK, Lafayette, Ind.
SHUMWAY, JIM
WDSR, Lake City, Fla.
SILLS, GENE
WADE, Wadesboro, N. C.
SILVER, WARREN
KFDX, Wichita Falls, Tex.
SILVERMAN, EDWARD J.
WKLV, Blackstone, Va.
SIMS, MAURICE
WTUX, Wilmington, Del.
SIMS, WAYNE
WMSL, Decatur, Ala.
SIMMS, HAL
Songs For Sale, Meet Frank Sinatra
CBS
SINDIK, GEORGE
WKRG, Mobile, Ala.
SINE, SHELDON
WTNJ, Trenton, N. J.
SIZOO, ROGER
KTRE, Lufkin, Tex.
SIMPSON, JIMMY
WMRC, Greenville, S. C.
SKAFF, NED
WCHS, Charleston, W. Va.
SKILTON, DAN
WAPO, Chattanooga, Tenn.
SKINNER, GEORGE
WPTZ, Philadelphia, Pa.
SLATER, BILL
WOR, New York, N. Y.
SLATTER, BILL
WJBO, Baton Rouge, La.
SLAYTON, GLEN
WEKR, Fayetteville, Tenn.
SMALL, MARSHALL
KUTA, Salt Lake City, Utah
SMITH, ARTHUR
WNEB, Worcester, Mass.
SMITH, BILL
WAMS, Wilmington, Del.
SMITH, BILL
WSFA, Montgomery, Ala.
SMITH, BOB
KTRH, Houston, Tex.
SMITH, CAL
KROC, Rochester, Minn.
SMITH, CHARLES C.
WDEC, Americus, Ga.
SMITH, DOUGLAS
WYVE, Wytheville, Va.
SMITH, FARRELL M.
WMVG, Milledgeville, Ga.
SMITH, JACK
KTKR, Taft, Cal.
SMITH, KATE
Collins, Ted
WOR, New York, N. Y.
SMITH, LEE
Kentuckiana At Work
Breakfast Show
WLOU, Louisville, Ky.
SMITH, NAT
KOGT, Orange, Tex.

SMITH, RALF
WIKB, Iron River, Mich.
SMITH, RALPH
KANS, Wichita, Kansas
SMITH, RON
KIDO, Boise, Ida.
SMITH, VERN
Our Miss Brooks
CBS
SNELLGROVE, TOMMY
WBML, Macon, Ga.
SNIDER, TED
KFMB-TV, San Diego, Cal.
SNITGER, BILL
WJHL, Johnson City, Tenn.
SOMERS, JOHN, JR.
WRMN, Elgin, Ill.
SOMMERVILLE, BOB
WHBB, Selma, Ala.
SOMMERVILLE, DICK
WTTH, Port Huron, Mich.
SORENSEN, ROBERT
WIKB, Iron River, Mich.
SOWINSKI, JIM
WIRA, Ft. Pierce, Fla.
SPARKS, CHARLES M.
WCRS, Greenwood, S. C.
SPAULDING, DICK
WUSJ, Lockport, N. Y.
SPECTOR, ALVIN
KLKC, Parsons, Kansas
SPENCER, PHIL
WENT, Gloversville, N. Y.
SPENGLER, KEN
WCVS, Springfield, Ill.
SPILLER, BILL
KLYN, Amarillo, Tex.
SPINELLI, MARC
KMNS, San Luis Obispo, Cal.
SPOO, EDDIE
WWHG, Hornell, N. Y.
SPOTTS, JAMES
WISL, Shamokin, Pa.
SPRINGER, HAROLD
WMBH, Joplin, Mo.
SQUIRES, SANDY
WDOS, Oneonta, N. Y.
STAHL, PHILLIP
WQXR, New York, N. Y.
STAHL, RAY
WVVW, Fairmont, W. Va.
STALLINGS, DUD
KTMC, McAlester, Okla.
STAMPS, MACK
WBTM, Danville, Va.
STANLEY, BILL
WNOE, New Orleans, La.
STANLEY, HAL
Housewives Request Party
WNAO, Raleigh, N. C.
STANLEY, ROY
KAKE, Wichita, Kans.

STARK, RICHARD S.

B. November 7, 1911, Grand Rapids, Mich.; Walter Winchell, ABC; Silver Theater, CBS; Danger, CBS-TV; It Pays to Be Ignorant, CBS; Pepper Young's Family, NBC; Perry Mason, CBS; When A Girl Marries, NBC; Star of the Family, CBS-TV; Perry Como Show, CBS.

STARR, LEE
WLBR, Lebanon, Pa.

STARR, LONNY

B. April 24, 1915, Wilmington, Del.; Wrestling Sunset, WOR-TV; Ace Drummond, WNBT-TV; Take It Easy, WNEW; Nitelife in New York, WNEW; Vaudeville Isn't Dead, WNEW; Disc Jockey Jury, WNEW.

STASER, BILL
WCNT, Centralia, Ill.
STEELE, JIM
WIRK, West Palm Beach, Fla.
STEELE, JOHN
KOWB, Laramie, Wyoming
STEFFES, ART
KWNO, Winona, Minn.
STEIGER, BRAD
WXRA, Buffalo - Kenmore, N. Y.
STENGER, FRANK A.
WOKO, Albany, N. Y.
STENGER, PETE
WKAI, Macomb, Ill.
STEPHENS, CAL
KOKO, LaJunta, Col.
STEPHENS, PEN
WBCC, Bethesda, Md.
STEPHENSON, PETE
KVEC, San Luis Obispo, Cal.
STEPLER, HAROLD
WMAL, Washington, D. C.
STERLING, LUD
WLEE, Richmond, Va.

STERN, BILL

B. July 1, 1907, Rochester, N. Y.; Remember This Date, NBC-TV; Star Night, WNBT; Spotlight on Sports, WNBC

STERNICK, MICHAEL
WHBI, Newark, N. J.
STEVENS, BOB
KIXL, Dallas, Tex.
STEVENS, DON
WMUR, Manchester, N. H.
STEVENS, DON
WNAB, Bridgeport, Conn.
STEVENS, ED.
WERE, Cleveland, Ohio
STEVENS, JESS
WICA, Ashtabula, Ohio
STEVENSON, BOB
Jack Smith, Dinah Shore, Margaret Whiting Show
CBS
STEWART, BILL
WPBC, Minneapolis, Minn.
STEWART, FRED
WGCD, Chester, S. C.
STEWART, JAY
KECA, Los Angeles, Calif.
STEWART, MURRAY
KSOO, Sioux Falls, S. D.
STEWART, TOM
WMVA, Martinsville, Va.
STILES, DANTON
WHOL, Allentown, Pa.
STILLINGER, CLIFF
KOPO, Tucson, Ariz.
STILLWAGON, TOMMY
WALB, Albany, Ga.
STIR, JACK
WTSP, St. Petersburg, Fla.
STOCKLEY, CHARLES
KSIJ, Gladewater, Tex.
STOCKLOS, ROBERT L.
KURV, Edinburg, Tex.
STOHL, HENRY
WLW-D, Dayton, O.
STONE, ROBERT
KOCA, Kilgore, Tex.
STONER, PETE
WLCR, Torrington, Conn.
STRADER, GEORGE
WMSA, Massena, N. Y.
STRAND, NORMAN
WSAV, Savannah, Ga.
STRASSER, MEL W.
WALD, Walterboro, S. C.
STRAUSS, WILLIAM
WQXR, New York, N. Y.
STRIBLING, C. P.
WBCU, Union, S. C.
STRONG, JACK
WVJS, Owensboro, Ky.
STROPE, ARNIE
WFHR, Wisconsin Rapids, Wis.

STROUT, RICHARD A.

B. July 28, 1930, Springfield, Mass.; Sealy Mattress Show, NBC-TV; All Indian Motorcycle Programs, NBC-TV; Wine Growers, Inc. Spots NBC-TV; Farm Credit Administration Programs (ET); Thornton Burgess Nature-stories (ET); Songs of Love (ET); Dick Strout in Hollywood (ET).

STUART, MEL
WHAT, Philadelphia, Pa.
SULIER, VERNE
KWJB, Globe, Ariz.
SULLIVAN, CHARLIE
WMC, Memphis, Tenn.
SULLIVAN, FRANCIS
KPRC, Houston, Tex.
SUTHERLAND, T. WILLIAM
KPRS, Olathe, Kansas
SVEHLA, WALT
WQAM, Miami, Fla.
SWANEY, FRED
WHBO, Memphis, Tenn.
SWANSON, HOWARD E.
WJPD, Ishpeming, Mich.
SWANSON, ROBERT
WISC, Madison, Wis.
SWANSON, ROY D.
KUBA, Yuba City, Cal.
SWART, JACK
WFTL, Ft. Lauderdale, Fla.
SWEENEY, BUDD
WHKC, Columbus, Ohio
SWIHART, WALTER
WTSP, St. Petersburg, Fla.
SZMYD, EMIL
WIKY, Evansville, Ind.

— T —

TABLER, ROBERT Y.
WGIV, Charlotte, N. C.
TAGUE, PAUL
WCOL, Columbus, Ohio
TALBERT, ED
WTYC, Rock Hill, S. C.
TANT, WILLIAM
WFCB, Dunkirk, N. Y.
TARALDSON, JIM
KLAS, Las Vegas, Nevada
TATE, E. ARTHUR
WALB, Albany, Ga.
TAYLOR, BOOKE
WJMO, Cleveland, Ohio
TAYLOR, DON
WLYN, Lynn, Mass.
TAYLOR, ELLSWORTH
KIPA, Hilo, Hawaii
TAYLOR, HILDA THURSTON
KSUM, Fairmont, Minn.
TAYLOR, JOHN
WTOM, Bloomington, Ind.
TAYLOR, LEE
WMIE, WTVJ, Miami, Fla.
TEMBLYN, BOB
WCSC, Charleston, S. C.
TEMPLETON, JOE
KWHN, Ft. Smith, Ark.
TERFLER, DICK
WHAN, Charleston, S. C.
TERMIN, JONAS
Shadow Time
WMGW, Meadville, Pa.
TERRELL, JAMES R.
KARK, Little Rock, Ark.
TERRELL, JIM
KLYN, Amarillo, Tex.
TERRY, CHEM
WBAP, WBAP-TV, Fort Worth, Texas
TETRAULT, ERNIE
WTRY, Troy, N. Y.

THACKER, JIM
WSON, Henderson, Ky.
THOMAS, AL
WAGS, Chattanooga, Tenn.
THOMAS, BILL
WGAA, Cedartown, Ga.
THOMAS, BRAD
WDAS, Philadelphia, Pa.
THOMAS, D. GLENN
WJEJ, Hagerstown, Md.
THOMAS, HARRY
KGGM, Albuquerque, N. M.
THOMAS, J. KENNETH
WLOE, Leaksville, N. C.
THOMAS, JOHN
WROX, Clarksdale, Miss.
THOMAS, LEE
WHAT, Philadelphia, Pa.
THOMAS, LEE
WHLB, Virginia, Minn.
THOMAS, PETER
WMC, Memphis, Tenn.
THOMPSON, CHUCK
WFOR, Hattiesburg, Miss.
THOMPSON, ED
WHKC, Columbus, Ohio
THOMPSON, GLENN
KGFW, Learney, Nebr.
THOMPSON, RON
WWSO, Springfield, Ohio
THOMSON, JAY
WJCD, Seymour, Ind.
THOR, LARRY
Carnation Family Party
CBS
THORTON, RALPH
KBST, Big Spring, Texas
THUROW, DEAN
KLPM, Minot, North Dakota
THURSTON, FRANK, JR.
KDMO, Carthage, Mo.
TIBBETS, DONN
WTSV, Claremont, New Hampshire
TIDMORE, WILLIAM PENN
WPPA, Pottsville, Pa.
TIFFANY, AL
WLS, Chicago, Ill.
TILLMAN, JOHN
WPIX, New York, N. Y.
TOBABEN, GENE
KSMI, Seminole, Okla.
TOEBE, JAMES
WEW, St. Louis, Mo.
TOMPKINS, BILL
KMHT, Marshall, Tex.

TONKEN, PHILIP
Buddy Rogers, WOR-TV; Mutual Newsreel, MBS-WOR; 'Nemo' Weather Reporter, WOR; Rod and Gun Club of the Air, MBS; Herald Tribune News, WOR; Midnight News, WOR; Mysterious Traveler, MBS.

TORRISI, TOM
WJSW, Altoona, Pa.
TOWNELL, ESKO
WHK, Cleveland, Ohio
TOWNES, MILO
Morning Melodies
WAND, Canton, O.
TRAMMELL, LAMAR
WAGF, Dothan, Ala.
TRANTER, CHUCK
WNAE, Warren, Pa.
TRANUM, CHUCK
WABD-TV
TRAP, BOB
WFUR, Grand Rapids, Mich.
TREBOR, BOB
WVET, Rochester, N. Y.
TRIPP, DICK
KXYZ, Houston, Tex.
TRIPPE, JIMMY
WFEB, Sylacauga, Ala.
TRIVETTE, JOE
WJMA, Orange, Va.
TRUERE, BOB
WCSC, Charleston, S. C.
TRUSSELL, CHARLIE
WNOW, York, Pa.
TUCKER, FRANK
WCOV, Montgomery, Ala.
TUCKER, JACK
WKOK, Sunbury, Pa.
TUCKER, JIM
WCMB, Lemoyne, Pa.
TUCKER, KENNETH
KORG, Mineral Wells, Tex.
TUCKER, LINDSAY
WCAV, Norfolk, Va.
TUCKER, TOMMY
WPDQ, Jacksonville, Fla.
TULLEY, LEE
WJMA, Orange, Va.

TUNIS, HAL
You're On Your Own, Dumont-WABD; Cinema 7, ABC-WJZ-TV; Richard Hayes Show, Dumont-WABD; Fun With Music, WPIX; Concert Debut, WPIX; Hal Tunis Show, WMGM, WMGM-FM.

TUOHY, EDWARD D.
WBCM, Bay City, Mich.
TUPPER, HOWARD
WGY, Schenectady, N. Y.
TURNER, DEAN
KGGF, Coffeyville, Kans.
TURNER, JAMES
WGCD, Chester, S. C.
TURNER, RALPH
KMPC, Los Angeles, Cal.
TURNER, RAY
WTAR, Norfolk, Va.
TUTTLE, JOHN H.
WHED, Washington, N. C.
TYLER, NOAH
WTTT, Coral Gables, Fla.

— U —

ULBRICH, RAY
WDMJ, Marquette, Mich.
UNDERWOOD, CHARLES H.
WMBS, Uniontown, Pa.
UNDERWOOD, DON
WDSR, Lake City, Fla.
URBAN, JOSEPH
WCLO, Janesville, Wis.
URBAN, JOSEPH
WHBI, Newark, N. J.
USSERY, QUINTON
KTJS, Hobart, Okla.
UTTAL, WARREN
WLVA, Lynchburg, W. Va.

— V —

VACCA, JOHN
KOSA, Odessa, Tex.
VALENTINE, DAN
WFAA, Dallas, Tex.
VALENTINE, RANCE
WEBC, Duluth, Minn.
VALENTINO, GENE
WWCO, Waterbury, Conn.
VALLE, DON
WFAS, White Plains, N. Y.
VALLEE, RUDY
WOR, New York, N. Y.
VALYER, GEORGE
KTSW, Emporia, Kansas
VAN CARL
WITZ, Jasper, Ind.
VAN CAMP, BOB
WSB-TV, Atlanta, Ga.
VANCE, JOHN
WFOX, Milwaukee, Wis.
VANN, FRANK
WTAR-TV, Norfolk, Va.
VARE, AL
WAOV, Vincennes, Ind.
VARNUM, GEORGE
WPIT, Pittsburgh, Pa.
VASEN, WARREN
WOC, WOC-TV, Davenport, Iowa
VAUGHAN, FRED
WHCC, Waynesville, N. C.
VAUGHN, BOB
KDSH, Boise, Idaho
VAUGHN, BOB
WORD, Spartanburg, S. C.
VEITH, CHARLES
KXOX, Sweetwater, Tex.
VELAZQUEZ, ANTONIO DIAZ
WAPA, San Juan, P. R.
VELEZ, GERMAN
WORA, Mayaguez, P. R.
VERMON, ROY
KJAY, Topeka, Kans.
VICK, DICK
KGEZ, Kalispell, Montana
VICKERS, LEE
WTOP, Washington
VIEIRA, JOE
KWTC, Barstow, Cal.
VILLANI, JOHN J.
WBRW, Welch, W. Va.
VINGI, RAY
WKWK, Wheeling, W. Va.
VINSON, AL
KLTI, Longview, Tex.
VINSON, JIMMY
WBML, Macon, Ga.
VIZCARRONDO, RAMON
WVJP, Caguas, P. R.
VOGEL, LEE
KJCK, Junction City, Kans.
VOGT, KEN
WFOX, Milwaukee, Wis.
VOIGT, WALLY
WWOD, Lynchburg, Va.
VOORHIS, VAN
WLBR, Lebanon, Pa.

— W —

WADE, C. OSBORNE
WKNE, Keene, N. H.
WAGNER, BOB
WBNS, Columbus, Ohio
WAGNER, BOB
KXOC, Chico, Cal.
WAGNER, BOB
KMHL, Marshall, Minn.
WAGNON, BUCK
KWOE, Clinton, Okla.
WALDIE, ALLAN
WTAW, College Station, Texas
WALKER, FLETCHER
WHMA, Anniston, Ala.
WALKER, JIMMY
KGMB, Honolulu, T. H.
WALKUP, JIM
WJIG, Tullahoma, Tenn.
WALLACE, ROBERT
WSNY, Schenectady, N. Y.
WALLINGTON, JIMMY
Carnation Contented Hour
CBS
WALTERS, STANLEY
WAML, Laurel, Miss.
WALTON, JIM
Coffee Call
WHAS, Louisville, Ky.
WAMBLE, FRED
WVOK, Birmingham, Ala.
WARD, BAXTER
WMAL-TV, Washington, D. C.
WARD, BILL
WHOW, Clinton, Ill.
WARD, BILL
WUSN, Charleston, S. C.
WARD, JIM
WBAX, Wilkes-Barre, Pa.

WARD, WILLIAM CARROLL
WHBB, Selma, Ala.
WARE, C. JACK
KCRG, Cedar Rapids, Iowa
WARREN, BAILEY
KGB, San Diego, Cal.
WARREN, DOUG
WKDN, Camden, N. J.
WARREN, HARRY
KUTA, Salt Lake City, Utah
WARREN, JIM
WHBQ, Memphis, Tenn.
WARREN, MATHEW
WEAM, Arlington, Virginia
WASHBURN, SHERMAN
KEX, Portland, Ore.
WATSON, BILL
Bill Watson Show
ABC
WATTERS, DAVE
WIC, Decatur, Ill.
WAYNE, FRANK
WVCH, Chester, Pa.
WEATHERLY, BOB
WTAN, Clearwater, Fla.
WEATHERS, WILLIAM
WFVG, Fuquay Springs, N. C.
WEAVER, ALLAN
KTIP, Porterville, Cal.
WEAVER, BILL
WDAY, Fargo, North Dakota
WEAVER, BILL
KGFF, Shawnee, Okla.
WEAVER, JACKSON
WMAL, WMAL-TV, Washington, D. C.
WEAVER, ROBERT
WTVJ, Miami, Fla.
WEAVER, ROBYN
WIRL, Peoria, Ill.
WEBB, DEWEY
WBHP, Huntsville, Ala.
WEBB, HUGH
WMGY, Montgomery, Ala.
WEBB, RICK
WIBL, Hammond, La.
WEBSTER, RALPH
KWAD, Wadena, Minn.
WEBSTER, TED
KSUB, Cedar City, Utah
WECKERLE, JOSEPH A.
WMOH, Hamilton, Ohio
WEGMET, NORM
KWYO, Sheridan, Wyo.
WEIGEL, FRAN
WAAF, Chicago, Ill.
WEIKLE, DOUG
WEAU, Eau Claire, Wis.
WEIL, BUD
KENO, Las Vegas, Nevada
WEIST, DWIGHT
Grand Slam
CBS
WELBORNE, CURTIS L.
WGBG, Greensboro, N. C.
WELCH, COOPER
KFKA, Greeley, Col.
WELCH, J. JOSEPH
WSAR, Fall River, Mass.
WELLER, ROSS
WHAM-TV, Rochester, N. Y.
WELLS, EARL
WHB, Kansas City, Mo.
WELLS, H. W.
WFMW, Madisonville, Ky.
WENDEL, CARL
WBEX, Chillicothe, Ohio
WENDELL, WM.
WWJ, Detroit, Mich.
WENTWORTH, WILLIAM
EFJI, Klamath Falls, Ore.
WERNER, JACK R.
KFQD, Anchorage, Alaska
WEST, DUSTY
KRMG, Tulsa, Okla.

WESTCOTT, HARRY
WEEU, Reading, Pa.
WHALEY, BUD
Whaley's Bailiwick
KEYL, San Antonio, Tex.
WHEAT, RAMON
WJIM, Lansing, Mich.
WHEDBEE, CHARLES
WGTC, Greeneville, N. C.
WHEELER, DAN
KXOA, Sacramento, Cal.
WHEELER, JOE
WGAP, Maryville, Tenn.
WHEELOCK, E. HOWARD
WKNE, Keene, New Hampshire
WHITCOMB, ROBERT J.
WGRD, Grand Rapids, Mich.
WHITE, CLAUDE
WHCC, Waynesville, N. C.
WHITE, FRED
KYNO, Fresno, Cal.
WHITE, HARRY
KWTC, Barstow, Cal.
WHITE, PAT
KTBS, Shreveport, La.
WHITNEY, BOYD
KTRM, Beaumont, Texas
WHITTANKER, BOB
KSUB, Cedar City, Utah
WICHNER, GERRY
WBUX, Doylestown, Pa.
WICKS, JIM
KWNO, Winona, Minn.
WIENERT, AD
WMAR-TV, Baltimore, Md.
WILBURN, GENE
KEXO, Grand Junction, Col.
Today in Sports
WILCOX, JOHNNY
WIP, Philadelphia, Pa.
WILDER, JOE
WKLY, Hartwell, Ga.
WILKERSON, BOYCE
KCLA, Pine Bluff, Ark.
WILL, WAYNE
KLVT, Levelland, Tex.
WILLIAMS, ALUN
WMCA, CBS-TV ("Mama"), New York, N. Y.
WILLIAMS, BILL
WILK, Wilkes-Barre, Pa.
WILLIAMS, BOB
KRAL, Rawlins, Wyoming
WILLIAMS, DAN
WKY-TV, Oklahoma City, Okla.
WILLIAMS, GARNET
WROY, Carmi, Ill.
WILLIAMS, HARRY
WMDN, Midland, Mich.
WILLIAMS, JIM
KTRH, Houston, Tex.
WILLIAMS, LES
WHSC, Hartsville, S. C.
WILLIAMS, PETE
WAGC, Chattanooga, Tenn.
WILLIAMSON, RAY
WAYX, Waycross, Ga.
WILLIS, ALAN
WORD, Spartanburg, S. C.
WILLS, REX
KHON, Honolulu, T. H.
WILSON, BUD
WHAY, New Britain, Conn.
WILSON, DON
Jack Benny Program
CBS-TV
WILSON, GLENN
WPAR, Parkersburg, W. Va.
WILSON, HAPPY
WAPI, Birmingham, Ala.
WILSON, JIM
WMAK, Nashville, Tenn.

WILSON, JOHN
WFLO, Farmville, Va.
WILSON, M. DAVIS
Chief Ann'r.
KFH & KFH-FM, Wichita, Kansas
WILSON, PHIL
WNOR, Norfolk, Va.
WILSON, PHIL
WDYK, Cumberland, Md.
WOLFE, ROGER
WDSU, New Orleans, La.
WOMACK, GEORGE
KLTI, Longview, Tex.
WONSER, DICK
KYOR, Blythe, Cal.
WOOD, BILL
KODY, North Platte, Nebr.
WOOD, JIM
WJR, Detroit, Mich.
WOOD, STAN
WIRA, Ft. Pierce, Fla.
WOODS, CHARLES
Henry J. Taylor, Robert Montgomery, America's Town Meeting—Amalgamated
ABC
WOODS, DAVE
KRAL, Rawlins, Wyoming
WOODS, JIMMIE
WDAR, Savannah, Ga.
WOODWARD, ROSS
KGEM, Boise, Ida.
WOODWORTH, S. J.
KAMD, Camden, Ark.
WOOLERY, ARLO
KSUN, Bisbee, Ariz.
WOOTEN, WILLIAM P., JR.
WIRT, Hickory, N. C.
WORLEY, JACK
WGAD, Gadsden, Ala.
WRIGHT, BOB
WIBM, Jackson, Mich.
WRIGHT, HOLLY
WRC, Washington, D. C.
WRIGHT, JOHN W.
WFBC, Greenville, S. C.
WRIGHT, RAY
KBUN, Bemidji, Minn.
WYCOFF, BOB
WLOE, Leaksville, N. C
WYMER, JACK
Chief Announcer
WIMG, Dayton, Ohio
WYNN, PAUL
WGWD, Gadsden, Ala.

— Y —

YEAGER, DON
WTIK, Durham, N. C.
YOUNG, JIMMY
KNUZ, Houston, Tex.
YOUNG, O. C.
WHIS, Bluefield, W. Va.
YOUNGBLOOD, HULL
WOAI-TV, San Antonio, Tex.
YOUNGBLOOD, WES
KSEL, Lubbock, Tex.
YOUST, ROBERT
WBRK, Pittsfield, Mass.
YUKMAN, FRANK
WADC, Akron, Ohio

— Z —

ZANE, JOHN
KHUM, Eureka, Cal.
ZELIEN, JERRY
WKTG, Thomasville, Ga.
ZIMMERMAN, PAUL
WMVA, Martinsville, Va.
ZIPPAY, AL
KVOW, Littlefield, Tex.
ZURICH, SAM
WIS, Columbia, S. C.

Radio-TV Writers

Advertising Agency—Network—Free Lance

— A —

AARON, JOHN
Edward R. Murrow, News Program
CBS

ACE, GOODMAN
The Big Show, NBC

ADAMS, TED
Star Of The Family
CBS-TV

ADELMAN, JERRY
Meet Corliss Archer
CBS

AUCHINLOSS, GORDON
Refreshment Time
CBS

— B —

BARRY, PETER
Charlie Wild, Private Detective
CBS-TV

BERNSTEIN, WALTER
Nash Airflyte Theater
CBS-TV

BIXBY, CARL
B. May 4, 1895, Worcester, Mass.; Life Can Be Beautiful, NBC

BLAZER, GEORGE
Jack Benny Show
CBS-TV

BLOCK, HAL
Vaughn Monroe Show
Ken Murray Show
CBS-TV

BURNS, GEORGE
George Burns and Gracie Allen Show
CBS-TV

BURNS, WILLIAM
George Burns and Gracie Allen Show
CBS-TV

BURTON, HELENE
Betty Crocker Program
CBS-TV

— C —

CALDWELL, SAM
Garden Gate
CBS

CARRINGTON, ELAINE
Rosemary
CBS

CARROLL, CARROLL
Club 15
CBS

CURRAN, CHARLES
Assoc. with Seaboard Studios

— D —

DEMLING, BILL
Garry Moore Show
CBS-TV

DORFMAN, SID
George Burns & Gracie Allen Show
CBS-TV

CARLTON E. MORSE

WRITER - PRODUCER

"ONE MAN'S FAMILY" . . . NBC and NBC-TV

"I LOVE A MYSTERY" . . . MBS

DOUD, GIL
Yours Truly, Johnny Dollar
CBS

DOUGALL, BERNARD
Mystery File, Crossroads Detour, Modern Romances, Hannibal Cobb
ABC

DUDDY, LYN
Vaughn Monroe Show
CBS-TV

DUDLEY, PAUL
Meet Frank Sinatra; Yours Truly, Johnny Dollar
CBS

— E —

ETTINGER, EDWARD
What Makes You Tick, Sammy Kaye's Sunday Serenade, Modern Romances, Hannibal Cobb, Martha Lou Harp Show
ABC

— F —

FINN, MICKEY
Carnation Family Party
CBS

FOSTER, ROSEMARY
Mr. I. Magination
CBS-TV

FRAMER, WALT
Break the Bank, NBC; Glamour Manor, MBS, ABC; The Black Hood, MBS

FREED, FRED
This Is New York
The New York Story
WCBS

FUNT, JULIAN
Young Dr. Malone; Big Sister
CBS

— G —

GABRIELSON, FRANK
Mama
CBS-TV

GALANOY, TERRY
Plainclothes Man
WABD-Dumont

GERSHON, ALICE
Margaret Arlen Program
WCBS

GIBSON, DOUGLAS WOOD
The Clock, NBC-TV; Lights Out, NBC-TV; Actors Studio, ABC-TV; Originals for Lever Bros., Dumont

GLICKMAN, WILLIAM
Camel Caravan With Vaughn Monroe
CBS

GOODWIN, NANCY
ABC-TV Staff Writer; Tim Morrow Productions; The Marshal of Gunsight Pass; Tin Pan Alley-TV, 88 By The Gross, Saturday Date, Shirley and Bedelia, Soap-Box Theater, Hoffman Huddle, Chef Milani's

GRACE, VIRGINIA
Margaret Arlen Program
WCBS

GRAHAM, JACK
Lucky Pup
CBS-TV

— H —

HELM, HARVEY
George Burns & Gracie Allen Show
CBS-TV

HENLEY, ARTHUR
Broadway Open House, NBC-TV; Marry - Go - Round, ABC; Press Box, WMGM; We, The People, NBC-TV

HENNING, PAUL
George Burns & Gracie Allen Show
CBS-TV

HEYWARD, LOUIS M.
Hannibal Cobb, ABC; Faye Emerson Show, ABC - TV;

CARL
BIXBY

Life Can Be Beautiful

•

Sturges Highway
Southport, Conn.



JOE GRAHAM

WRITER-DIRECTOR

Lucky Pup, CBS-TV; Garry Moore, CBS-TV; Walter Winchell Summer Show, ABC-TV; Quick as a Flash, ABC; Manhattan Maharajah, ABC

— J —

JACOBY, LOIS
The Ford Theater
CBS-TV

JOHNSON, JAY
Fred Waring Show
CBS-TV

JOSEFBERG, MILT
Jack Benny Program
CBS-TV

— K —

KAUFMAN, JERRY
House I Live In Series, Radio Guild Workshop; WNYC

KEATING, BARBARA
Margaret Arlen Program
WCBS

KENT, PRISCILLA
Second Mrs. Burton
CBS

KIMBELL, RAY
Remember This Date, NBC-TV; Palmolive Sports Newsreel, NBC; Tennessee Ernie, KFXM; This Is Kimbell, KENO

KRICH, A. M.
Nash Airflyte Theater
CBS-TV

— L —

LESLIE, LOUISE
Homemaker's Exchange
CBS-TV

LESSING, NORMAN
Nash Airflyte Theater
CBS-TV

LEVINSON, LEONARD
Hollywood Star Theater, NBC; Chevrolet Tele Theater, NBC-TV; Ken Murray Show, CBS-TV; Sure As Fate, CBS-TV; We, the People, NBC-TV; The Mickey Finn Show

LEWIS, AL
Our Miss Brooks
CBS

LEWIS, MILTON
This Is Nora Drake
CBS

— M —

MACK, NILA
Let's Pretend
CBS

MARCUS, ELLIS
Nash Airflyte Theater
CBS-TV

MARION, IRA
Hannibal Cobb, Metropolitan Opera Auditions of the Air, Milton Cross' Opera Album, Detour
ABC

McGIFFORD, JOHN
This Is New York
The New York Story
WCBS

McLEOD, VICTOR IAN

B. Aug. 2, 1906, Nampa, Idaho; Chevrolet Teletheater, NBC-TV; Broadway Open House, NBC-TV; New Year's Revue, NBC-TV; Arthur Murray, NBC-TV

MORGAN, AL
This Is New York
The New York Story
WCBS

MORROW, BILL
Bing Crosby Show
CBS

MORSE, CARLTON E.

I Love a Mystery, MBS; One Man's Family, NBC

— N —

NISS, STANLEY
Gangbusters
CBS

— O —

O'FLAHERTY, MAGGIE
Curt Massey Time
CBS

OLDHAM, VERA
Modern Romances; Chandu, The Magician
ABC

— P —

PERRIN, SAM
Jack Benny Program
CBS-TV

PHILIPS, IRNA
Guiding Light; Brighter Day
CBS

PICARD, JOHN
Wendy Warren and The News
CBS

PROVO, FRANK
Wendy Warren and The News
CBS

— R —

RICHTON, ADDY
Hilltop House
CBS

ROSS, DON

B. Feb. 17, 1908, DeMoines, Iowa; Live Like A Millionaire, NBC, CBS-TV; Bride & Groom, CBS-TV; Your Pet Parade, ABC-TV; Animal Fair, KNBH; Auction-Aire, ABC-TV

— S —

SAPINSLEY, ALVIN
Nash Airflyte Theater
CBS-TV

SCHOEN, LILLIAN
Hannibal Cobb, Quick As A Flash, Bill Watson Show, Modern Romances, Roger Dann Show
ABC

SHAW, DAVID
Nash Airflyte Theater
CBS-TV

SKELTON, EDNA
Red Skelton Show
CBS

SKLAR, MIKE
Modern Romances, Quick As A Flash, American Sports Page, Detour
ABC

STONE, LYNN
Hilltop House
CBS

SYNOR, PAUL
Quick As A Flash Marry Go Round, Pick A Date, Detour, Sunday Morning Concert Hall
ABC

— T —

TACKABERRY, JOHN
Jack Benny Program
CBS-TV

TAGGART, TOM
Blackhawk, Modern Romances
ABC

TOVROV, ORLIN
Ma Perkins
CBS

TUCKER, MADGE
Ship Ahoy
WCBS-TV

— V —

VENDIG, IRVING
Perry Mason
CBS

— W —

WELDON, MARTIN
This Is New York
The New York Story
WCBS

WITTY, DON
Modern Romances, Treasury Bands, American Sports Page
ABC

— Z —

ZOUSMER, JESSE
Edward R. Murrow, News Program
CBS

"THE GOLDEN TOUCH"

Frankie CARLE

HIS PIANO AND HIS ORCHESTRA



COLUMBIA RECORDS

Direction—

GAC

GENERAL ARTISTS CORPORATION

THOMAS G. ROCKWELL, President

NEW YORK • CHICAGO • HOLLYWOOD • CINCINNATI • LONDON

Orchestra Leaders Musical Conductors and Organists

RADIO AND TELEVISION

—their work during 1950

— A —

ACKLEY, WAYNE
KRNT, Des Moines, Iowa
ADLAM, BASIL G.
KECA, KECA-TV, Hollywood, Cal.
AGNEW, JOHN KENWARD
WHKC, Columbus, Ohio
ALEXANDER, JEFF
Hollywood Star Playhouse
CBS
ALFORD, KITTY
WRGA, Rome, Ga.
ALLEN, JAMES E.
WTJS, Jackson, Tenn.
ALLEN, JAMES S.
KEYD, Minneapolis, Minn.
ANDERSON, JAMES W.
WIRK, West Palm Beach, Fla.
ANDREWS, CHESTER C.
KOKX, Keokuk, Iowa
ANDREWS, EARL
WAUD, Auburn, Ala.
ANDREWS, GENE
WVEC, Hampton, Va.
ANNO, MARY JEAN
WATW, Ashland, Wis.
ARIM, THOMAS
WSTV, Steubenville, Ohio
ARMAND, RAY
WPWA, Chester, Pa.
ARMSTRONG, BERNIE
KDKA, Pittsburgh, Pa.
ARNOLD, FRED
WIVY, Jacksonville, Fla.
ASHLEY, BARBARA
WJPR, Greenville, Miss.
AUXER, BLAND
KFDA, Amarillo, Texas
AYRES, MITCHELL
Perry Como Show
CBS-TV
AYRES, NORMAN
WCSH, Portland, Me.

— B —

BACKMAN, HARVEY
KXGN, Glendive, Mont.
BAEKEY, W. EDWIN, JR.
WASA, Havre de Grace, Md.
BAILEY, JIM
WCEN, Mt. Pleasant, Mich.
BAILEY, LANSING
KRON-TV, San Francisco, Cal.
BAILEY, VIRGINIA
WKLY, Hartwell, Ga.
BAKER, BETTY
KOIL, Omaha, Neb.
BALLANTINE, EDDIE
Breakfast Club, Don McNeill's TV Club, ABC, WENR-TV
BALLOU, MONTE
KGON, Oregon City, Ore.
BALZER, FRITZ
WRC, Washington, D. C.
BANCROFT, P. F.
KTAR, Phoenix, Ariz.
BARCLAY, ALAN
WAMS, Wilmington, Del.
BARDO, LYLE
KFRC, San Francisco, Cal.
BARLOW, JERRY
KLOU, Lake Charles, La.
BARLOW, RAY
WDAD, Indiana, Pa.
BARON, ELLIOT
WCAE, Pittsburgh, Pa.
BARR, RUTH
WGEZ, Beloit, Wisc.
BARRET, EDWARD
WHAS, Louisville, Ky.
BARTON, SAMMY
WRDW, Augusta, Ga.
BASS, GRADY
KSFA, Nacogdoches, Tex.
BAUGH, GENE
WBAP, WBAP-TV, Fort Worth, Tex.
BAXTER, LEO
WBOW, Terre Haute, Ind.
BEACHWOOD, BUD
KTFI, Twin Falls, Ida.
BEALS, RAY H.
KVGB, Great Bend, Kans.
BEATTY, ROSS H.
WELM, Elmira, N. Y.
BECKER, ALFRED
KOY, Phoenix, Ariz.
BEERS, WM. E.
WADC, Akron, Ohio
BELL, FRANK
WEEI, Boston, Mass.
BENEDICT, ANDY
WWRL, Woodside, N. Y.
BERCOVITZ, ABE
KGW, Portland, Ore.
BERGNER, CARL
WLAV, Grand Rapids, Mich.
BERING, CONRAD, JR.
KFDM, Beaumont, Tex.
BEUKEMA, BOB
WFUR, Grand Rapids, Mich.
BILSKE, ROBERT F.
WNEB, Worcester, Mass.
BIRDSONG, LAWRENCE
KLTI, Longview, Tex.
BIVIANA, JOE
Manhattan Maharajah, Robbins Nest, TV; Chance of a Lifetime, TV
ABC
BLACK, ALLAN
WPIT, Pittsburgh, Penn.
BLACK, DR. FRANK
Carnegie Hall (AM), ABC
BLALOCK, LORY
KOSA, Odessa, Tex.
BLEYER, ARCHIE
Arthur Godfrey Time, Arthur Godfrey and His Friends, Arthur Godfrey's Talent Scouts, CBS-TV.
BLOCH, RAY
Toast of the Town, CBS-TV; Sing It Again, CBS, CBS-TV; Songs for Sale, CBS; The Show Goes On, CBS-TV; Quick As A Flash, ABC
BOISVERT, LOUIS
WBRY, Waterbury, Conn.
BOLANDER, RICHARD
WBRK, Pittsfield, Mass.
BOOKSPAN, MARTIN
WBMS, Boston, Mass.
BOSWORTH, CHESTER
WEAV, Plattsburg, N. Y.
BOVERO, PHIL
Malloy & Company
KGO, KGO-TV, San Francisco, Calif.
BOYD, BARBARA
WMUU, Greenville, S. C.
BOYER, DEAN
WBLK, Clarksburg, W. Va.
BOYUM, JERRY E
KROC, Rochester, Minn.
BRADLEY, HAROLD
WHLD, Niagara Falls, N. Y.
BRADLEY, JESSIE
Van Camp Little Show, NBC-TV; We The People, NBC; We The People, NBC-TV
BRADY, WILLIAM P.
WEDC, Chicago, Ill.
BRAZZELL, JIM
WFGN, Gaffney, S. C.
BRELAND, ED
WAML, Laurel, Miss.
BRERTON, ANN
KSEM, Moses Lake, Wash.



JOHN GART

COMPOSER · CONDUCTOR

BRESTOFF, PHIL
WXYZ, WXYZ-TV, Detroit, Mich.
BRITT, WESTON
WHIN, Gallatin, Tenn.
BROCK, RAY
WHBY, Appleton, Wis.
BROEKMAN, DAVID
Ken Murray Show
CBS-TV
BROWN, DON
KWNW, Wenatchee, Wash.
BROWN, DONALD
KVEN, Ventura, Cal.
BROWN, EVELYN
KKIN, Visalia, Calif.
BROWN, JEANNE
WLDY, Ladysmith, Wis.
BROWN, MAURICE
Let's Pretend
CBS
BROWN, WALBERG
WTAM, Cleveland, Ohio
BRUCE, DWIGHT J.
WTOC, Savannah, Ga.
BRYNE, JAMES
WCMI, Ashland, Ky.
BUCHAN, JAMES W.
KWAD, Wadena, Minn.
BULLOCK, SHELDON
WWSC, Glens Falls, N. Y.
BURKE, JOE
WSCR, Scranton, Pa.
BURKETT, MRS. KATHLEEN
KLPR, Oklahoma City, Okla.
BURKHARDT, FRANCES
KTAT, Frederick, Okla.
BURNS, FREDDIE
WHBQ, Memphis, Tenn.
BURRELL, JOAN
WCDL, Carbondale, Pa.
BURTON, BOB
KCNY, San Marcos, Tex.
BURWELL, TED
WCKB, Dunn, N. C.
BURROUGHS, ERNESTINE
KTRE, Lufkin, Tex.
BYRD, VIRGINIA
WISH, Indianapolis, Ind.

— C —

CACERES, EMILIO
Spanish Varieties
KEYL, San Antonio, Tex.
CALABRESE, RAY
WLTR, Hazleton, Pa.
CAPPEL, DWIGHT
WWSW, Pittsburgh, Pa.
CARLE, FRANKIE
NBC, CBS, ABC
CARLISLE, PAUL
WAML, Laurel, Miss.
CARN, DERWOOD
WJIM, Lansing, Mich.
CARNAHAN, RUTH
KFH, Wichita, Kans.
CARON, EILEEN
WJOL, Joliet, Ill.
CARPENTER, ETHEL M.
WKBB, Dubuque, Iowa
CARPENTER, JIMMY
KFBI, Wichita, Kans.
CARROLL, GEORGE
KSOK, Arkansas City, Kan.
CARSON, M.
WOAP, Owosso, Mich.
CARTER, LOUISE W.
WFTM, Maysville, Ky.
CARTER, RAY
Mr. I. Magination
CBS-TV
CATON, EARL
WCAV, Norfolk, Va.
CAVENESS, WILLIAM
KSIX, Corpus Christi, Tex.
CHANDLER, DON
KVMV, Twin Falls, Ida.
CHASE, BRUCE
Bill Farrell Show
WENR-TV, Chicago, Ill.
CHATTERTON, FRANK
WSKI, Montpelier, Vt.
CHESKIN, DAVID
WGR, Buffalo, N. Y.
CHILDS, C. JACK
KGFF, Shawnee, Okla.
CHRISTENSEN, FRED
WMPS, Memphis, Tenn.
CHRISTIAN, CHARLES
KTOP, Topeka, Kans.
CITTY, JIM
KTFS, Texarkana, Tex.
CLARK, ALLAN
WKY, Oklahoma City, Okla.
CLEVA, FAUSTO
Metropolitan Auditions of the Air (AM), ABC
CLEVELAND, ROBERT
WSON, Henderson, Ky.
CLIFFORD, BILL
KRAM, Las Vegas, Nev.
CLIFTON, CHARLES
KRKD, Los Angeles, Cal.
CLITES, MINOR
KRES, St. Joseph, Mo.

ARCHIE BLEYER

COFFEY, RICHARD
KFOR, Omaha, Neb.
COGGESHALL, A. O.
WGY, Schenectady, N. Y.
COLE, RUSS
KBOL, Boulder, Col
COLEMAN, CHARLES
WCHS, Charleston, W. Va.
COLLINS, JERRY
WNOX, Knoxville, Tenn.
COLTER, BERT
WMUR, Manchester, N. H.
COLWELL, VIRGINIA
WLDS, Jacksonville, Ill.
COMISKEY, LILLIE MAE
KWFT, Wichita Falls, Texas
CONTI, TONY
WLEU, Erie, Pa.
CONRAD, CHRIS
WAGC, Chattanooga, Tenn.
COON, AL
KOLO, Reno, Nev.
COOPER, LOIS
WKYB, Paducah, Ky.
CORNWALL, ARTHUR
WGCD, Chester, S. C.
CORRUTH, KATIE
KFFA, Helena, Ark.
CORWIN, RAYMOND H.
WHCU, Ithaca, N. Y.
COTE, BERT
WLAM, Lewiston-Auburn, Me.
COVINGTON, FRED
WFRC, Reidsville, N. C.
COVINGTON, J. R., JR.
KNUZ, Houston, Tex.
CRANEN, HAROLD
WHPE, High Point, N. C.
CRISWELL, HARRY
WCHA, Chambersburg, Pa.
CROUCH, EDNA LEE
WHB, Kansas City, Mo.
CULLOM, NANCY
WTBR, Baton Rouge, La.
CUNNINGHAM, BILL
WLEA, Hornell, N. Y.
CURTISS, LILLIAN
WFYC, Alma, Mich.

— D —

DAHL, JON
WDMJ, Marquette, Mich.
DAIGRE, ROLAND
WAFB, Baton Rouge, La.
D'ANNA, VICTOR
WEBR, Buffalo, N. Y.
DANTIN, PAUL
WCJU, Columbia, Miss.
D'ARMOND, FRANK
WPTR, Albany, N. Y.
D'ARTEGA
Star Time
WABD, TV
DAUGHTERY, STAN
KMOX, St. Louis, Mo.
DAVIDSON, JACK
KOME, Tulsa, Okla.
DAVIS, GEORGE, JR.
WRBL, Columbus, Ga.
DAVIS, MARK
KFRD, Rosenberg, Tex.
DAVIS, OVIDE
KCIL, Houma, La.
DEATON, BILL
KVRC, Arkadelphia, Ark.
DeCARO, AL
WKNB, New Britain, Conn.
De MARTINEZ, BLANCA LUNA
WORA, Mayaguez, P. R.
DENNY, FRANCES
WAIR, Winston-Salem, N. C.
DeREMER, LIONEL H.
WBCM, Bay City, Mich.
DERMA, ALEX
KREO, Indio, Cal.

DeVOL, FRANK
3rd year on the Procter & Gamble Tide Show; KTLA (Band Stand Review for Acme Beer); Musical Director of Capitol Transcriptions.

DIA, DICK
WOV, New York, N. Y.

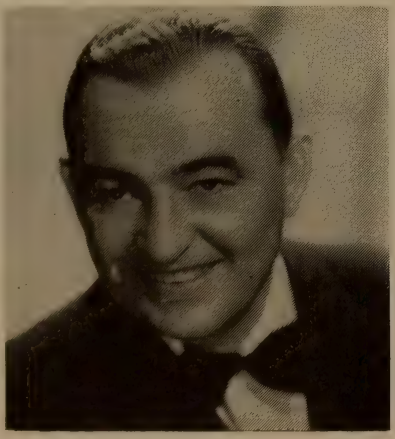
DITMARS, IVAN
B. Apr. 12, 1907, Olympia, Wash. Live Like a Millionaire, NBC-AM, CBS-TV; Your Pet Parade, ABC-TV; Escape, CBS.

DIXON, ROY
KTRM, Beaumont, Tex.
DORITY, DOROTHY
WTOL, Toledo, Ohio
DRAKE, JOHN
WNHC, New Haven, Conn.
DUKE, JERRY
KDDD, Dumas, Tex.
DUNKELBERGER, TOM
The Song Shop
WHIO, Dayton, O.
DUNN, BILL
WKBN, Youngstown, Ohio
DUNNAVANT, ROBERT V.
WJMW, Athens, Ala.
DUNNING, OWEN
KOIN, Portland, Ore.

"You just must see the Freddy Martin Show. Treat yourself to a treat."
HERB STEIN,
Hollywood Reporter

"A smart sponsor should grab Freddy for television. His band is a complete entertainment unit by itself."
NICK KENNY,
N. Y. Mirror

"Tops In Town: Freddy Martin's musical floor shows."
DOROTHY KILGALLEN



"Freddy Martin's 'Band of Tomorrow' is rated terrific."
WALTER WINCHELL

"This is a slick commercial crew . . . band parlays slick dansapation with a flexible organization and a broad repertory."
HERM, Variety

"We didn't believe it until we saw it. . . . Can't remember ever seeing a band perform production numbers so well. Television oughta grab this gang in a hurry."
SID WHITE,
Radio Daily

FREDDY MARTIN
"BAND OF TOMORROW" 51.9 TELE-QUE
26 WEEKS IN SAN FRANCISCO AND LOS ANGELES

" . . . a noteworthy show. Locally the best yet."
DWIGHT NEWTON,
San Francisco Examiner

" . . . one of the most popular audience participating shows on the video lanes."
WALTER AMES,
Los Angeles Times

"ABA DABA HONEYMOON"
"BEAUTIFUL MADNESS"
RCA VICTOR RECORDS
"NEVER BEEN KISSED"
"JO-ANN"

DUSSAULT, STUART A.
WUSJ, Lockport, N. Y.
DZIAK, JOHN
KGVO, Missoula, Mont.

— E —

EDELEN, ILVA
WBBZ, Ponca City, Okla.
EDGES, CLARENCE
WBAY, Green Bay, Wis.
EDWARDS, LLEW
WPPA, Pottsville, Pa.
EGOLF, GRACE CAMPBELL
WBCC, Bethesda, Md.
EICHER, JIM
KEXO, Grand Junction, Col.
EILAND, TED
WSAZ, Huntington, W. Va.
ELKINS, OWEN
WHHM, Memphis, Tenn.
ELLIOTT, DEAN
KHUM, Eureka, Calif.
ELLIOT, FORREST
KELO, Sioux Falls, S. D.
ELLIS, HAP
KOLT, Scottsbluff, Neb.
ELLIS, S. BLAKE
WPOR, Portland, Me.
EMERSON, BYRON
WPRC, Lincoln, Ill.
EMMEL, JOHN
KWJJ, Portland, Ore.
EREDE, ALBERTO
Metropolitan Auditions of the Air
ABC
ETTERS, CLARENCE
WBT, Charlotte, N. C.
EVANS, BARBARA
KTJS, Hobart, Okla.
EVANS, STEVE
KRUL, Corvallis, Ore.
EVANS, WILLIAM
KICA, Clovis, N. M.
EXUM, LORETTA
WDAK, Columbus, Ga.

— F —

FALLON, TOM
WDYK, Cumberland, Md.
FARBER, BURT
Morning Matinee
WLW-T, Cincinnati, O.
FAZZIN, MILDRED
WAKR, Akron, Ohio
FEDUCCIA, LAWRENCE
WCLD, Cleveland, Miss.
FEINBERG, RICHARD
WSBC, Chicago, Ill.
FERRO, SAMMY
WTTG, Washington, D. C.
FESSLER, JEAN
WTAD, Quincy Ill.
FIELDS, ERIC
WNDR, Syracuse, N. Y.
FITZGERALD, ROBERT
WOSC, Fulton, N. Y.
FLATH, P. HANS
KFRM, KMBC, Kansas City, Mo.
FLEISCHER, WALTER
Ship Ahoy
WCBS-TV
FLEISCHMAN, MARGARET
WSPB, Sarasota, Fla.
FORD, CHUCK
WCCP, Savannah, Ga.
FOX, BILL
KSTA, Coleman, Tex.
FRANKLIN, JEAN
KATL, Houston, Tex.
FRAUL, CLAUDE
WINN, Louisville, Ky.
FRAZIER, HAL
WSTP, Salisbury, N. C.
FREEMAN, TONY
KNBC, San Francisco, Cal.
FRIEND, GEORGE
WLAK, Lakeland, Fla.
FRY, BETTY
WGPA, Bethlehem, Pa.
FRYDENLUND, MERA BALLIS
KDHL, Faribault, Minn.
FRYE, J. ALLEN
KBKI, Alice, Tex.
FUNNELL, BOB
KSPA, Santa Paula, Cal.

— G —

GANUNG, MARILYN
WNBD, Daytona Beach, Fla.
GANZ, GEORGE
KSDH, Boise, Ida.
GARLINGER, GEORGE
WPFB, Middletown, O.
GARR, BILL
KWKW, Pasadena, Cal.
GARRETT, ROGER
WBNS-TV, Columbus, O.
GART, JOHN
B. June 6, 1906, Poland; Speidel Show, WNBT; Robert Montgomery Show, WNBT; Somerset Maugham Theater, CBS - TV; Casey, Crime Photographer, CBS;



WAYNE KING

"The Waltz King"

"The Wayne King Show"

NBC Television



JESSIE BRADLEY

MUSICAL DIRECTOR
OF
The OSCAR BRADLEY Orchestra
"WE THE PEOPLE"—AM-TV-NBC
"VAN CAMPS-LITTLE SHOW"—TV-NBC

VICTOR YOUNG

LYN MURRAY

Composing and Conducting

Hallmark Playhouse
CBS
Thursday 9:30 EST
6:30 PST

For United Artists Release:
Sam Spiegel's
"THE PROWLER"

Exclusively on Coral Records

Management
WM. MORRIS



ROSA RIO

SChuyler 4-5700

Big Town, NBC; Stage Door, CBS-TV.

GAY, DOROTHY
WCHS, Charleston, W. Va.

GEER, SANDY
WALT, Tampa, Fla.

GEIL, JOHN
WCVS, Springfield, Ill.

GEYER, WILLIAM
WFDF, Flint, Mich.

GIERSDORF, H. W.
KRLD, Dallas, Tex.

GIERSDORF, RIP
KRLD-TV, Dallas, Tex.

GILBERT, JACK
WTOM, Bloomington, Ind.

GILRONAN, ANN
KVAN, Vancouver, Wash.

GINN, EDITH
WSUN, St. Petersburg, Fla.

GITZ, JEAN
KRDO, Colorado Springs, Col.

GLUSKIN, LUD
Alan Young Show, CBS-TV; George Burns and Gracie Allen Show, CBS-TV; also KNX

GOLDBERG, LOUIS
WCOP, Boston, Mass.

GOLDEN, CLIFF
WAOV, Vincennes, Ind.

GOSSETT, NELLE
WPDQ, Jacksonville, Fla.

GOTCH, ROBERT
KXOX, St. Louis, Mo.

GOVIN, VI
WJPG, Green Bay, Wis.

GOW, ART
KLZ, Denver, Col.

GRAD, HENRY G.
WGIV, Charlotte, N. C.

GRADY, DON
WHEB, Portsmouth, N. H.

GRAHAM, ANN
WKAI, Macomb, Ill.

GRAHAM, JAMES E.
WWGS, Tifton, Ga.

GRASSO, FRANK
WFLA, Tampa, Fla.

GRAVES, HAROLD E.
WENE, Binghamton-Endicott, N. Y.

GRAY, JERRY
Club 15
CBS

GREAR, JOE
KSTT, Davenport, Iowa

GREEN, BERNARD
Fat Man, Paul Whiteman Presents (AM), Holiday Hotel, Pulitzer Prize Playhouse, Wonderful Guy (TV)
ABC

GREEN, DAVE
KXLL, Missoula, Mont.

GRIEB, HERBERT
WBRC-TV, Birmingham, Ala.

GRIEB, SID
WCBC, Anderson, Ind.

GROGAN, HAROLD
WIL, St. Louis, Mo.

GROSS, ALBERT
WKMH, Dearborn-Detroit, Mich.

GROVE, BARBARA
Ralston, Edith
WVAM, Altoona, Pa.

GROW, LOU DEAN
KLX, Oakland, Cal.

GUERIN, LENABELLE
WSRS, Cleveland, Ohio

— H —

HACKETT, RAYMOND
KCBS, San Francisco, Cal.

HAINS, FRANK, JR.
WPAR, Parkersburg, W. Va.

HESSLER, ROY
WDUZ, Green Bay, Wis.

HESTWOOD, ARTHUR
Lauhon Musicale
KOTV, Tulsa, Okla.

HAIRSTON, CATHERINE
WJMR-WRCM (FM), New Orleans, La.

HALLOCK, TED
KPOJ, Portland, Ore.

HAMMETT, GENE
Vaughn Monroe Show
CBS-TV

HANES, MARLIN
KEPO, El Paso, Tex.

HARDMAN, GLEN
KTUL, Tulsa, Okla.

HARPER, MARILYN
WHKK, Akron, Ohio

HANNA, BOYCE
WLTC, Gastonia, N. C.

HANSEN, EARLE BARR
WIOD, Miami, Fla.

HARRILL, NELSON J.
WGWR, Asheboro, N. C.

HARRIS, JACK
KGCU, Bismark-Mandan, N. D.

HARRIS, THOMAS W.
WHUB, Cookeville, Tenn.

HARRISON, HERBERT
KFBK, Sacramento, Calif.

HARRISON, JACK
WGRD, Grand Rapids, Mich.


HENRY SYLVERN


HANK SYLVERN

THEY MAKE MUSIC

RAY BLOCH

HARRISON, JOHN G.
WFXL, Royal Oaks, Mich.
HARTIGAN, RICHARD
WROW, Albany, N. Y.
HARTLEY, JAMES A.
WGGA, Gainesville, Ga.
HARVEY, MARY
WGEM, Quincy, Ill.
HATHAWAY, LEN
WKOP, Binghamton, N. Y.
HATCH, WILBUR
Yours Truly, Johnny Dollar, Our Miss Brooks, CBS
HAVEMAN, TOM
KVOS, Bellingham, Wash.
HAWKINS, ROBERT
KWJB, Globe, Ariz.
HAYS, REX
WNAX, Yankton, S. D.
HELGESON, BOB
KSOO, Sioux Falls, S. D.
HELGESEN, RAY
KSUN, Bisbee, Ariz.
HEMPHILL, KATE
Sparks, James A.
WHOC, Philadelphia, Miss.
HENDERSON, MAX
WTAC, Flint, Mich.
HENDRICKS, RICK
KAWT, Douglas, Ariz.
HENKE, CARL
WCMB, Lemoyne, Pa.
HENLEY, HAROLD H.
WOPI, Bristol, Tenn.
HENNABERRY, ROBERT
WBEC, Pittsfield, Mass.
HENRY, JERRELL
WHIT, New Bern, N. C.
HENTON, ETHEL
WNBF, Binghamton, N. Y.
HERIOT, HARRIET
WDAR, Savannah, Ga.
HERMANN, RALPH
WMAW, Milwaukee, Wis.
HERRON, ELINOR
KTLN, Denver, Col.
HERRON, JOEL
WMGM, New York, N. Y.
HERSEY, BETTY
KCBQ, San Diego, Cal.
HIGGINS, BILL
KICD, Spencer, Iowa
HILL, J.
KLIX, Twin Falls, Ida.
HILLIARD, ANN
WACB, Kittanning, Pa.
HILLMAN, ROC
KLAC, Hollywood, Calif.
HITZROT, HESTER
WICC, Bridgeport, Conn.
HIXSON, GLENN
WJAG, Norfolk, Neb.
HOBBIE, CHARLES
KWBC, Ft. Worth, Tex.
HOGAN, HARLAN
WSBT, South Bend, Ind.
HOHENSEE, A. O.
KMED, Medford, Ore.
HOLBROOK, CLYDE
KCOG, Centerville, Iowa
HOLLEY, MARILYN
WKID, Urbana, Ill.
HOLOP, ARNOLD
Alan Dale Show
WABD-TV
HOOPS, JOHN
WTNS, Coshocton, Ohio
HORSLEY, ROBERT
WMC, Memphis, Tenn.
HOUSER, ANN
WRUN, Utica, N. Y.
HUBER, FRANK
WSNY, Schenectady, N. Y.
HUDDELSTON, DEE
WKCT, Bowling Green, Ky.
HUDSON, GERNELL
WMNC, Morganton, N. C.
HUFFMAN, GLENDA
KECK, Odessa, Texas
HUGHES, BETTY
KSMI, Seminole, Okla.
HUGHES, JAMES L.
KSKY, Dallas, Tex.
HURST, WILSON
KTHS, Hot Springs, Ark.
HYDE, WILLIAM, JR.
WLAG, Lagrange, Ga.
HYLE, ROBERT
WKVA, Lewistown, Pa.

— I —

IGO, JOE
WLIP, Kenosha, Wis.
IHLENFELD, WARREN EDWARD
WISR, Butler, Pa.
IHRKE, ELMER
WEMP, Milwaukee, Wis.
IMBROGULIO, JOSEPH
WFBR, Baltimore, Md.

— J —

JACKS, JORDAN
KCRG, Cedar Rapids, Iowa
JACKSON, GUSTAVE
WEBC, Duluth, Minn.

Jack Miller

KATE SMITH—TV-NBC

ALDRICH FAMILY—Radio-NBC



HENRY HOT-LIPS
("Chamber Music Society of Lower Basin Street")
LEVINE

JAMES, JIMMIE
Melody Showcase
WLW-T, Cincinnati, O.
JAMES, ROBERT A.
WMAN, Mansfield, Ohio
JARVIS, RONNIE
Midnight Inn
WICU, Erie, Pa.
JENKINS, EARL
WZIP, Covington, Ky.
JENKINS, ED
WFOR, Hattiesburg, Miss.
JENSEN, BYRON
KOVO, Provo, Utah
JENSEN, F. J.
KXRN, Renton, Wash.
JEROME, JERRY
WPIX, New York, N. Y.
JOHNSON, LAURA
WJMS, Ironwood, Mich.
JOHNSON, LOIS
KXRO, Aberdeen, Wash.
JOHNSON, RICHARD H.
WSVA, Harrisonburg, Va.
JOHNSTEN, EDDIE
WTRF, Bellaire, Ohio
JOHNSTON, PAUL
KGEZ, Kallispell, Mont.
JOHNSTON, DOC
WBIR, Knoxville, Tenn.
JOHNSTON, FRANCES
KCLO, Leavenworth, Kan.
JOHNSTON, HUGH
WKST, New Castle, Pa.
JONES, BOB
KYUM, Yuma, Ariz.
JONES, JACK W.
WHOP, Hopkinsville, Ky.
JONES, R. L.
WMIE, Miami, Fla.
JONES, R. S.
KCMO, Kansas City, Mo.
JONES, GRACE
KABC, San Antonio, Tex.
JOSLIN, GENE
KJCK, Junction City, Kans.

— K —

KALER, RANDALL
WFAS, White Plains, N. Y.
KAUFMAN, ARNOLD
WMBM, Miami Beach, Fla.
KEITH, JANE
KALB, Alexandria, La.
KELLER, EARLE
Two Pianos
WAVE, WAVE-TV, Lousiville, Ky.
KELLOGG, J. H.
WMBG, Richmond, Va.
KELLUM, SHELTON
WJNC, Jacksonville, N. C.
KELLY, JACK
WCFL, Chicago, Ill.
KELTON, LEE
WJAS, Pittsburgh, Pa.
KERR, ANITA
WMAK, Nashville, Tenn.
KEUR, CORNELIUS
KULA, Honolulu, T. H.
KEYSER, WARREN
WILM, Wilmington, Del.
KILEY, JOHN
WMEX, Boston, Mass.
KIMBLE, WALTER
WDBO, Orlando, Fla.
KINDER, ROD
WCOV, Montgomery, Ala.
KING, PEE WEE
WAVE, Louisville, Ky.; RCA-Victor Recording Star.
KING, WAYNE
The Wayne King Show, NBC-TV.
KIPEN, MAURICE
WTMJ, WTMJ-TV, Milwaukee, Wis.
KIRBY, GEORGE
WLCN, Blytheville, Ark.
KIRK, RED
WIMA, Lima, Ohio
KIRSTIN, GEORGE
WJRI, Lenoir, N. C.
KITCHEN, BETTY
WMON, Montgomery, W. Va.
KNAPP, CLINTON W.
KWOA, Worthington, Minn.
KNAUER, GORDEN K.
KROX, Crookston, Minn.
KNICK, WALTER
WBNS-TV, Columbus, O.
KNOTT, AL
WKRM, Columbia, Tenn.
KNUTSON, ULAMAE
WDLB, Marshfield, Wis.
KREBS, ELMER
WISN, Milwaukee, Wis.
KRIEGER, EDWARD L.
WSOO, Sault Ste. Marie, Mich.

— L —

LaMAR, OLSON
KBMW, Breckenridge, Minn.
LAMBERT, M. D.
KIMA, Yakima, Wash.
LAMBERT, NORMAN
WLBZ, Bangor, Me.



HARRY SALTER

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MUZAK

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TV SHOW — C.B.S.

LANE, LORNA
WROK, Rockford, Ill.
LARSON, CARL
WKBW, Youngstown, O.
LAUDEMANN, PETE
WDSU, WDSU-TV, Louisville, Ky.
LA VOIE, PAUL
WJR, Detroit, Mich.
LEE, DON
WJJL, Niagara Falls, N. Y.
LEE, HARRY
WBAB, Atlantic City, N. J.
LEE, HARRY
WCBA, Corning, N. Y.
LEE, MEL
KTTR, Rolla, Mo.
LEE, ORA MAE
KXRJ, Russellville, Ark.
LEGGE, BONNIE
WLOF, Orlando, Fla.
LEIGHTON, BERNIE
Robert Q's Matinee
CBS-TV
LEURIG, HARRISON
WLPO, La Salle, Ill.
LEVERETTE, LULA MAE
WVOP, Vidalia, Ga.
LEVEY, HAL
Theater of Today
CBS
LEVIN, SYLVAN
WOR, WOR-TV, New York, N. Y.

LEVINE, HENRY
Strictly from Dixie, ABC.

LEWIS, ADRIENNE
KMO, Tacoma, Wash.
LINDLEY, MERRILL
KODI, Cody, Wyo.
LINHART, FRANK
WHFC, Cicero, Ill.
LITTLE, LEON
KOSE, Osceola, Ark.
LLOYD, NORMAN
Pitching Horseshoes (Billy Rose), TV-ABC
LOCKWOOD, LEE
WHFB, Benton Harbor, Mich.
LOESCH, RITA
WLRP, New Albany, Ind.

LOMBARDO, GUY
B. June 16, 1902, Canada; Guy Lombardo Show, F. W. Ziv Syndicated; Lombardoland, USA, MBS; Lucky Strike, CBS; many guest appearances, top radio-TV guest shots.

LOREN, WILLIAM H.
WLVA, Lynchburg, Va.
LOUISFELL, MARION PAYNE
WCOU, Lewiston, Me.
LOWERY, BARBARA
KWTX, Waco, Tex.

LUDLOW, BEN
B. Ardmore, Pa.; Ford Theater, CBS-TV; Magnavox Theater, CBS-TV; Hit The Jackpot, CBS; Mr. Feathers, MBS; Philadelphia Orchestra 'Christmas Overture'; Thesaurus Transcriptions

LUND, GEORGE
WDMG, Douglas, Ga.
LYMAN, PETER
KAAA, Red Wing, Minn.
LYMAN, VIRGINIA
WEOL, Lorrain-Elyria, Ohio

— M —

MACKEY, J. WRIGHT
WRAK, Williamsport, Pa.
MADDEN, SAMMY
WFOX, Milwaukee, Wis.
MAGERA, GEORGE
WJAY, Mullins, S. C.
MALOTTE, STANLEIGH
WAFM-TV, Birmingham, Ala.
MARTI, RUDI
KPDN, Pampa, Tex.
MARTIN, FRANK
WITZ, Jasper-Huntingburg, Ind.

MARTIN, FREDDY
B. Dec. 6, 1909, Cleveland, Ohio; Band of Tomorrow; Showtime from Hollywood, F. W. Ziv ET; many guest appearances, top radio-TV guest shots.

MARTIN, GEORGE
WTHI, Terre Haute, Ind.
MARTIN, LUCILLE
WJEL, Springfield, Ohio
MASTERS, DOROTHY
WAEB, Allentown, Pa.
MASTREN, CARMEN
Star of the Family, Refreshment Time
CBS-TV
MAYO, BILLY
Early Birds Night Out
WFAA, WFAA-TV, Dallas, Tex.
McBRIDE, LESTER
KGLU, Safford, Ariz.



PAUL TAUBMAN
ORGANIST
PIANIST
CONDUCTOR
RADIO TELEVISION
RCA-Victor Recording Artist



CHARLES PAUL
Conductor - Composer
"Mr. & Mrs. North"
CBS
Martin Kane Private Eye
NBT
Mr. District Attorney
NBC

McCLURE, GENE
Musical Moods
WBKB, Chicago, Ill.
McCORMICK, MACK
KXYZ, Houston, Texas
McCUNE, DON
KFAR, Fairbanks, Alaska
McCUTCHEON, KEN
WIKY, Evansville, Ind.
McDONALD, LOUISE
WRFD, Worthington, N. Y.
McFARLAND, MARIETTA
WGBR, Goldsboro, N. C.
McGAY, WARREN
KNEB, Scottsbluff, Neb.
McGILL, MILDRED
WMIX, Mt. Vernon, Ill.
McGRATH, PEG
KOWH, Omaha, Neb.
McKINNEY, ALENE
KFAB, Omaha, Neb.
McKINNON, BOB
WRFS, Alexander City
McLEAN, RUSTY
WFEB, Sylacauga, Ala.
McMILLAN, CHARLES
WPLI, Jackson, Tenn.
McNEIL, IDA A.
KGFX, Pierre, S. D.
MEAKIN, JACK
Hollywood Studio Party
KTTV, Los Angeles, Calif.
MEDINA, JOSE
KIST, Santa Barbara, Cal.
MEINERT, MARJORIE
Musical Moods
WOC-TV, Davenport, Ia.
MELANSON, PAUL
WJSW, Altoona, Pa.
MELNICK, K.
WLOA, Braddock, Pa.
MENDELSOHN, FRED
WBNX, N. Y.
MERRICK, MARLON
Jack Benny Program
CBS-TV
MESERVY, NORMAN
WOLF, Syracuse, N. Y.
METCHNEK, WILLIAM
WTCN, Minneapolis, Minn.
MEYERS, BILL
KTMC, McAlester, Okla.
MILLER, ARCHIE
WATV, Newark, N. J.
MILLER, CLIFF
KBUC, Corona, Cal.
MILLER, EUGENE
KELA, Centralia-Chehalis, Wash.
MILLER, FRIEDA
WTOD, Toledo, Ohio
MILLER, HARRISON
KIT, Yakima, Wash.

MILLER, JACK
B. Sept. 4, 1895, Boston, Mass.; Kate Smith, NBC-TV; Aldrich Family, NBC; Jack Lait Confidential, NBC

MILLER, MACON P.
WSSB, Durham, N. C.
MILLER, PAT
WJEJ, Hagerstown, Md.
MILLER, W. H., JR.
WGYV, Greenville, Ala.
MILLS, FELIX
Meet Corliss Archer
CBS
MILLS, JACK
KSIB, Creston, Iowa
MILSOP, JOSEPH
WCPA, Clearfield, Pa.
MITCHELL, BOB
KFI, Los Angeles, Cal.
MONTGOMERY, ROBERT
WEAU, Eau Claire, Wis.
MOONEY, FRANCIS
WEGO, Concord, N. C.
MOORE, A. RAYMOND
WHUM, Reading, Pa.
MOORE, JACK
KAKC, Tulsa, Okla.
MOREAU, AL
WDHL, Bradenton, Fla.
MORGAN, WAYNE
WMFR, High Point, N. C.
MORRIS, FRANK
WJAX, Jacksonville, Fla.
MOSKAU, PAUL
KFEQ, St. Joseph, Mo.
MOYLE, WILL
WWPA, Williamsport, Pa.
MUNN, MILT
Stump The Expert
WICU, Erie, Pa.
MURRAY, J. BRUCE
KWHK, Hutchinson, Kan.
MURRAY, JOHNNY
KLIF, Dallas, Tex.

MURRAY, LYNN
B. Dec. 6, 1909, London, England; Ford Theater, Hallmark Playhouse, CBS

— N —

NASH, BARNES
WHIS, Bluefield, W. Va.

FRANK DeVOL

CONDUCTOR - ARRANGER - COMEDIAN

•

3rd YEAR

ON THE PROCTER & GAMBLE

TIDE SHOW

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CAPITOL RECORDINGS

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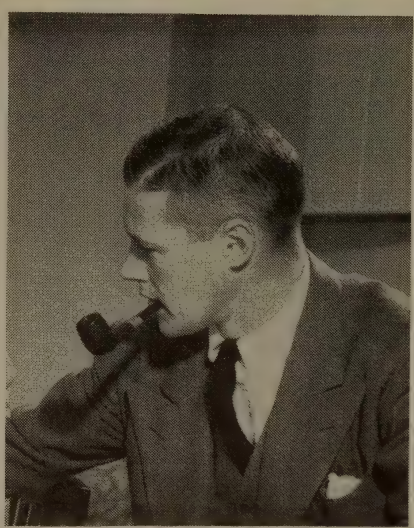
KTLA (Band Stand Review)

for

ACME BEER

Agency MCA

Publicity BOB WEISS



BEN LUDLOW

MUSIC

NEAL, PAUL
WBNS, Columbus, Ohio
NELMS, WILLIAM
WTAX, Springfield, Ill.
NELSON, BOB
WBBQ, Augusta, Ga.
NESBIT, MARGARET K.
WSIC, Statesville, N. C.
NESLER, JERRY
KOPO, Tucson, Ariz.
NEUBERGER, STANLEY
WCLO, Janesville, Wis.
NEWCOMB, GENEVIEVE
WFAX, Falls Church, Va.
NEWSOM, L. A.
KENO, Las Vegas, Nev.
NICHOLS, ED
WAFM-TV, Birmingham, Ala.
NICHOLS, HAL G.
KFOX, Long Beach, Cal.
NICHOLSON, BOBBY
One Chorus Only
WBEN-TV, Buffalo, N. Y.
NIDES, HARRY
WROL, Knoxville, Tenn.
NILES, A. OLIN
WHAZ, Troy, N. Y.
NININGER, EVELYN
WDBJ, Roanoke, Va.
NOBLE, ED
Wishing Well
KOTV, Tulsa, Okla.
NOBLE, RAY
Edgar Bergen, Charlie McCarthy Show
CBS, CBS-TV
NOBLE, ROGER
WSLI, Jackson, Miss.
NORMAN, RALPH
Casebook of Gregory Hood, Rogues Gallery, Paul Whiteman Presents, Crossroads (AM,), Pulitzer Prize Playhouse (TV), ABC
NORRIS, JULIA
WNMP, Evanston, Ill.
NORTH, ALEX
Pitching Horseshoes (Billy Rose), TV-ABC

— O —

O'BRIEN, LEE (MRS.)
KIUP, Durango, Col.
O'HARA, JANE
WQAN, Scranton, Pa.
OLSON, HERBERT
KXIC, Iowa City, Iowa
OLSON, WALLACE
WCCO, Minneapolis, Minn.
O'NEILL, JOE
KVOO, Tulsa, Okla.
OPPEL, JERRY
KOGT, Orange, Tex.
OSBORNE, HAROLD
WMBD, Peoria, Ill.
OSSER, ABE (GLENN)
Paul Whiteman Presents, Saturday Strings — AM, Paul Whiteman, Goodyear Pulitzer Prize Playhouse, Blind Date, TV-ABC
OVERSTREET, MAVIS
WSLS, Roanoke, Va.
OWEN, HARRIS
KLRA, Little Rock, Ark.

— P —

PADGETT, MATTIE I.
WIRC, Hickory, N. C.
PAGE, DOROTHY E.
WPAY, Portsmouth, Ohio
PALMER, GEORGE
Twilight Time
WNHC-TV, New Haven, Conn.
PAQUETTE, ARTHUR
WFCI, Providence, R. I.
PARRY, DAVE
WLAP, Lexington, Ky.
PATRICK, PAT
KISD, Sioux Falls, S. D.
PAUL, CHARLES
B. New York, N. Y.; Mr. & Mrs. North, CBS; Martin Kane, Private Eye, WNBT; Mr. District Attorney, NBC
PAUL, STEPHEN
WLEE, Richmond, Va.
PEACOCK, MELVIN
WSAV, Savannah,. Ga.
PEEPLES, TRUDY
WWOL, Buffalo, N. Y.
PENTZ, GORDON
WAVZ, New Haven, Conn.
PERKINS, JIMMIE
WBBB, Burlington, N. C.
PETRILLO, CAESAR
WBBM, Chicago, Ill.
PFEEGER, GEORGE C.
WJTN, Jamestown, N. Y.
PHILLIPS, GEORGE
WSVS, Crewe, Va.
PHILLIPS, GREG
WJOL, Joliet, Ill.

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Nation's No. 1 Western Band Leader
Composer of 1950 Hit Songs:
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"Tennessee Waltz"
Vocals by Redd Stewart
Mgr.—J. L. FRANK—Louisville, Ky.—WAVE



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PICAZO, RACHEL
WMTC, Van Cleve, Ky.
PICHE, MAURICE
KYSM, Mankato, Minn.
PICKENS, CHARLES
WHBC, Canton, Ohio
PILDNER, HENRY
WGAR, Cleveland, Ohio
POINDEXTER, ELLA L.
WHLF, South Boston, Va.
POND, BURKE
WWDC, Washington, D. C.
PORTER, BOB
KHUZ, Borger, Tex.
POTT, WILLARD
WHK, Cleveland, Ohio
POTTER, CLIFFORDEAN
WOMI, Owensboro, Ky.
POWER, BARBARA
WPIK, Alexandria, Va.
PRENTICE, CHAS. D.
WHAI, Greenfield, Mass.
PRESS, JACQUES
Nash Airflyte Theatre
CBS-TV
PRESTON, LEW
KWOE, Clinton, Okla.
PRICE, SAM
KUBC, Montrose, Col.
PRYER, CHARLENE
KENT, Shreveport, La.
PUTER, JACK
KFXJ, Grand Junction, Col.

— R —

RAFFERTY, CARL
KJSK, Columbus, Neb .
RAMIREZ, JOSE RAUL
WIAC, San Juan, P. R.
RANDALL, GORDIE
TV Showcase
WRGB, Schenectady, N. Y.
RANDALL, HELEN
WTJH, East Point, Ga.
RAUDENBUSH, GEORGE
WHGB, Harrisburg, Pa.
RAUSCH, ESTHER
WMT, Cedar Rapids, Iowa
RAUSCHER, JOAN
WRNY, Rochester, N. Y.
RECORE, ARVIE
Dollar Derby
WLW-D, Dayton, O.
RECTOR, BOB
KSTL, St. Louis, Missouri
REED, JAMES
WAPX, Montgomery, Ala.
REEDER, CHARLES G.
WING, Dayton, Ohio
REIDY, ROBERT
KGFW, Kearney, Neb.
RENNER, DUANE
KWOA, Worthington, Minn.
REPINE, BURT T.
WRVA, Richmond, Va.
RESLEY, WILMETTA JEAN
WGRO, Bay City, Mich.
REYNOLDS, CLARENCE
KOMA, Oklahoma City, Okla.
REYNOLDS, RALPH
WOKZ, Alton, Ill.
RICE, NAOMI
WEBQ, Harrisburg, Ill.
RICHARDS, ERNIE
WMMT, McMinnville, Tenn.
RICHARDS, HORACE
WPAM, Pottsville, Pa.
RICHARDS, RONALD W.
WFMJ, Youngstown, Ohio
RICHARDSON, EDNA E.
WTMA, Charleston, S. C.
RICHARDSON, MARY HESTER
WBML, Macon, Ga.
RICHEY, DONN V.
WHBF, Rock Island, Ill.
RICKEY, AL
Mr. Keen—8th Year; Kiddieland Records; Decca Records.
RIDNER, LLOYD
KGAF, Gainesville, Tex.
RINEHART, J, ALAN
KCOK, Tulare, Cal.
RIO, ROSA
My True Story, ABC; Ted Malone, ABC; Peace of Mind, ABC; Hannibal Cobb, ABC; Front Page Farrell, NBC; also Commercial Films for RCA
ROBB, BILL
KEYL, San Antonio, Tex.
ROBERTS, DON
WKNE, Keene, N. H.
ROBERTS, FRAN
WIRY, Plattsburg, N. Y.
ROBINSON, JAMES
KSBW, Salinas, Cal.
RODDIGER, HENRY
WWCA, Gary, Ind.
RODGERS, MONICA
KTRC, Santa Fe, N. M.
ROEDER, DOROTHY
WJPS, Evansville, Ind.
ROGERS, DAVID
WHSC, Hartsville, S. C.
ROGERS, EDDY
KOA, Denver, Col.

MURRAY ROSS

MUSICAL DIRECTOR - ORGANIST

SUPERMAN
ABC

REMEMBER THIS DATE
WNBT

COLGATE-PALMOLIVE SHOW
NBC

STAGE DOOR
CBS-TV

CELEBRITY TIME
ABC-TV

HOllis 8-4901

AL RICKEY

CONDUCTOR - COMPOSER

Currently

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KIDDIE LAND RECORDS

DECCA RECORDS

Formerly Musical Director
for
HAMMERSTEIN MUSIC HALL
MANHATTAN MERRY-GO-
ROUND — WALTZ TIME

Personal Management:
JOHN J. O'CONNOR
1697 Broadway, N. Y. C.
CI. 5-4920

ROLIH, JOHN J.
KUBA, Yuba City, Cal.

RONALD, STAN
WLPM, Suffolk, Va.

RONGO, BARBARA
KTBC, Austin, Tex.

ROONEY, VERN
WLOL, Minneapolis, Minn.

ROSCO, MICHAEL
WHOM, New York, N. Y.

ROSE, DAVID
Red Skelton Show
CBS

ROSS, MURRAY
Superman, ABC; Remember This Date, WNBT; Colgate Palmolive, NBC; Celebrity Time, ABC-TV; Stage Door, CBS-TV

ROSS, ROY
WNEW, New York, N. Y.

ROUNTREE, RUSS
KCOL, Ft. Collins, Col.

ROY, EL
WOMT, Manitowoc, Wis.

RUCKER, STAN
WOW-TV, Omaha, Neb.

RUDOLPH, JOSEPH
WAIT, Chicago, Ill.

RUPP, ESSIE
WCKY, Cincinnati, Ohio

RUSH, BOB
WJLS, Beckley, W. Va.

RUSSELL, BETTIE
WSPC, Anniston, Ala.

RYDBERG, HAL
KRIC, Beaumont, Tex.

RYKEN, JOHN
KLAS, Las Vegas, Nev.

— S —

SAKRY, CLIFF
KFAM and FM, St. Cloud, Minn.

SALTER, HARRY
Stop the Music, ABC, ABC-TV

SANDERS, BONNIE
WAPF, McComb, Miss.

SANFORD, CHARLES
Show of Shows, NBC-TV; Bob Hope Show, NBC-TV

SANTIAGO, FELIX
WAPA, San Juan, P. R.

SARGENT, MICHAEL
WBIW, Bedford, Ind.

SASLAVSKY, NICHOLAS
WEVD, New York, N. Y.

SAVITT, LOUIS
WBRE, Wilkes Barre, Pa.

SCARBORO, MILTON D.
WBCU, Union, S. C.

SCHMALZ, R. A.
WGBF, Evansville, Ind.

SCHMIDT, PAUL
KPRC, Houston, Tex.

SCHNECK, W. LeROY
WNAE, Warren, Pa.

SCHORY, RICHARD
KASI, Ames, Iowa

SCHRAGER, RUDY
Lux Radio Theater
CBS

SCOTT, GLENN R.
KWOC, Poplar Bluff, Mo.

SCOTT, WAYNE
WREL, Lexington, Va.

SEAMAN, GORDON
WOKO, Albany, N. Y.

SEARS, JERRY
Robbins Nest—TV
ABC

SECHTMAN, MORRIS
WONS, Hartford, Conn.

SELINSKY, VLADIMIR
Lux Video Theater
CBS-TV

SHARPE, H. H., IIIrd
WTRY, Troy, N. Y.

SHAUNCE, GOLDA
WMBH, Joplin, Mo.

SHAW, CLIFFORD
Songs to Remember
WAVE-TV, Louisville, Ky.

SHELDON, EARL
B. Jan. 1, 1915, New York; Musical Director Gulfspray ET, Pinaud's Musical Bouquet, WJZ; Jack Smith Show, CBS; Drene Shampoo, NBC, Bendit ET; Capitol & London Records; Muzak & Associated ET's; Ilka Chase 'Fashion Magic,' CBS-TV

SHELLEY, RAYMOND
KANS, Wichita, Kans.

SHERILL, CHARLES
Charlie Wild, Private Detective
CBS

SHOOP, DAVID
WHP, Harrisburg, Pa.

SIMS, WAYNE
WMSL, Decatur, Ala.

SIMMONS, ANETT
Bessemer, WJLD, Ala.

SLACK, DR, PETER
KGER, Long Beach, Cal.

SLATER, M. R.
WCAX, Burlington, Vt.

SMITH, CLAYTON
WAGM, Presque Isle, Me.

SMITH, FRAN
KOL, Seattle, Wash.

SMITH, FRE DW.
KALI, Pasadena, Cal.

SMITH, HOWARD
Garry Moore Show
CBS-TV

SNITGER, BILL
WJHL, Johnson City, Tenn.

SONTAG, GEORGE
Soiree With Sontag
WOC, WOC-TV, Davenport, Ia.

SPEAR, ALICE
WBOB, Galax, Va.

SPEER, SAMMY
Cavalcade of Stars, Cavalcade of Bands
WABD-TV

SPENCER, HARRY W.
WBTM, Danville, Va.

SPIKER, JoANNE
WWST, Wooster, O.

SPOTH, DORIS
WERE, Cleveland, O.

STADLER, RICHARD
WMRN, Marion, Ohio

STALLARD, BILL
WNVA, Norton, Va.

STANLEY, JAY
WATV, Newark, N. J.

STANLEY, LEONARD
WXYZ-TV, Detroit, Mich.

STANTON, MARILYN
KGA, Spokane, Wash.

STARR, RAYMOND C.
KWWL, Waterloo, Iowa

STARWYCK, STEVE
KGRH, Fayetteville, Ark.

STASER, BILL
WCNT, Centralia, Ill.

STEIN, RALPH
WEW, St. Louis, Mo.

STEPHENS, DAVE
WCAU, WCAU-TV, Philadelphia, Pa.

STEPHENS, HAROLD
WDVA, Danville, Va.

STEPHENSON, PETE
KVEC, San Luis Obispo, Cal.

STEVENS, GENE
KTRB, Modesto, Calif.

STEVENS, LEN
WHAT, Philadelphia, Pa.

STEWART, LOWELL
KSUM, Fairmont, Minn.

STOKER, EDWIN
KUTA, Salt Lake City, Utah

STOLTZ, JEAN
WICA, Ashtabula, Ohio

STONE, CLIFF
KXLA, Pasadena, Cal.

STONE, RUTH
WIS, Columbia, S. C.

STONE, SUE
WGAA, Cedartown, Ga.

STONER, PETER
WLCR, Torrington, Conn.

STOPAK, JOSEF
Let's Go To The Met (AM)
ABC

STORDAHL, AXEL
Frank Sinatra Show, CBS-TV

STUART, ROBERT
WNOP, Newport, Ky.

SUMMERS, BILL
WLBC, Muncie, Ind.

SUTER, ANNA RAE
WITH, Baltimore, Md.

SVELHA, WALT
WQAM, Miami, Fla.

SWARTZ, HAL
WSYR-TV, Syracuse, N. Y.

SWENSON, MILDRED
KWAT, Watertown, S. D.

SYBILRUD, JEROME
KMPC, Los Angeles, Cal.

SYLVERN, HENRY "HANK"
This Is Show Business, CBS-TV; Suspense, CBS-TV; Mark Trail, WOR-Mutual; Man Against Crime, CBS-TV; Puck Comic Weekly, NBC-TV; By Popular Demand, CBS-TV

— T —

TALASKE, VIRGINIA
WHAK, Rogers City, Mich.

TALLEY, RUTH
WMID, Atlantic City, N. J.

TAMBLYN, BOB
WCSC, Charleston, S. C.

TATE, MALCOLM
WFUN, Huntsville, Ala.

TAUBMAN, PAUL
B. Winnipeg, Manitoba, Canada. Rosemary, CBS; Perry Mason, CBS; True Detective Mysteries, MBS; Benj. Moore Paint Show, MBS; Penthouse Serenade, NBC; Owner of Penthouse Club, 30 Central Pk. So., N. Y. C.

TEMPLETON, JOE
KWHN, Ft. Smith, Ark.

THEILAN, ANN
KELD, El Dorado, Ark.

THOMAS, RAY
WHAN, Charleston, S. C.

THOMPSON, ELAINE
KTRF, Thief River Falls, Minn.

THOMPSON, JINX
Piano Patter Waamboree
WAAM-TV, Baltimore, Md.

THOMPSON, NOEL (BUD)
KFYO, Lubbock, Tex.

THUESON, DEAN
KLO, Ogden, Utah

THUROW, DEAN
KLPM, Minot, N. D.

TIFFAULT, LEIGHTON
Music For You
WHEN, Syracuse, N. Y.

TIMM, CHARLES
WSIV, Pekin, Ill.

TINGLEY, IRVING
WBEL, Beloit, Wis.

TODD, LOIS
KFRU, Columbia, Mo.

TOMPKINS, LELA F.
KCLE, Cleburne, Tex.

TOPINKA, BOB
WJMC, Rice Lake, Wis.

TOWNE, GORDON
WORZ, Orlando, Fla.

TRENDLER, ROBERT
WGN-TV, Chicago, Ill.

TRIBLEY, MARION
WGTC, Greenville, N. C.

TRONER, ROBERT
WKBS, Oyster Bay, N. Y.

TROTTER, JOHN SCOTT
Bing Crosby Show, CBS

TSCHUMY, GEORGE
KTKR, Taft, Calif.

TUCKER, SUE
WKBV, Richmond, Ind.

TUOTI, FRANK
WPAT, Paterson, N. J.

TUTTLE, LEE
WILS, Lansing, Mich.

— U —

UNDERWOOD, CHARLES
WMBS, Uniontown, Pa.

UNDERWOOD, KAY
KMAC, San Antonio, Tex.

UTT, MARJORIE
KTBS, Shreveport, La.

— V —

VAGNONI, FRANK
WJZ-TV, New York, N. Y.

VALENTINE, RUSSELL D.
WQXR, New York, N. Y.

VAN CAMP, BOB
WSB, Atlanta, Ga.

VAN DRIEL, ROBERT
KGGM, Albuquerque, N. M.

VAN VELZER, DON KEITH
KUJ, Walla Walla, Wash.

VENTRELLA, LOUIS
KIDO, Boise, Ida.

VERNON, MAC
KVER, Albuquerque, N. M.

VIDACOVICH, IRVING
WWL, New Orleans, La.

VOLGER, THELMA
KWPC, Muscatine, Iowa

— W —

WALKER, EDWARD C.
WDAE, Tampa, Fla.

WALKER, FRANKYE
WFOY, St. Augustine, Fla.

WARD, WM. CARROLL
WHBB, Selma, Ala.

WARING, FRED
Fred Waring Show, CBS-TV

WARMOTH, EDWARD
KELS, Kelso, Wash.

WARREN, JAY
KFDX, Wichita Falls, Texas

WARREN, WILLIAM
KTKT, Tucson, Ariz.

WASHBURNE, COUNTRY
Curt Massey Time, CBS

WATKINS, RICHARD L., JR.
KSIM, Sikeston, Mo.

WAYNE, ROGER
WHLI, Hempstead, N. Y.

WEAR, JAMES V.
KPRS, Olathe, Kan.

WEATHERS, WILLIAM
WFVG, Fuquay Springs, N. C

WEBER, HENRY
WGN, Chicago, Ill.

WEED HAROLD (BUDDY)
Trios, Jimmie Blaine Show, Marry Go Round—AM; Penthouse Party, Couple of Joes—TV, ABC

WEILADT, ALLO
WFBG, Altoona, Pa.

WELLS, MORTON
WOW-TV, Omaha, Neb.

WENDLANDT, ELAINE
KVOR, Colorado Springs, Col.

WERNER, BARBARA
WRFW, Eau Claire, Wis.

WESLEY, OSGOOD
WLS, Chicago, Ill.

WEST, ALVY
Celebrity Time, CBS-TV

WESTCOTT, HARRY
WEEU, Reading, Penn.

WHEELER, NANCY
WPDX, Clarksburg, W. Va.

WHITE, BEVERLY
WISC, Madison, Wis.

WHITE, ELIZABETH MARY
WTOB, Winston-Salem, N. C.

WHITE, ORSON
WRJN, Racine, Wis.

WHITE, VIRGINIA
KMA, Shenandoah, Ia.

WHITEHEAD, FRANKLIN
KPLC, Lake Charles, La.

WHITEMAN, PAUL
Paul Whiteman Presents—AM; Paul Whiteman-Goodyear—TV, ABC

WHITING, LEONA B.
WBVP, Beaver Falls, Pa.

WILL, WAYNE
KLVT, Levelland, Tex.

WILLEY, RALPH D.
KWCR, Cedar Rapids, Iowa

WILLIAMS, GENE
WSPD, Toledo, Ohio

WILLIAMS, SUE
KXEO, Mexico, Mo.

WILLSE, WILLIAM
WDEM, Providence, R. I.

WILSON, BRUCE E.
WWPF, Palatka, Fla.

WILSON, BURTON
WCOR, Lebanon, Tenn.

WACKS, LOU
WMCA, New York, N. Y.

WADDILL, HUGH
WFAA-TV, Dallas, Tex.

WILSON, GRANT
WXEL, Cleveland, O.

WILSON, KENNETH
WHDH, Boston, Mass.

WINTERS, MELVIN
WOAI, WOAI-TV, San Antonio, Tex.

WOLLSTONEHOLM, JUSTIN
WWXL, Peoria, Ill.

WOODS, ZELMA DEAN
KADA, Ada, Okla.

WRIGHT, BETTY
WJXN, Jackson, Miss.

WRIGHT, BETTY
WJXN, Jackson, Miss.

WRIGHT, RAY
KBUN, Bemidji, Minn.

— Y —

YANDON, DEL
KXLY, Spokane, Wash.

YATES, CHARLES
WRRF, Washington, N. C.

YAW, TED
KXL, Portland, Ore.

YEARSELEY, JULIE
KBRC, Mt. Vernon, Wash.

YOHE, CHARLES R.
WBOC, Salisbury, Md.

YOUNG, VICTOR
B. Aug. 8, 1900, Chicago, Ill.; Carnation Contented Hour, KNX-CBS; Musical Director at Paramount and other films

YOUNGBLOOD, JIM
WPAD, Paducah, Ky.

— Z —

ZACHER, EUGENE
WHAM, WHAM-TV, Rochester, N. Y.

ZEIGENBEIN, FLEDA
KFOR, Lincoln, Neb.

ZIMMERMAN, HARRY
KHJ, Los Angeles, Cal.

ZIMMERMAN, PAUL E.
WMVA, Martinsville, Va.

ZOPPI, PHIL
WEAM, Arlington, Va.



CHARLES POLACHECK
NBC - TV
PRODUCER-DIRECTOR
"VOICE OF FIRESTONE"
"NBC OPERA THEATER"

GREG GARRISON

NBC-TV

Director of

KATE SMITH SHOW

SHOW OF SHOWS

DICK SCHNEIDER

NBC-TV

DIRECTOR

of

MOHAWK SHOWROOM

HENRY MORGAN SHOW



DON HILLMAN
NBC-TV
DIRECTOR
OF
"REMEMBER THIS DATE"
"BROADWAY OPEN HOUSE"

Radio-TV Directors

—and their work during 1950

— A —

ANDERSON, BRUCE
Lilli Palmer Show
WCBS-TV

ANDREWS, CLARK
Fat Man Rogues Gallery
ABC

ANDREWS, MARTIN
My True Story, David Amity
ABC

APPELL, DON
Vaughn Monroe Show
CBS-TV

ASHLEY, IRA
Grand Central Station
CBS

AYERS, KIRBY
Grand Slam
CBS

— B —

BAILEY, MEL
I Love A Mystery
MBS

BANNER, BOB
Fred Waring Show
CBS-TV

BASE, LEONARD
Gangbusters
CBS

BLAKE, HOWARD
Carnation Family Party
CBS

BLEYER, BOB
Arthur Godfrey and His Friends
CBS-TV

BLOTTER, FRANK
Music With the Hormel Girls, ABC, CBS; Arthur Godfrey Time, CBS-TV

BRENNEN, WILLIAM
Jack Smith, Dinah Shore, Margaret Whiting Show
CBS

BROWN, WM. JAMES
Missus Goes A Shopping
WCBS

BURKE, MELVILLE
Colgate Theater, NBC-TV; Man Against Crime, CBS-TV.

BURNETT, MURRAY
True Detective Mysteries
MBS

— C —

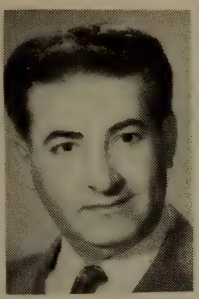
CHARLES, DICK
B. Feb. 24, 1919, Newark, N. J.; Strictly From Dixie, The Brokenshire Show, This Is My Song, Sammy Kaye Sunday Serenade, Thoughts in Passing, Ted Mack Family Hour
ABC

CLARDY, LYMAN
Phil Cook Show
WCBS

CONWAY, CURT
Danger
CBS-TV

FREDERICK H. SPEARE

DIRECTOR-OWNER

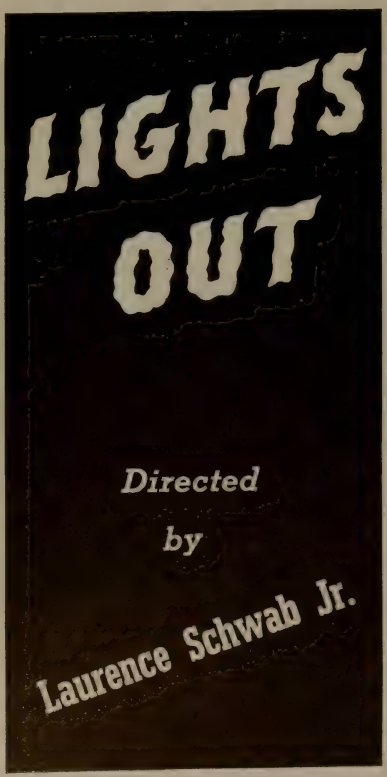


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CHARLES CURRAN

* * *

Writer
Director
Producer

TV and SCREEN

* * *

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ALAN NEUMAN

Director of

"THE KATE SMITH HOUR"
"VAN CAMP'S LITTLE SHOW"



WILLIAM MARCEAU

MAGIC COTTAGE PLAINCLOTHESMAN

TV

Writer-Director

KINGMAN T. MOORE

NBC

TV DIRECTOR

for

Eddie Cantor	Martin & Lewis
Abbott & Costello	Spike Jones
Fred Allen	Tony Martin
Bobby Clark	Beatrice Lillie

THE COMEDY HOUR

COOKE, FIELDER
Lux Video Theater
CBS-TV

CORDAY, TED
Guiding Light
CBS

CURRAN, CHARLES
Assoc. with Seaboard Studios.

— D —

D'ANGELO, CARLO
Charlie Wild, Private Detective
CBS

DAVIS, DONALD
The Prudential Family Playhouse
CBS-TV

DAWSON, RONALD
B. Johannesburg, South Africa Adventures of Babe Ruth (Transcribed).

— E —

EASTMAN, CARL
Perry Mason, Rosemary
CBS

— F —

FASSETT, JAMES
N. Y. Philharmonic Symphony, CBS

FICKETT, HOMER
Theatre Guild On The Air
NBC

FISHER, CHARLES
When A Girl Marries
NBC

FOGEL, JON
Ship Ahoy
Tales of the Black Cat
WCBS-TV

FOULTON, LOU
Rex Allen Show
CBS

FRAMER, WALT
Strike It Rich
CBS

— G —

GARRISON, GREG
Kate Smith Show, Show of Shows, NBC-TV.

GERSON, HAROLD
Author Meets The Critics, Pippy Hoolihan, ABC-TV

GIERLACH, CHET
We Love And Learn
NBC

GILLIS, DON
NBC Symphony
NBC

GOGGIN, RICHARD
ABC-TV

GOODE, RICHARD
Lux Radio Theater
CBS-TV

GORMAN, WALTER
Young Dr. Malone
CBS

GRAHAM, JOSEPH
Modern Romances, Mr. President
ABC

GRAYSON, MITCHELL
Big Sister
CBS

GROSS, LLOYD
We Take Your Word
CBS-TV

— H —

HAMILTON, WILLIAM D.
May 7, 1921, East Orange, N. J.; Ethel and Albert, ABC; Kate Smith Calls, ABC; Hannibal Cobb, ABC; We Care, ABC; Black Hawk, Mystery Files, ABC; Shoot The Moon, ABC.

HARRELL, CHARLES T.
B. Lincoln, Neb.; Armstrong Circle Theater, NBC-TV; Famous Jury Trials, Dumont-TV; Chance of a Lifetime, ABC-AM, TV; Think Fast, ABC-TV.



ED LEFTWICH
Director Radio
Producer TV

GREY LOCKWOOD
DIRECTOR
NBC - TV

HARRISON, JEANNE K.
Boston Blackie, WOR-Mutual; Guy Lombardo Show, NBC; Yesterday's Newsreel, WNBT; CBS-TV; Easy Aces, Dumont; World Broadcasting Co., NBC, CBS, MBS-E.T.; Hearts in Harmony, NBC; Linda's First Love, NBC; Editor's Daughter, NBC.

HELLER, FRANKLIN
What's My Line?
CBS-TV

HENRY, MARTIN
Betty Crocker Program
CBS-TV

HILLMAN, DONALD STUART
B. April 3, 1925, New York; Broadway Open House, Remember This Date, New York Philharmonic Concerts, Lewisohn Stadium, United Nations Telecasts, Lake Success, N. Y.; Milton Berle Telethon, Around The Town NBC-TV.

HIRSCHMAN, HERBERT
Mr. I. Magination
CBS-TV

HOWARD, CY
My Friend Irma, Life With Luigi, CBS

HOWARD, HENRY
Mystery Theater
CBS

— I —

INGRAM, HARRY
The Shadow
MBS

IRVING, CHARLES
B. July 30, 1912; This Is Nora Drake, CBS; That Wonderful Guy, ABC-TV

— J —

JACOBER, JAMES
Women Talk It Over, WOR-TV; Bob Howard Show, WOR-TV

JOHNSTONE, JACK
Hollywood Star Playhouse
CBS

JONES, CLARK R.
Your Hit Parade, Voice of Firestone, Mohawk Showroom
NBC-TV

— K —

KAY, ROGER
B. Dec. 9, 1920, Cairo, Egypt; Everything for Angela, The Cheater, Portrait of a Woman, Ruth Chatterton Show.

KELLY, FRED
Steve Allen Show
CBS-TV

— L —

LA PLANTE, ROY
Hannibal Cobb
ABC

LEFTWICH, ALEX
B. Feb. 13, 1910; Faye Emerson Show, CBS; Ilka Chase, CBS; This is Show Business, CBS; Kyle MacDonnell Show, Dumont; The Show Goes On, CBS; Winner Take All, CBS; Fashion Magic, CBS-TV.

LEFTWICH, EDWARD
B. June 17, 1918, Memphis, Tenn.; Live Like A Millionaire, CBS-TV; Bride & Groom, CBS-TV; Animal Fare, ABC-TV; Holiday Hotel, ABC-TV; Paul Whiteman, ABC-TV; We The People, NBC-TV.

LEVIN, DAN
Vanity Fair
CBS-TV

LEVY, RALPH
George Burns and Gracie Allen Show
CBS

LEWIS, AL
Our Miss Brooks
CBS

LIEBMAN, MAX
B. August 5, 1902, Vienna, Austria; Your Show of Shows, WNBT; Bob Hope Show, WNBT.

On Television:

ILKA CHASE
FAYE EMERSON
KYLE MacDONNELL
ILONA MASSEY

directed by

Leftwich

Personal Representatives For
Alex Leftwich

AFFILIATED ARTISTS REPRESENTATIVES
20 East 53rd Street,
New York, New York
PLaza 3-1862



JOE GRAHAM

WRITER-DIRECTOR

LOCKWOOD, E. GREY
B. April 18, 1917, Montclair, N. J.; The Clock, Four Star Revue, Life Begins at Eighty, The Joe DiMaggio Show
NBC

— M —

MACK, HELEN
Meet Corliss Archer
CBS

MACK, NILA
Let's Pretend
CBS

MAGNES, BEN
Lucky Pup
CBS-TV

MARCEAU, WILLIAM
Writer-Director
Magic Cottage; Plainsclothesman; TV.

MARSHALL, WILLIAM
Modern Romances, Metropolitan Opera, Metropolitan Opera Auditions of the Air
ABC

McLEOD, KEITH
Red Skelton Show
CBS

McLEOD, VICTOR IAN
(See Producers).

MOELLER, RICHARD M.
Jack Sterling Show
WCBS

MOORE, KINGMAN T.
Sept. 13, 1919, Macon, Ga.; Lights Out, NBC-TV; Your Show of Shows, NBC-TV; Ford Star Revue, NBC-TV; Frigidaire Comedy Hour, NBC-TV; Colgate Comedy Hour, NBC-TV.

— N —

NELSON, RALPH
Mama; Celebrity Time
CBS-TV

NEUMAN, ALAN
The Kate Smith Hour, NBC-TV; The Little Show, NBC-TV; Chevrolet Tele Theater, NBC-TV; Wendy Barrie Show, NBC-TV; Jimmy Savo Show, NBC-TV.

NICKELL, PAUL
Charlie Wild, Private Detective
CBS-TV

NOVAK, BOB
Bobby Benson
MBS

— O —

OCHS, ACE
Club 15
CBS

OLIPHANT, PAUL
Garden Gate
CBS

OWEN, FORREST, JR.
Curt Massey Time
CBS

— P —

PAUL, BYRON
The Sam Levenson Show
This is Show Business
CBS-TV

POLACHECK, CHARLES
B. Jan. 19, 1914, Milwaukee, Wis.; NBC Opera Theater (Down in the Valley, Madame Butterfly, Fledermaus, Tales of Hoffman, Carmen), NBC-TV; Masterpiece Playhouse (Six Characters in Search of an Author), NBC-TV

POST, TED
Danger
CBS-TV

PRESSMAN, DAVID
Nash Airflyte Theater
CBS-TV

— R —

REDD, BOB
Carnation Contented Hour
CBS



WILLIAM HAMILTON
ABC
Producer — Director
Radio — TV

REVNER, KATHERINE
Ozzie Drake's Housewives Protective League
Sean Shaw
WCBS

RICH, DAVID
Arthur Godfrey's Talent Scouts
CBS-TV

RITT, MARTIN
Somerset Maugham Theater
Starlight Theater
CBS-TV

ROCHE, JACK
Camel Caravan with Vaughn Monroe
CBS

RUBIN, JACK
Hilltop House
CBS

— S —

SATENSTEIN, FRANK
Homemakers Exchange
CBS-TV

SCHAFFER, FRANKLIN
The Ford Theater
CBS-TV

SCHNEIDER, RICHARD N.
B. March 7, 1925, Cazadero, Calif.; Easy Does It, WNBT; Summer Night's Dream, NBC-TV; Tex & Jinx, WNBT; Mohawk Showroom, NBC-TV; Henry Morgan, NBC-TV

SCHNUR, JERRY
Robert Q.'s Matinee
CBS-TV

SCHOOLER, LEE
B. June 15, 1923, Chicago, Ill.; Let's Talk It Over, WJJD

SCHWAB, JR., LAURENCE
Lights Out.
NBC-TV.

SCHWARTZ, WILLIAM
This Is New York with Bill Leonard
The New York Story
WCBS

SMITH, BEVERLY
Second Mrs. Burton
CBS

SPEARE, FREDERICK H.
Producer Career Theater-KECA; The Speare Show-Case-KGFJ — Every Sunday.

STAMMER, KNUT
Refreshment Time
CBS

— T —

THURN-TAXIS, ALEX
The Stork Club
CBS

TYLER, JACK
Theater of Today
CBS

— V —

VINCENT, CHICK
(See Producers)

— W —

WALLACE, DON
Wendy Warren and The News
CBS

WARBURTON, CHARLES
My True Story, David Amity
ABC

WILSON, TONY
Aunt Jenny
CBS

WOLFE, ED
Ma Perkins; The Brighter Day
CBS

WOLFE, RODGER
Hits and Misses
WCBS

WRAY, JOHN
Toast of the Town; Star of the Family
CBS-TV

MELVILLE BURKE

DIRECTOR

OF

COLGATE THEATRE

NBC-TV

MAN AGAINST CRIME

CBS-TV



DICK CHARLES

Writer — Director — Composer

Paul Whiteman's "Dance Time USO"
ABC

EL 5-6923

Radio-TV Producers

Network & Independent

— A —

ABBENHEIM, PETE
KPIX, San Francisco, Cal.

AIKENS, JIM
KPIX, San Francisco, Cal.

ANDERSON, BRUCE
Tales of the Black Cat
WCBS-TV

ANDERSON, RUSS
This Is Nora Drake
CBS

APPELL, DON
Vaughn Monroe Show
CBS-TV

AUCHINCLOSS, GORDON
Meet Frank Sinatra
CBS

AVERY, IRA
Theater of Today
CBS

— B —

BADER, HUGH
KMTV, Omaha, Neb.

BAILEY, JUDSON
Fight Follow Up, College Basket Ball, Wrestling and Boxing Bouts
CBS-TV

BAKER, RUSS
Latest in Fashions
KGO-TV, San Francisco, Calif.

BANNER, BOB
Fred Waring Show
CBS-TV

BEASLEY, IRENE
Grand Slam
CBS

BERNS, LARRY
Our Miss Brooks
CBS

BERQUIST, EUGENE
KMTV, Omaha, Neb.

BLACK, ALBERT
December 11, 1917; Alan Dale Show, CBS-TV; Richard Hayes Show, WABD; Touchdown, WNBT; All Sports Quiz, WPIX; Hollywood Quideo, WPIX; Batter Up, WPIX.

BLAKE, HOWARD
Carnation Family Party
CBS

BOHL, DON
Two for the Show
WOC-TV, Davenport, Ia.

BORDENKIRCHER, TOM
Dollar Derby
WLW-D, Dayton, O.

BOWNE, JERRY
Live Like A Millionaire,, NBC-CBS-TV; Music From Hollywood, NBC; Horace Heidt, Youth Opportunity Program, CBS

BRADY, BEN
Ken Murray Show
CBS-TV

BURKE, CAROLINE
Masterpiece Playhouse, NBC-TV; Red Feather Revue, NBC-TV; Heralds of Good Will, NBC-TV; Around the Town, NBC-TV; Vacation Wonderland, NBC-TV; Watch the World, NBC-TV.

BYRON, WARD
WJZ-TV, New York, N. Y.

WALTER HERLIHY SYDNEY SMITH

"MARKET MELODIES"

ARTHUR B. MODELL

Producer

CHARLES HARBRUCK MILTON ROBERTS

Associate Producers

— C —

CARNEY, JACK
Arthur Godfrey's Talent Scouts; Arthur Godfrey And His Friends, CBS-TV

CARROLL, CARROLL
Club 15
CBS

CASON, FRANK
WSB-TV, Atlanta, Ga.

COLLETT, JACK
Carousel
WLW-D, Dayton, O.

CONE, JOHN
WSB-TV, Atlanta, Ga.

CONSTANT, A. H.
KRON-TV, San Francisco, Cal.

COOKE, F. W.
WHBF-TV, Rock Island, Illinois

CORY, JOHN
Sincerely Yours
WHIO-TV, Dayton, O.

COTTEN, HAL
Country Store
KFMB-TV, San Diego, Cal.

CRAMER, TED
The Real McKay
WCBS-TV

CRANDALL, BRAD
WSB-TV, Atlanta, Ga.

CROCKETT, DAVE
KING-TV, Seattle, Wash.

CROSBY, JOHN
WHAM-TV, Rochester, N. Y.

CROTTY, BURKE
WJZ-TV, New York, N. Y.

— D —

DANK, MORT
Spanish Varieties
KEYL, San Antonio, Tex.

DAVIS, DONALD
The Prudential Family Playhouse
CBS-TV

DAWSON, RONALD
B. Johannesburg, South Africa
(See Artists).

DE FUR, PAUL
Let's Live
WCBS-TV

DEKER, LEO
WBNS-TV, Columbus, O.

DEL, VALLE, JAIME
Yours Truly, Johnny Dollar
CBS

DeVRIES, VAN
WMAL-TV, Washington, D. C.

DIAMOND, EDWARD
WABD-TV

DIERKES, SHIELDS
WWJ-TV, Detroit, Mich.

DINEHART, ALAN
(Producer-Director)
Alan Young Show
CBS-TV

DOAN, DOROTHY
Vanity Fair
CBS-TV

DOTY, ROBERT
Hoffman Hayride
WKY-TV, Oklahoma City, Okla.

DOUGLAS, HARRY
WFBM-TV, Indianapolis, Ind.

DOWTY, BYRON
WDSU-TV, New Orleans, La.

DUTTON, MYRON
The Stork Club
CBS-TV

— E —

EASTMAN, CARL
Perry Mason; Rosemary
CBS

EDWARDS, RALPH
Truth or Consequences
CBS-TV

ELLESON, D.
KRON-TV, San Francisco, Cal.

ELLIS, ELMO
WSB-TV, Atlanta, Ga.

ELLIS, MINERVA
Young Dr. Malone
CBS

ENION, A. BERT
Music For You
WHEN, Syracuse, N. Y.

— F —

FARREN, JACK
Sidney Field's Only Human Show, WOR; Celebrity Circle, WOR

FERGUSON, JAMES
The Sports Almanac
WSAZ-TV, Huntington, W. Va.

FOULTON, LOU
Rex Allen Show
CBS

Herbert Swope Jr.

Producer

OF

LIGHTS OUT

THE CLOCK

NBC TELEVISION



VICTOR McLEOD

TV

Producer - Director

FRAMER, WALT
Strike It Rich
CBS

FRANK, NORMAN
Star of the Family
CBS-TV

— G —

GAUNT, JOHN
KNBH, Hollywood, Cal.

GAY, BILL
Hallmark Playhouse
CBS

GOODSON, MARK
What's My Line?
CBS-TV

GOTTLIEB, LESTER
Robert Q's Matinee
The Show Goes On
CBS-TV

GRAMMAR, BOB
WBAP-TV, Fort Worth, Tex.

GROSS, LLOYD
(Producer Director)
Perro Como Show
CBS-TV

GUIDICE, FRANCIS V.
WTTG, Washington, D. C.

GUILLOTON, ALAIN
WFAA-TV, Dallas, Tex.

GUTH, RAY
Square Dance Party
WOC-TV, Davenport, Ia.

— H —

HAMMERSTEIN, THEODORE
Ellery Queen, Famous Jury Trials
WABD-TV

HANDLEY, ALAN
Easy Does It
WNBT, New York, N. Y.

HARMS, FRANK
Chuck Wagon
WCBS-TV

HARRELL, CHARLES T.
(SEE DIRECTORS).

HARRIS, DAVID K.
WNHC-TV, New Haven, Conn.

HARRISON, C. F.
WHBF-TV, Rock Island, Ill.

HARRISON, JEANNE K.
(See Directors)

HARROWER, IAN
WWJ-TV, Detroit, Mich.

HART, WALTER
(Producer Director)
The Goldbergs
CBS-TV

HARVEY AND HOWE
Homemakers Exchange
CBS-TV

HAYNES, STORRS
Ma Perkins
CBS

HELLER, FRANKLIN
The Web
CBS-TV

HELLMAN, DON
Dream Busters, Coffee and Cakes
WXYZ-TV, Detroit, Mich.

HENLEY, ARTHUR
What Makes You Tick, ABC; Marry-Go-Round, ABC; Press Box, WMGM.

HERP, EDWARD L.
Shoppers Special, Frazier Thomas Show, Prize Party
WKRC-TV, Cincinnati, Ohio

HILL, CHARLES
WTOP-TV, Washington, D. C.

HILL, GEORGE
WMAL-TV, Washington, D. C.

HOLLENBECK, BILL
KGO-TV, San Francisco, Calif.

HOLOWCHAK, EUGENE
WWJ-TV, Detroit, Mich.

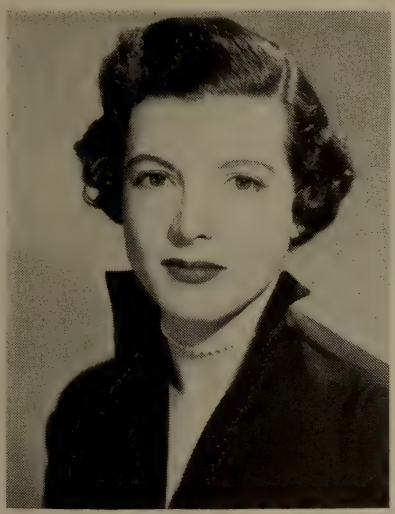
HORRELL, MARTIN
Grand Central Station
CBS

HUBER, ROBERT
Paul's Porch, TV Dreamhouse, Hines' Varieties
WKRC-TV, Cincinnati, Ohio

HUMMERT, FRANK AND ANN
Romance Of Helen Trent
Our Gal Sunday
CBS

— I —

IRVING, CHARLES
The Detective's Wife, CBS-TV; That Wonderful Guy, ABC-TV



CAROLINE BURKE

NBC-TV Producer Director

WALT FRAMER

Free Lance
Producer-Creator-Director

specializing in

AUDIENCE PARTICIPATION &
QUIZ SHOWS for RADIO/TV

Current . . .

"STRIKE IT RICH" . . . CBS
"THE OLD ARMY GAME" . . . CBS

Ready . . .

"THE BIG PAYOFF"
"OUR AMERICAN WAY"
"THE MAGIC LAMP"
"WHAT'S THE BIG IDEA?"

WALT FRAMER ASSOCIATES
501 MADISON AVENUE
NEW YORK 22, N. Y.
PLaza 5-2000

IRWIN, CAROL
Mama
CBS-TV

— J —

JACKSON, RICHARD
Foster Brooks Show
WAVE-TV, Louisville, Ky.

JOHNSTONE, JACK
Hollywood Star Playhouse
CBS

JONES, CAL
WPTZ, Philadelphia, Pa.

— K —

KABAKER, AL
Jack Smith, Dinah Shore, Margaret Whiting Show
CBS

KANE, PAUL
WAAM-TV, Baltimore, Md.

KEBBE, CHARLES
Lilli Palmer Show
WCBS-TV

KEIGHLEY, WILLIAM
Lux Radio Theater

KELLER, FRED
WBEN-TV, Buffalo, N. Y.

KIRBY, AMOS
WCAU-TV, Philadelphia, Pa.

KOSTE, WALTER
WWJ-TV, Detroit, Mich.

KUHL, CAL
Lux Video Theater
CBS-TV

— L —

LaDELLE, JACK
KPHO-TV, Phoenix, Ariz.

LASHER, M. SIDNEY
WAGA-TV, Atlanta, Ga.

LEE, JERRY
Dance Time
WOAI-TV, San Antonio, Tex.

LEIGHTON, RICK
Bobby Sherwood Show
WCBS-TV

LEONARD, BILL
This Is New York
The New York Story
WCBS

LESAN, DAVID
Guiding Light; The Brighter Day
CBS

LEVY, RALPH
George Burns & Gracie Allen Show
CBS-TV

LEWINE, RICHARD
Celebrity Time
CBS-TV

LEWIS, MARLO
Toast Of The Town; Steve Allen Show
CBS-TV

LICK, DON
WICU, Erie, Pa.

LIEBMAN, MAX
August 5, 1902, B. Vienna, Austria; Your Show of Shows, WNBT; Bob Hope Show, WNBT.

LORD, PHILIP H.
Gangbusters
CBS

LUGT, JOHN
KSL-TV, Salt Lake City, Utah

— Mc —

MacKENZIE, MURDO
Bing Crosby Show
CBS

MacNAMEE, DOUG
Margaret Arlen Program
WCBS

McCANN, DOROTHY
Dr. Christian
CBS

McDERMOTT, TOM
Wendy Warren and The News
CBS

McKEE, BURT F., JR.
WAFM-TV, Birmingham, Ala.

McLAIREN, IVOR
Don McNeill's TV Club
WENR-TV, Chicago, Ill.

McLEOD, VICTOR IAN
B. Aug. 2, 1906, Nampa, Idaho; Chevrolet Teletheater, NBC-TV; Broadway Open House, NBC-TV; New Year's Revue, NBC-TV; Arthur Murray, NBC-TV.

— M —

MACK, NILA
Let's Pretend
CBS

ALBERT BLACK

Television Productions

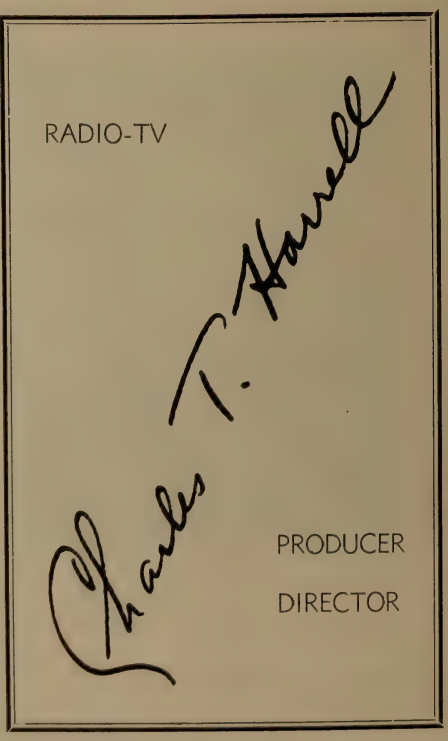
1270 Sixth Ave. . . . Rockefeller Center

New York 20 . . . COlumbus 5-5885-6

After Hours Club.....CBS-TV
Bamboo .....CBS-TV
To-nite At 11.....CBS-TV
Alan Dale Show.....CBS-TV
Batter-up .....WPIX-TV
Touchdown .....NBT-TV
Richard Hayes Show.....WABD-TV
Hollywood Qudeo .....WPIX-TV
All Sports Quiz.....WPIX-TV
Fun With Music.....WPIX-TV

Personal TV Rep. For

Hal Tunis — Charles Korvin — Francis Lederer



MANSFIELD, IRVING
This is Show Business, CBS-TV; The Sam Levinson Show, CBS-TV.

MATHEWS, DOROTHY
The Prudential Family Playhouse
CBS-TV

MAYBERRY, BOB
Fashion Magic
CBS-TV

MAZZIE, JACK
WOW-TV, Omaha, Neb.
Family Matinee

MEEKS, DON
Girls Will Be Girls
WLW-T, Cincinnati, O.

MICHEL, WERNER
We Take Your Word
CBS-TV

MODELL, ARTHUR B.
B. June 23, 1923, New York; Market Melodies, Diane Lucas Cooking, Holiday Hints, Easter Shopper, ABC-TV.

MONTGOMERY, GARTH
The Ford Theater
CBS-TV

MORROW, BILL
Bing Crosby Show
CBS

MORROW, TIM
Tin Pan Alley-TV, Sit or Miss, The Kay Morrow Show, Bible Stories, Shirley and Bedelia, ABC-TV

MORSE CARLETON
I Love a Mystery.
MBS

— N —

NICHOLS, HONORE
Melody Showcase
WLW-T, Cincinnati, O.

NOTTINGHAM, DAVE
WBAL-TV, Baltimore, Md.

— O —

OLIPHANT, PAUL
Garden Gate
CBS

OWEN, FORREST, JR.
Curt Massey Time
CBS

OXFORD, RONALD C.
KPHO-TV, Phoenix, Ariz.

— P —

PAPPAS, S. A.
WTOP-TV, Washington, D. C.

PARSONS, CHARLES
Captain Video, Plainclothesman
WABD-TV

PATTEN, PHIL
Super Circus
WENR-TV, Chicago, Ill.

PENMAN, CHARLES
WWJ-TV, Detroit, Mich.

PERRY, DICK
Hoffman Hayride
WOAI-TV, San Antonio, Tex.

PEYSER, JOHN
(Producer-Director)
Frank Sinatra Show
CBS-TV

PINCUS, IRVING
Mr. I. Magination
CBS-TV

PINCUS, NORMAN
Mr. I. Magination
CBS-TV

POCHE, IRWIN
WDSU-TV, New Orleans, La.

POLACHECK, CHARLES
B. Jan. 19, 1914, Milwaukee, Wis.; Voice of Firestone
NBC-TV

PRESSMAN, DAVID
Nash Airflyte Theater
CBS-TV

— R —

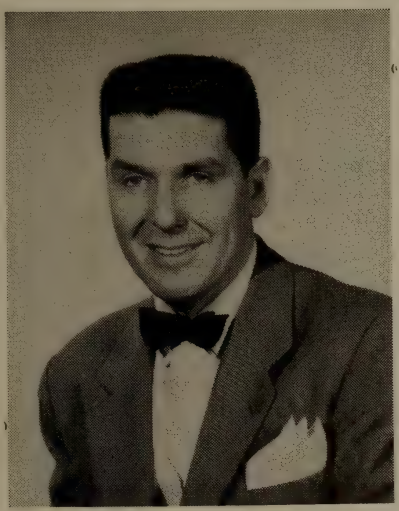
REDD, BOB
Carnation Contented Hour
CBS

RITT, MARTIN
Somerset Maugham Theater
Starlight Theater
CBS-TV

ROCHE, JACK
Camel Caravan with Vaughn Monroe
CBS

ROGERS, RODDY
The Eagles' Nest
WFIL-TV, Philadelphia, Pa.

ROLAND, WILL
Arthur Godfrey Time
CBS



ROBERT ROSS SMITH
PRODUCER
JACK BERCH SHOW—NBC
VAN CAMP'S LITTLE SHOW—NBC-TV

Art Henley
Creator-Producer
MARRY-GO-ROUND
(ABC)
Producer-Director
WHAT MAKES YOU TICK
(ABC)
Writer
BROADWAY OPEN HOUSE
WE THE PEOPLE
(NBC-TV)
M. C.
PRESS BOX
(Dairylea—WMGM)
Mgt.: MCA

ROSS, DON
B. Feb. 17, 1908, Des Moines, Iowa; Animal Fair, KNBH; Assoc. Producer: Live Like a Millionaire, CBS-TV, NBC; Your Pet Parade, ABC-TV; Auction-Aire, ABC-TV

RUSSELL, CHARLES W.
Danger
CBS-TV

— S —

SARROW, ED
WAAM-TV, Baltimore, Md.

SCALA, E. M.
WNBF-TV, Binghamton, N. Y.

SCHIMMEL, CLARENCE
(Producer Director)
Garry Moore Show
CBS-TV

SCHOOLER, DAVE
Star Time, Arthur Murray Show
WABD-TV

SEABORNE, JIM
Big Sister
CBS

SEVER, JOHN
WMBR-TV, Jacksonville, Fla.

SKELTON, EDNA
Red Skelton Show
CBS

SLON, SID
Aunt Jenny
CBS

SMITH, BEVERLY
Second Mrs. Burton
CBS

SMITH, ROBERT ROSS
Jack Berch Show, NBC; Van Camp's Little Show, NBC-TV.

STAMMER, NEWT
Refreshment Time
CBS

SWOPE, JR., HERBERT
Lights Out, NBC-TV; The Clock, NBC-TV.

SWYSGOOD, ROBERT
Sooner Shindig
WKY-TV, Oklahoma City, Okla.

— T —

TATE, HAL
Who's Talking? KYW, Philadelphia; Strictly Show Business, WAIT, Chicago; The Hal Tate Show, WAIT, Chicago

TAYLOR, GLENHALL
Meet Corliss Archer
CBS

TERRY, WILLIAM R.
WAGA-TV, Atlanta, Ga.

THOMPSON, DON
Frougs Clues
KOTV, Tulsa, Okla.

THOMPSON, TOMMY
WBAP-TV, Fort Worth, Tex.

TODMAN, BILL
What's My Line; Rate Your Mate.
CBS-TV.

TRAYHERN, JIM
WHAM-TV, Rochester, N. Y.

TROXEL, RICHARD
At Jackie's House
WTVJ, Miami, Fla.

TUCKER, MADGE
Ship Ahoy
WCBS-TV

— V —

VINCENT, CHICK
B. Aug. 29, 1912, New York; (Producer - Director); Pepper Young's Family, NBC; Kitchen Kapers, WJZ-TV; Magazine Theater, MBS; Mr. Magic, WJZ-TV; Mutual Life Health Series, ET; Pathfinder Playhouse, ET

— W —

WALLACH, GEORGE
Date In Manhattan
WNBT, New York, N. Y.

WARD, AL
Betty Crocker Program
CBS-TV

WAYNE, DON
The Open Door
WHIO-TV, Dayton, O.

WHITE, LAWRENCE
Charlie Wild, Private Detective
CBS-TV

WOLFE, ED
Hilltop House
CBS

WYATT, JERRE
WBAL-TV, Baltimore, Md.

JACK HURDLE

PRODUCER - DIRECTOR

RADIO — TV

Woman Commentators
HOME ECONOMISTS
of Radio Stations in the United States

Alabama

Arnold, Dorothy.....WCOV, Montgomery
Badham, Mary.....WBRC-TV, Birmingham
Barber, Elizabeth.....WJBB, Haleyville
Brown, Camille.....WSFA, Montgomery
Carnathan, Betty.....WKUL, Cullman
Dennis, Mimi.....WAFM-TV, WAPI, Birmingham
Dodd, Bertha.....WGWD, Gadsden
Drake, Florence.....WMGY, Montgomery
Griffin, Nellie.....WJRD, Tuscaloosa
Grund, Mrs. Lynn.....WAUD, Auburn
Jackson, Sarah F.....WSPC, Anniston
Kline, Rita.....WKAX, Birmingham
Lane, Janet.....WFUN, Huntsville
McLean, Rusty.....WFEB, Sylacauga
Mahoney, Esther.....WSFA, Montgomery
Miller, Virginia.....WJMW, Athens
Mitchell, Betty.....WABB, Mobile
Norton, Clodessa.....WJMW, Athens
Parrich, Helen, Listen Ladies.....WKLF, Clanton
Parrish, Agnes.....WSGN, Birmingham
Rosenberg, Mary Ethel.....WSPC, Anniston
Russell, Bettie.....WSPC, Anniston
Simmons, Annett.....WJLD, Bessemer
Smollon, Lurline McRaney.....WHMA, Anniston
Tully, Earline.....WVOK, Birmingham
Wells, Betty.....WFUN, Huntsville

Arizona

Benoit, Virginia.....KOPO, Tucson
Bentley, Elaine.....KTAR, Phoenix
Botkin, Freda S.....KCNA, Tucson
Bryce, Bea.....KCKY, Coolidge
Curtis, Marg.....KTYL, Mesa
Godfrey, Kathy.....KPHO-TV, Phoenix
Gunn, Janet.....KPHO-TV, Phoenix
Harrison, Mrs. Lois.....KGLU, Safford
Herweg, Mary.....KTUC, Tucson
Kempton, Roberta.....KGLU, Safford
McClung, Loye.....KYUM, Yuma
Pratt, Phyllis.....KAWT, Douglas

Arkansas

Asbell, Maeada.....KELD, El Dorado
Bauer, Joan.....KWHN, Ft. Smith
Cordell, Ann.....KELD, El Dorado
Cotton, Corrine.....KXJK, Forrest City
Edrington, Ann.....KOSE, Osceola
Houston, Ruby.....KDRS, Paragould
Ingalls, Mary.....KGRH, Fayetteville
Pyeatte, Marianne.....KUOA, Siloam Springs
Williams, Carolyn F.....KARK, Little Rock

California

Adler, Grace.....KVEC, San Luis Obispo
Alex, Susan.....KSAN, San Francisco
Alexander, Pat.....KROP, Brawley
Ayres, Nova.....KRDU, Dinuba
Bacher, Jeanne.....KGST, Fresno
Baker, Betty.....KROW, Oakland
Baker, Evangeline.....KGO-TV, San Francisco
Barnes, Harriet.....KSRO, Santa Rosa
Barton, Emily.....KFRC, San Francisco
Beitz, Blanche.....KIBE, Palo Alto
Booth, Beverly.....KYOR, Blythe
Bowen, Jerry.....KXOC, Chico
Bruse, Frances.....KVCV, Redding
Casey, Mary Ann.....KIST, Santa Barbara
Derma, Alex.....KREO, Indio
Fowles, Olive.....KGYW, Vallejo
Gray, Jeanne.....KTTV, Los Angeles
Green, Edith.....KRON-TV, San Francisco
Gurnee, Leslie.....KMNS, San Luis Obispo
Hart, Trula.....KEEN, San Jose
Hendrick, Peg.....KBUC, Corona
Higbee, Hilda.....KTRB, Modesto
Hogan, Lee.....KNBH, Hollywood
Holden, Ann.....KGO, San Francisco
Holmes, Margaret.....KYNO, Fresno
Houchin, Gladys.....KFOX, Long Beach
Hoyt, Betty.....KNBH, Hollywood
Hummell, Mildred.....KKIN, Visalia
Hunter, Ruby.....KPIX, San Francisco
Jewel, Izetta.....KCBQ, San Diego
Keller, Eloise.....KDAC, Ft. Bragg
Kerry, Katherine.....KYA, San Francisco
King, Majorie.....KGO-TV, San Francisco
Lawson, Grace.....KECA-TV, Hollywood
Lay, Marjorie B.....KTIP, Porterville, Cal.
Micci, Barbara.....KXO, El Centro
Morse, Molly.....KGB, San Diego
North, Audrey.....KWKW, Pasadena
Paige, Frances.....KCRA, Sacramento
Price, Cisley.....KTRB, Modesto
Potter, Penny.....KCOK, Tulare
Rankin, Dorothy (Jen Lee).....KNBC, San Francisco
Reed, Bette.....KVON, Napa
Ruane, Trudie.....KROP, Brawley
Salentine, Carol.....KFMB-TV, San Diego
Schram, Violet.....KFVD, Los Angeles
Scully, Frances.....KECA, Los Angeles
Sharpe, Marjorie.....KITO, San Bernardino
Stewart, Faye.....KSFO, KPIX, San Francisco
Swayze, Wanda.....KITO, San Bernardino
Sweet, Irene.....KDON, Santa Cruz
Thomas, Anne.....KSCO, Santa Cruz
Thompson, Ruth.....KJBS, San Francisco
Towne, Jane.....KLOK, San Jose
Truax, Ann.....KLX, Oakland
Trumbull, Margo.....KSFO, San Francisco
Trumbull, Marjorie.....KRON-TV, San Francisco
Walker, Peggy.....KDB, Santa Barbara
Walker, Wilma.....KWTC, Barstow
Waltz, Gwen.....KSUE, Susanville
Weppener, Barbara.....KSBW, Salinas
Young, Norma.....KHJ, Los Angeles

Colorado

Collope, Mary.....KCOL, Ft. Collins
Donn, Phillip.....KRAI, Craig
DeJulio, Lily.....KUBC, Montrose
Elkins, Mildred.....KGHF, Pueblo
Esther, Marie.....KCSJ, Pueblo
Fuller, Mildred.....KEXO, Grand Junction
Hammer, Muriel.....Grand Junction
Hammersley, Mrs. Evadna.....KOA, Denver
Kaytee Ellen (Irva Steffen).....KTLN, Denver
Kiefer, Shirley.....KCOL, Ft. Collins
McGavren, Marge.....KBOL, Boulder
St. John, Phyllis.....KLMR, Lamar
Snelling, Sally.....KIUP, Durango
Thomas, Peg.....KFXJ, Grand Junction
Wathan, Lois Ann.....KFKA, Greeley
Zorn, Melba.....KOKO, LaJunta

Connecticut

Colbert, Jean.....WTIC, Hartford
Coleman, Dorothy.....WMMW, Meriden
Foster, Susan.....WKNB, New Britain
Galvin, Grace.....WBIS, Bristol
Gibson, Claire.....WONS, Hartford
Graham, Peg.....WLCR, Torrington
Hays, May Bradshaw.....WICC, Bridgeport
Hurlburt, Miriam.....WATR, Waterbury
Kimball, Betty.....WHAY, New Britain

King, Una H.....WTHT, Hartford
Levin, Evelyn.....WNHC, New Haven
Naiman, Hilda.....WNLC, New London
O'Brien, Jean.....WNHC-TV, New Haven
Osborne, Maybelle Hinton.....WBRY, Waterbury
Parks, Connie.....WLIZ, Bridgeport
Pattee, Betty.....WKNB, New Britain
Porter, Jeanne.....WELI, New Haven
Purrington, Ann.....WICH, Norwich
Richards, Perk.....WNAB, Bridgeport
Switzer, Ellen.....WAVZ, New Haven
Van Dyck, Peg (Claire Gibson)..WONS, Hartford

•

Delaware

Carroll, Mildred.....WDOV, Dover
Price, Marjorie.....WILM, Wilmington

•

District of Columbia

Cameron, Dianne.....WTTG, Washington
Crane, Ruth.....WMAL, WMAL-TV, Washington
Lee, Elinor.....WTOP, WTOP-TV, Washington
Markel, Hazel....WTOP, WTOP-TV, Washington
Osgood, Nancy.....WRC, Washington

•

Florida

Andrews, Ferne.....WFLA, Tampa
Bailey, Nina.....WTAN, Clearwater
Barfield, Ona.....WJBS, Delano
Butler, Jane.....WGBS, Miami
Byron, Eva.....WALT, Tampa
Carlson, Mrs. Aino.....WEAT, Lake Worth
Chase, Martha.....WMBM, Miami Beach
Christopher, Marjorie.....WQAM, Miami
Cynthia.....WDBO, Orlando
Daly, Anne.....WPDQ, Jacksonville
Davis, Agnes.....WDHL, Bradenton
Dickens, Betty.....WFTL, Ft. Lauderdale
Donahue, Ruth.....WLOF, Orlando
Estrella, Blanca.....WIOD, Miami
Latin-American Commentator, News in Spanish
Greenlaw, Carmen.....WDHL, Bradenton
Hall, Lee.....WLOF, Orlando
Hamilton, Berta.....WTNT, Tallahassee
Henderson, Sally.....WCOA, Pensacola
Hugh, Kay Todd.....WNDB, Daytona Beach
Julianelle, Patricia.....WIRK, West Palm Beach
King, Joanne.....WSPB, Sarasota
Knox, Mary Lou.....WMBR-TV, Jacksonville
Larson, Helen.....WIVY, Jacksonville
McNeely, Beth.....WTSP, St. Petersburg
Mead, Dottie.....WSPB, Sarasota
Merritt, Sarah Ellen.....WTVJ, Miami
Moody, Emil.....WFLA, Tampa
O'Day, Billy.....WIOD, Miami
Oberle, Connie.....WIVY, Jacksonville
O'Mara, Mani.....WPIN, St. Petersburg
Parrish, Jean.....WLAK, Lakeland
Pierce, Jackie.....WVCG, Coral Gables
Roen, Marcia.....WORZ, Orlando
Silver, Marjorie.....WIRA, Ft. Pierce, Fla.
Smith, Ruth.....WHOO, Orlando
Stalman, Elyse.....WPLA, Plant City
Taylor, Christine.....WTTT, Coral Gables
Walker, Frankye.....WFOY, St. Augustine
Whitelaw, Eleanor.....WPCF, Panama City
Whitley, Ruth.....WTMC, Ocala
Withee, Alice.....WJHP, Jacksonville

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Georgia

Alford, Kitty.....WRGA, Rome
Bailey, Virginia.....WKLY, Hartwell
Bell, Alice.....WBGE, Atlanta
Dickens, Dean.....WGST, Atlanta
Ferris, Geraldine.....WAYX, Waycross
Kearney, Rose.....WRBL, Columbus
Hancock, Faye.....WDAR, Savannah
Handley, Gertrude.....WDAK, Columbus
Hayward, Joyce.....WGAC, Augusta
Heriot, Harriet.....WDAR, Savannah
Johnson, Annie Laurie.....WBML, Macon
Kent, Ruth.....WGLS, Decatur
Krayble, Shirley.....WAGA-TV, Atlanta
Lanning, Martha.....WSB-TV, Atlanta
McKay, Dorothy.....WROM, Rome
Marshall, Sue.....WDEC, Americus
Martin, Kitty.....WAYX, Waycross
Martin, Mary Ann.....WRFC, Athens
Mason, Patricia.....WFOM, Mariette
Morris, Louis.....WDAK, Columbus
Olive, Anna.....WRDW, Augusta
Powell, Gladys.....WERD, Atlanta
Randoll, Helene.....WTJH, East Point
Rehm, Tora.....WATL, Atlanta
Stone, Sue.....WGAA, Cedartown
Stulb, Eileen.....WBBQ, Augusta
Tonies, Nadanah.....WWGS, Titton
Washington, Alice.....WERD, Atlanta
Wasden, Alice.....WTOC, Savannah
Windham, Nell.....WVOP, Vidalia

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Idaho

Adamson, Norma.....KEIO, Pocatello
Earin, Barbara.....KVNI, Coeur d'Alene
Favaro, Virginia.....KRLC, Lewiston
Fletcher, Ruthe A.....KSEI, Pocatello
Haselmire, Carma.....KLIX, Twin Falls
MacBride, Doris.....KSEI, Pocatello
McAllister, Ruth.....KRPL, Moscow
Marguerite.....KCID, Caldwell
Puckett, Inez.....KLIX, Twin Falls
Siemon, Margene.....KSEI, Pocatello
Waugh, Barbara.....KBIO, Burley

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Illinois

Alexander, Norma.....WEBQ, Harrisburg
Ames, Harriet.....WTAX, Springfield
Banks, Pat.....WBKB, Chicago
Barkley, Barbara.....WGN-TV, Chicago
Bass, Clar (Mrs.).....WROY, Carmi
Best, LaVerne.....WTAX, Springfield
Colwell, Virginia.....WLDS, Jacksonville
Connors, Dorsey.....WNBQ, Chicago
Cook, Martha.....WQUA, Moline
Crane, Martha.....WLS, Chicago
Daily, Joy.....WSOY, Decatur
Dilley, Mary.....WCVS, Springfield
Dwyer, Barbara.....WMBD, Peoria
Gale, Virginia.....WGN, Chicago
Galey, Pat.....WWXL, Peoria
Graham, Ann.....WKAI, Macomb
Harper, Mary M.....WEBQ, Harrisburg
Holley, Marilyn.....WKID, Urbana
Jeffery, Sylvia.....WKAN, Kankakee
Johannes, Olga.....WROK, Rockford
Karney, Beulah.....WENR-TV, Chicago
Kerrick, Lee.....WSIV, Pekin
Lane, Betty.....WSOY, Decatur
Lawrence, Mildred.....WJOL, Joliet
Lindsay, Lou.....WROY, Carmi
McLoughlin, May.....WMBD, Peoria
North, Luckey.....WNBQ, Chicago
Oberto, Betty.....WLPO, LaSalle
Palmer, Anne.....WHBF-TV, Rock Island
Ralston, Fern.....WRMN, Elgin
Redmon, Tina.....WBKB, Chicago
Sams, Effie L.....WIRL, Peoria
Sexton, Marion.....WTAD, Quincy
Stewart, Virginia.....WOKZ, Alton
Zarley, Lois.....WJOL, Joliet

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Indiana

Atkins, Kay.....WWCA, Gary
Bartlett, Susan.....WTTS, Bloomington
Bleck, Ruth.....WIMS, Michigan
Coers, Barbara.....WASK, Lafayette
Cook, Constance.....WJPS, Evansville
"Let's Grow Up" Childrens Programs
Daniels, Catherine.....WISH, Indianapolis
Dodd, Marie.....WAOV, Vincennes
Farrell, Lee Rose.....WFBM, Indianapoils
Fuller, Lenore.....WBAT, Marion
Geise, Joan.....WCNB, Connersville
Ginn, Ann.....WSAL, Longansport
Heitger, Abbie.....WBIW, Bedford
Kelley, Grace.....WBAT, Marion
Knight, Doris.....WKAM, Warsaw
Lee, Janet.....WFBM-TV, Indianapolis

Lynn, Jane.....WXLW, Indianapolis
McDonald, Mary.....WGL, Ft. Wayne
Minick, Mrs. Frances.....WBIW, Bedford
Moore, Eleanor.....WSBT, South Bend
Parlier, Jane.....WLRP, New Albany
Reed, Kay.....WTRC, Elkhart
Riley, Miss E. Frances.....WBIW, Bedford
Riley, Mrs. Sue.....WHOT, South Bend
Shaw, Julie.....WGBF, Evansville
Sherman, Ann.....WTTS, Bloomington
Starrett, Marian.....WKBV, Richmond
Travis, Lorraine.....WCBC, Anderson
Tucker, Sue.....WKBV, Richmond
Weston, Jane.....WOWO, Fort Wayne
Willeford, Mrs. George.....WTOM, Bloomington

Iowa

Adams, Kay.....WMT, Cedar Rapids
Bacon, Grace.....KSIB, Creston
Condra, Mrs. Edith.....KCOG, Centerville
Currier, Bernice.....KMA, Shenandoah
Hall, Mrs. Betty.....KSWI, Council Bluffs
Johnson, Gwen.....KROS, Clinton
Justen, Molly Mrs.....KXIC, Iowa City
Lindley, Dorothy.....KSIB, Creston
Loose, Virginia.....KOKX, Keokuk
McEwen, Josephine.....WMT, Cedar Rapids
Marsh, Helen.....KSO, Des Moines
Marshall, Mary Louise.....WOC, Davenport
Montz, Wanda.....KWCR, Cedar Rapids
Murphy, Doris.....KMA, Shenandoah
Phelphs, Jean Mrs.....KCOM, Sioux City
Rehwaldt, Helen.....KWPC, Muscatine
St. Clara, Sister Mary.....WKBB, Dubuque
Seidner, L. M.....KXIC, Iowa City
Sexton, Marian.....KGLO, Mason City
Shoemaker, Adella.....KMA, Shenandoah
Shorten, Martha.....KDTH, Dubuque
Sinns, Mary Jane.....KICD, Spencer
Volger, Thelma.....KWPC, Muscatine
Walter, Ann.....KASI, Ames
Wells, Betty.....KRNT, Des Moines

Kansas

Brooks, Julie.....WREN, Topeka
Callahan, Nell.....KPRS, Olathe
Cleveland, Ann Chalma.....KSCB, Liberal
Crist, Rosemary.....KSCB, Liberal
Elliott, Frances.....KGNO, Dodge City
Erickson, Elaine.....KANS, Wichita
Harris, Nancy.....KJCK, Junction City
King, Mrs. J. E.....KFH & KFH-FM, Wichita
MacDonald, Marie.....KFBI, Wichita
Page, Jeanne.....KCLO, Leavenworth
Rondebush, Eleanor, Welcome Newcomers
KJAY, Topeka
Roth, Mrs. Janie.....KAYS, Hays
Tinder, Katherine.....KWHK, Hutchinson

Kentucky

Crutchfield, Isabelle.....WFMW, Madisonville
Daly, Linda.....WLOU, Louisville
Dooley, Jane.....WFKY, Frankfort
Haan, Ruth.....WMTC, Vancleve
Hubert, Ann.....WAVE, Louisville
Jackson, Audrey.....WKCT, Bowling Green
Jones, Jane.....WPAD, Paducah
Kelly, Marion.....WKLO, Louisville
Layman, Helen.....WSFC, Somerset
McCormick, Dorothy.....WSON, Henderson
Marshall, Shirley.....WAVE-TV, Louisville
Martin, Rosemary.....WNOP, Newport
Mauney, Ruth.....WCTT, Corbin
Mills, Jo Anne.....WFMW, Madisonville
Murphey, Helen.....WFMW, Madisonville
Nanney, Dorothy.....WKTM, Mayfield
Paxton, Patricia.....WKYB, Paducah
Person, Violet.....WMTC, Vancleve
Waters, Jane.....WCMI, Ashland
Weiller, Louise.....WINN, Louisville

Louisiana

Barberito, F.....WIHL, Hammond
Boyd, Daisy Lee.....WLCS, Baton Rouge
Eubanks, Patsy.....KLOU, Lake Charles
Holland, Helen.....WJMR, New Orleans
Jewel, Mary.....WNOE, New Orleans
Leslie, Jean.....WJMR, New Orleans
Marshall, Mary Louise.....WOC-TV, Davenport
Robinson, Pat.....KANE, New Iberia
Smith, Joyce.....WDSU, WDSU-TV, New Orleans
Theaux, Ray B. (Mrs.).....KVOL, LaFayette
Tippett, Mildred.....KTBS, Shreveport
Tomb, Helen.....KANE, New Iberia
Vernevil, James.....WIHL, Hammond
Wagner, Eleanor.....KVOB, Alexandria
Williams, Elizabeth.....KPLC, Lake Charles
Wykoff, Jane.....KCIL, Houma

Maine

Butler, Cecilia.....WLAM, Lewiston-Auburn
Deane, Beth.....WGUY, Bangor
Drivas, Chris.....WIDE, Biddeford
Faulkner, Mary Lou.....WRDO, Augusta
Forgue, Sonia.....WLAM, Lewiston-Auburn
Gibbs, Agnes.....WCSH, Portland
Grey, Ethel.....WMTW, Portland
Hanks, Margaret.....WAGM, Presque Isle;
WABM, Houlton
Rice, Catherine.....WFAU, Augusta
Standish, Martha.....WPOR, Portland
Stapes, Marguerite L.....WTVL, Waterville
Wadman, Dorothy.....WGAN, Portland

Maryland

Brooks, Helen.....WFBR, Baltimore
Chase, Penny.....WAAM-TV, Baltimore
DeLano, Martha 'Susan Smith'
WCUM, Cumberland
Drummond, Polly.....WMAR-TV, Baltimore
Egolf, Grace Campbell.....WBCC, Bethesda
Landis, Mary.....WBAL-TV, Baltimore
McCall, Betty.....WCAO, Baltimore
Martin, Mollie.....WBAL, WBAL-TV, Baltimore
Susemihl, Anita Lou.....WASA, Havre de Grace
Werner, Stella.....WBCC, Bethesda
Whitcraft, Marie.....WJEJ, Hagerstown

Massachusetts

Baacke, Walter (Mrs.)
Homemaker's Club.....WSFL, Springfield
Bailey, Mildred.....WCOP, Boston
Barton, Betty.....WNBH, New Bedford
Bradford, Ann.....WLLH, Lowell-Lawrence
Broeg, Heloise Parker.....WEEI, Boston
Brown, Mae.....WMAS, Springfield
Cartwright, Christine.....WCCM, Lawrence
Chase, Julie.....WTAG, Worcester
Claire, Carol.....WKOX, Framingham
Clark, Audrey C.....WHAI, Greenfield
Connelly, Jeanne.....WNEB, Worcester
Dale, Dorothy.....WBET, Brockton
Evans, Christine.....WHDH, Boston
Flanders, Lyda.....WTAG, Worcester
Fortescue, Priscilla.....WEEI, Boston
Giza, Wanda M.....WARE, Ware
Higginson, Rebekah.....WMEX, Boston
Hope, Helen.....WHYN, Holyoke
Huse, Polly.....WLAW, Lawrence
King, Dorothea.....WSPR, Springfield
Kneeland, Eileen.....WHAV, Haverhill
McKenney, Pearl.....WNAW, North Adams
Matthews, Donna.....WNAV, Annapolis
Newman, Ida.....WJDA, Quincy
Raymond, Virginia.....WJDA, Quincy
Robinson, Blanche.....WOCB, W. Farmouth
Seymour, Freddie (Miss).....WBET, Brockton
Thomas, Mildred.....WHOB, Gardner
Vincent, Pal.....WHOB, Gardner
Wenk, Maureen.....WTXL, W. Springfield
Whitney, Florence.....WBRK, Pittsfield
Whittaker, Isabel.....WAAB, Worcester
Wolf, Zita.....WHOB, Gardner

Michigan

Adams, Sandra.....WKBZ, Muskegon

Anderson, Alice.....WTTH, Port Huron
Anderson, Beth.....WMDN, Midland
Barrette, Myrtle.....WHDF, Houghton
Bartlett, Hughene.....WJIM, Lansing
Bellstrom, Barbara.....WDMJ, Marquette
Clark, Mrs.....WJR, Detroit
Cress, Barbara.....WHFB, Benton Harbor
Kitchen Klub, Women in the News
Curtiss, Lillian.....WFYC, Alma
Dimpel, Gertrude.....WCEN, Mt. Pleasant
Fountaine, Margaret....WSOO, Sault Ste. Marie
Fuhrman, Mary Lou.....WKNX, Saginaw
Harris, Fran.....WWJ, Detroit
Hill, Jean.....WHTC, Holland
Holmgren, Lois R.....WJPD, Ishpeming
Isaac, Rose.....WJMS, Ironwood
Keller, Connie.....WBCK, Battle Creek
Lewis, June.....WJEF, Grand Rapids
Lindbert, Aileen.....WABJ, Adrian
McBride, Jean.....WWJ-TV, Detroit
McCarty, Marycatherine.....WBBC, Flint
McGuire, Alfreda.....WIBM, Jackson
McMullen, Ardy.....WHAK, Rogers City
Melrose, Edythe Fern..WXYZ, WXYZ-TV, Detroit
Miller, Nadine.....WLAV, Grand Rapids
Orth, Dolores.....WTVB, Coldwater
Pell, Margaret.....WKZO, Kalamazoo
Runyon, Kay, Three Corner Club
WOOD, Grand Rapids
Ryan, Polly.....WFUR, Grand Rapids
Sloan, Wilma.....WKLA, Ludington
Sonnenstine, Shirley.....WDMJ, Marquette
Sprague, Miss.....WFYC, Alma
Tuttle, Lee.....WILS, Lansing
Wright, Bess.....WKMH, Dearborn

Minnesota

Aldrich, Darragh.....WCCO, Minneapolis
Anderson, Fran.....KXRA, Alexandria
Bayne, Barbara.....WLOL, Minneapolis
Baustian, Evelyn.....KROX, Crookston
Begich, Celia.....WEVE, Eveleth
Brown, Elizabeth.....KDAL, Duluth
Butler, Gwen.....KBUN, Bemidji
Coult, Jeanette.....KSUM, Fairmont
Frydenlund, Mera Ballis.....KDHL, Faribault
Given, Marjorie.....KLER, Rochester
Gordon, LaVerne S.....WDGY, Minneapolis
Gran, Hulda.....KEYD, Minneapolis
Haeberle, Arleth.....WTCN, Minneapolis
McBride, Alys Nae.....WHLB, Virginia
Michaels, Roxanne.....KWAD, Wadena
Miller, Mary.....KROC, Rochester
Peggy, Jo.....KGDE, Fergus Falls
Peters, Irene.....KWLM, Willmar
Robinson, Jane Windom.....KNUJ, New Ulm
Steinbach, Lorraine.....KWOA, Worthington
Stevens Darlene.....KBMW, Breckenridge
Stewart, Becky Ann.....WPBC, Minneapolis
Sugg, Helen.....WROX, Clarksdale
Tramz, Kathleen.....WHLB, Virginia
Webb, Annabel.....KSUM, Fairmont
Westrom, Laurel.....KFAM, St. Cloud
Wright, Gloria.....KBUN, Bemidjan

Mississippi

Cole, Gerry.....WHOC, Philadelphia
Cooke, Joyce.....WJMB, Brookhaven
Dawley, Dorothy.....WSLI, Jackson
Jackson, Judy.....WJXN, Jackson
Lee, Marjorie.....WRBC, Jackson
Newkirk, Grace Lee.....WSLI, Jackson
Taylor, Ida Mae Lathem.....WNAG, Grenada
Vance, Sue.....WFOR, Hattiesburg

Missouri

Carter, Kay.....KWOC, Poplar Bluff
Curran, Bette.....KFRU, Columbia
Dailey, Janet.....KXLW, St. Louis
Divilbiss, D. A.....KXEO, Mexico
Drescher, Janet.....KHMO, Hannibal
Ellis, Caroline.....KMBC, KFRM, Kansas City
Goode, Nancy.....KFRM, KMBC, Kansas City
Kernan, Patricia.....KSTL, St. Louis
Lea, Sandra.....WHB, Kansas City
Logan, Martha.....WHB, Kansas City
Martin, Luther W.....KTTR Rolla
Munsch, Louise.....WEW, St. Louis
Norton, Mary.....KBOA, Kennett
Randall, Fern.....KNEM, Nevada
Rice, Fae.....KFEQ, St. Joseph
Rodgers, Jane.....KXEO, Mexico
Sands, Fern.....KWRE, Warrenton
Shepp, Dottie.....KDMO, Carthage

Montana

Finley, Alice.....KGCX, Sidney
Fitzwater, Jean.....KGEZ, Kalispell
Hovde, Joan.....KGVO, Missoula
Jennings, Marjorie Mrs.....KGVO, Missoula
Hines, Kay.....KBMY, Billings
Kelly, Dorothea L.....KXLO, Lewistown
McCartnery, Maida H.....KOJM, Havre
Mandarich, Mitzi.....KOPR, Butte
Mansur, Charlotte.....KXGN, Glendive
Ryan, Helen.....KANA, Anaconda

Nebraska

Allison, Mayme.....KBON, Omaha
Barnes, Kay.....KGFW, Kearney
Bohlsen, Martha, Home Service Director
WOW-TV, Omaha
Burbank, Vaunie.....KODY, North Platte
Heyne, Elsie.....KWBE, Beatrice
Lambert, Verona.....KMTV, Omaha
Lucas, Dorothea.....KOLN, Lincoln
Moore, Mary.....WJAG, Norfolk
Nekuda, Lydia.....KFOR, Lincoln
Nelson, Maurine.....KGFW, Kearney
Nielsen, Lavawn.....KHAS, Hastings
Shay, A. Hester.....KCOW, Alliance
Sullivan, Jean.....KOWH, Omaha

Nevada

Deskin, Ruthe.....KLAS, Las Vegas
Gates, Helen.....KRAM, Las Vegas
Smith, Roz.....KOLO, Reno

New Hampshire

Anderson, Mrs. Myrtle.....WMOU, Berlin
Ayer, Esther.....WMUR, Manchester
Casseboom, Adeline.....WFEA, Manchester
Dumont, Phyllis.....WHEB, Portsmouth
Dyke, Mrs. Harriett.....WTSV, Claremont
Lee, Cynthia, Ann Kopka.....WOTW, Nashua
Redington, Ruth.....WKNE, Keene
Stackpole, Connie.....WKBR, Manchester
Tovey, Vera.....WKXL, Concord
Wade, R. Ruth.....WKNE, Keene

New Jersey

Bean, Ruth.....WATV, Newark
Bradley, Mary.....WMTR, Morristown
Freeland, Mildred.....WMID, Atlantic City
Haines, Mary.....WCAM, Camden 1, N. J.
Hartman, Hazel.....WFPG, Atlantic City
Masi, E. Marie, Rooftop Rodeo
WHBI, Newark, N. J.
Mixner, Jane.....WSNJ, Bridgeton
Wilson, C. Mary.....WTTM, Trenton

New Mexico

Abeyta, Vergie.....KGGM, Albuquerque
Eager, Barbara.....KOB-TV, Albuquerque
Marks, Bee.....KVER, Albuquerque
Studer, Marge.....KOB, Albuquerque
Suthers, Dillon.....KTNM, Tucumcari

New York

Adams, Grace.....WENT, Gloversville
Adams, Susan.....WABD-TV
Aiello, Mildred A.....WOKO, Albany
Arch, Shirley.....WHLD, Niagara Falls
Bartlett, Edna.....WELM, Elmira
Benac, Connie.....WWSC, Glens Falls

Bergin, Polly.....WVOS, Liberty
Bolin, Dorothy.....WGVA, Geneva
Britt, Katharine Norton, You and Your Family
WBEN-TV, Buffalo
Brooks, Martha.....WRGB, WGY, Schenectady
Brown, Margo.....WDOS, Oneonta
Burbank, Sara.....WNBF, Binghamton
Burt, Ellen T.....WIBX, Utica
Cherry, Mary.....WGY, Schenectady
Craig, Nancy, Woman of Tomorrow.....ABC
Deane, Martha.....WOR, New York
DeGre, Muriel.....WEOK, Poughkeepsie
Dettinger, Alma.....WQXR, New York
Di Laura, Mary.....WJJL, Niagara Falls
Drooz, Elaine.....WROW, Albany
Erickson, Catherine L.....WJOC, Jamestown
Fagan, Jeanne.....WXRA, Buffalo-Kenmore
Frederick, Pauline.....ABC
Gale, Marian.....WLEA, Hornell
Griffin, Betty Cushing.....WIBX, Utica
Grover, Gertrude.....WHCU, Ithaca
Gunderman, Grey.....WNBZ, Saranac Lake
Halpin, Josephine.....WINS, New York
Harris, Betty.....WVET, Rochester
Haynes, Mary.....WFAS, White Plains
Hitchcock, Penny.....WWSC, Glens Falls
Holland, Joan.....WHEN, Syracuse
Johnson, Maggie.....WABD-TV, New York
Keaton, Reggie.....WGR, Buffalo
Kilgallen, Dorothy.....WOR, New York
Kraus, Betty.....WIRY, Plattsburg
Lee, Beth.....WPTR, Albany
Lee, Carol.....WJTN, Jamestown
Lewis, Joan.....WKAL, Rome
McBride, Mary Margaret.....ABC
McCann, Dora & Alfred, Jr.....WOR, New York
McCarthy, Josephine.....WNBT, New York
McConnell, Helen.....WFCB, Dunkirk
McConnell, Jessie.....WHLD, Niagara Falls
May, Ruth.....WDOS, Oneonta
Miller, Mildred Meeker, Meet the Millers
WBEN-TV, Buffalo
Morse, Margaret.....WSNY, Schenectady
Neville, Helen.....WKBW, Buffalo
Niland, Nancy.....WUSJ, Lockport
Norris, Kathi.....WNBT, New York
O'Connor, Fran.....WKOP, Binghamton
Parry, Betty.....WXKW, Albany
Peeples, Trudy.....WWOL, Buffalo
Petrova, Madam Olga.....WKBS, Oyster Bay
Reichardt, Jeannette.....WPIX, New York
Robinson, Dottie Baker
WENE,, Binghamton-Endicott
Rogers, Ann.....WHAM, Rochester
Roosevelt, Mrs. F. D.....WNBC, New York
Rowe, Ruth.....WOR-TV, New York
Schneider, Joan.....WFAS, White Plains
Shanks, Dorothy.....WEBR, Buffalo
Sherwood, Lorraine.....WOR, New York
Slade, Jean M.....WHEN, Syracuse
Sternberger, Estelle M.....WLIB, New York
Stevens, Elizabeth...WENE, Binghamton-Endicott
Swanson, Gloria.....WOR, New York
Tomlinson, Lorrell.....WKIP, Poughkeepsie
Toback, David.....WCBA, Corning
Welles, Barbara.....WOR, WOR-TV, New York
Winchell, Eileen M.....WKRT, Cortland
Work, Sally.....WBEN, Buffalo

North Carolina

Blalock, Betty Jane.....WTOB, Winston-Salem
Blocker, Edith.....WJRI, Lenoir
Bullock, Jane.....WTIK, Durham
Benfield, Mildred C.....WSIC, Statesville
Carty, Leona.....WSSB, Durham
Cole, Frances.....WSTS, Southern Pines;
WWGP, Sanford
Conrad, Maxine.....WTNC, Thomasville
Cornwell, Mary.....WHCC, Waynesville
Daye, Sunny.....WLOS, Asheville
Denny, Fanny P.....WAIR, Winston-Salem
Eason, Pauline O.....WCKB, Dunn, N. C.
Edens, Naomi.....WLTC, Gastonia
Eldon, Polly.....WSTP, Salisbury
Gilmore, Ann.....WSOC, Charlotte
Gould, Dorothy R.....WJNC, Jacksonville
Hudgins, Virginia.....WLOE, Leaksville
Hudson, Gernell.....WMNC, Morganton
Jarman, Frances.....WDNC, Durham
Johnston, Margaret.....WCPS, Tarboro
McDonald, Flora.....WSTS, Southern Pines
McGlamory, Edith.....WEGO, Concord
Mendenhall, Ann.....WSSB, Durham
Mitchell, Bendita.....WSIC, Statesville
Parks, Mary.....WJRI, Lenoir
Pressly, Harriet.....WPTF, Raleigh
Ross, Hazel.....WFRC, Reidsville
Smith, Margaret A.....WIRC, Hickory
Washburn, Bett.....WBBB, Burlington
Weathers, Doris C.....WFVG, Fuquay Springs
Young, Ruth.....WHIT, New Bern

North Dakota

Graham, Peg.....KDIX, Dickinson
Kounovsky, Rosella.....KLPM, Minot
Stabeler, Shirley.....KGCU, Mandan

Ohio

Adams, Carol.....WHBC, Canton
Adamson, Hap.....WERE, Cleveland
Alexander, Marion.....WADC, Akron
Beath, Lib.....WBEX, Chillicothe
Bahman, Alice Mrs.....WIZE, Springfield
Birbeck, Joyce.....WLIO, E. Liverpool
Bolin, Lu.....WJEL, Springfield
Brown, Gloria.....WNBK, WTAM, Cleveland
Brown, Jane.....WWSO, Springfield
Carson, Vivian, Magic Tele-Kitchen
WLW-T, Cincinnati
Coon, Dorothy.....WTOL, Toledo
Cooper, Madge.....WMRN, Marion
DeLucia, Camillo, Neapolitan Serenade
WSTV, Steubenville
Dingenary, Ann.....WICA, Ashtabula
Dunn, Jeanne.....WTRF, Bellaire
Engle, Louella.....WPFB, Middletown
Evans, Marge.....WWST, Wooster
Ez & Chet.....WWST, Wooster
Folson, Dorothy.....WPAY, Portsmouth
Frederick Lois C.....WOHI, East Liverpool
Funnell, Mildred.....WTAM, WNBK, Cleveland
Fusco, Helen.....WRFD, Worthington
Garner, Charlotte.....WCKY, Cincinnati
Goodwin, Gretchen.....WHKK, Akron
Hanson, Eleanor.....WHK, Cleveland
Hauserman, Elaine.....WMAN, Mansfield
Henzel, Betty.....WBBW, Youngstown
Horstman, Betty Ann.....WIMG, Dayton
Houston, Jip.....WHKC, Columbus
Hunter, Harding Sarah.....WDOK, Cleveland
Kunart, Marge.....WWST, Wooster
Lyons, Ruth.....WLW-T, Cincinnati
Magno, Nina.....WADC, Akron
Meese, Wanda.....WAND, Canton
Miller, Frieda.....WTOD, Toledo
Monroe, Mary.....WCKY, Cincinnati
Mullin, Esther.....WGAR, Cleveland
Nichols, Sherrill Judy.....WDOK, Cleveland
Patterson, Virginia.....WLW-D, Dayton
Reed, Janet.....WSTV, Stuebenville
Rice, Patricia.....WCLT, Newark
Roof, Rita.....WFIN, Findlay
Sharp, Fern.....WBNS, WBNS-TV, Columbus
Shea, Jeanne.....WLW-C, Columbus
Shepard, Jeanne.....WLEC, Sandusky
Soule, Mildred.....WHOM, Hamilton
Stanko, Ruby.....WHOK, Lancaster
Stevens, Jane.....WJW, Cleveland
Straker, Easter.....WIMA, Lima
Thomas, Anne.....WKRC-TV, Cincinnati
Thomas, Gretchen.....WEOL, Lorain-Elyria
Troutvine, Fern.....WPFG, Middletown
Turley, Helen.....WKRC-TV, Cincinnati
Van Allstein, Earl.....WTNS, Coshocton
Weston, Alice.....WXEL, Cleveland
Wilcox, Marian.....WLOK, Lima
Woods, Ginny.....WSPD, WSPD-TV, Toledo
Worstall, Berger Mary.....WSTV, Steubenville
Wulff, Marianne.....WERE, Cleveland
Zanes, Edwina.....WBNS-TV, Columbus

Oklahoma

Bannister, Joy ..... KFMJ, Tulsa
Blamar, Estelle ..... KVOO, Tulsa
Croft, Vera ..... KTUL, Tulsa
Douglas, Anita ..... KGFF, Shawnee
Fountain, Ann ..... KOME, Tulsa
Harvey, Jean ..... KCRC, Enid
Hopkins, Mary Lou ..... KRMG, Tulsa
Hughes, Betty ..... KSMI, Seminole
Lewis, Dorothy ..... KOTV, Tulsa
McCartney, Marge ..... KAKC, Tulsa
McCollough, Mary ..... KTJS, Hobart
McIntyre, Mary Jo ..... KOME, Tulsa
Mahoney, Ann ..... KOTV, Tulsa
Moore, Eva ..... KTMC, McAlester

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Oregon

Ainley, Mary Agnes ..... KOOS, Coos Bay
Brugman, Betty ..... KYJC, Medford
Cronin, Marian ..... KFJI, Klamath Falls
Frederickson, Roxie ..... KPOJ, Portland
Glenn, Mary ..... KFJI, Klamath Falls
Jennings, Ann ..... KMED, Medford
Konrad, Kay ..... KOOS, Coos Bay
Lauritzen, Laurie ..... KGON, Oregon City
Nidever, Laura ..... KASH, Eugene
Paige, Emeline ..... WPOR, Portland
Rohlffs, Emelyn ..... KORE, Eugene
Stroh, Ramona ..... KODL, The Dalles
West, Kay ..... KEX, Portland

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Pennsylvania

Adrian, Margaret ..... WLAN, Lancaster
Angel, Janet ..... WCMB, Lemoyne
Cramer, Alma ..... WARD, Johnstown
Criss, Verna ..... WEEU, Reading
Culkin, Ann ..... WSCR, Scranton
Dinger, Jane E. ..... WNOW, York
Durante, Mary ..... WFIL-TV, Philadelphia
Everhart, Helen ..... WHUR, Hanover
Forman, Lynn ..... WARM, Scranton
Foster, Eleanor R. ..... WHUN, Huntingdon
Fry, Betty ..... WGPA, Bethlehem
Gardiner, Evelyn ..... KDKA, Pittsburgh
Gernerd, Eleanor ..... WHOL, Allentown
Gibson, Jane ..... KQV, Pittsburgh
Goddard, Betty ..... WISR, Butler
Hadley, June ..... WNAR, Norristown
Hanna, Edna ..... WLAN, Lancaster
Harper, Zella Drake ..... WIBG, Philadelphia
Hart, Helen ..... WHVR, Hanover
Heckman, Nan ..... WEEU, Reading
Hertzog, Helen ..... WKAP, WAEB, Allentown
Hill, Ann ..... WACB, Kittanning
Huey, Lois M. ..... WJSW, Altoona
Johnston, Marion ..... WMBS, Uniontown
Jones, Mary ..... WFIL, WFIL-TV, Philadelphia
Kerr, Shirley ..... WKST, New Castle
Kohr, June ..... WBPZ, Lock Haven
Kooney, Josephine ..... WFBG, Altoona
Krueger, Rosella ..... WESB, Bradford
Kurtz, Mary Ellen ..... WLBR, Lebanon
Lee, Anne ..... KYW, Philadelphia
Lee, Toni ..... WKPA, New Kensington
Lindaman, Jeanne N. ..... WVAM, Altoona
Lloyd, Rhona ..... Chester, Pa.
Lynn, Eve ..... WHAT, Philadelphia
McKeekan, Marilyn ..... WEDO, McKeesport
Melnick, K. ..... WLOA, Braddock
Mackley, Lillian ..... WHGB, Harrisburg
Mahroney, Margaret M. ..... WQAN, Scranton
Nemeth, Margaret ..... WCPA, Clearfield
Stout, Della ..... WNAR, Norristown
Shortz, Sally ..... WBAX, Wilkes-Barre
Slotta, Helen ..... WPIC, Sharon
Stenger, Nancy ..... WBAX, Wilkes-Barre
Trebe, Gertrude B. ..... WBVP, Beaver Falls
Unruh, Alethea M. ..... WMAJ, State College
Ward, Dottie ..... WISL, Shamokin
Webster, Gladys ..... WCAU, WCAU-TV, Philadelphia
Welles, Ruth ..... KYW, Philadelphia
Weathrook, Bobby ..... WVPO, Stroudsburg
Yable, Hy ..... WICU-TV, Erie
Yorke, Joe ..... WPAM, Pottsville

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Rhode Island

Clement, Cecil P. ..... WRJM, Newport
Gunning, Betty ..... WFCI, Providence
Mac Neil, Marion ..... WERI, Westerly
Wallace, Carolyn ..... WEAN, Providence

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South Carolina

Allen, Barbara ..... WCOS, Columbia
Baum, Pearl, "Pearl Baum Says" ..... WCSC, Charleston
Bigley, Wilma W. ..... WALD, Walterboro
Bishop, Elaine ..... WOLS, Florence
Coggins, Marcia ..... WKDK, Newberry
Collins, Mrs. Kay ..... WIS, Columbia
Dale, Betty ..... WMRA, Myrtle Beach, S. C.
Dalton, Jane ..... WSPA, Spartanburg
Davis, Alma D., "Jeanette Movie Reporter" ..... WCSC, Charleston
Delzell, Mamie ..... WGTN, Georgetown
Eaton, Marguerite M. ..... WJMX, Florence
Herrick, Mrs. Ellie ..... WORD, Spartanburg
Lang (cq) Miss Louise ..... WIS, Columbia
Lide, Helen F. ..... WRHI, Rock Hill
Lyon, Sandra ..... WPAL, Charleston
McDonald, Betty ..... WCRS, Greenwood
Miller, Mrs. Vera ..... WGCD, Chester
Parrott, E. ..... WFGN, Gaffney
Rhett, Alicia ..... WTMA, Charleston
Scruggs, Marilyn F. ..... WBCU, Union, S. C.
Smith, Veila ..... WJMX, Florence
Wentworth, Alice ..... WHAN, Charleston
Williams, Nancy B. ..... WDKD, Kingstree, S. C.
Wyman, Alice ..... WFBC, Greenville

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South Dakota

Baxter, Bee ..... KSOO, Sioux Falls
Holgate, Helen ..... KSDN, Aberdeen
Horten, Marie ..... KELO, Sioux Falls
Kempkes, David J. ..... KIHO, Sioux Falls
McCullum, Audrey ..... KWAT, Watertown
Moore, Mrs. Lois ..... KISD, Sioux Falls
Speece, Wynne ..... WNAX, Yankton
Starr, Donna ..... KORN, Mitchell

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Tennessee

Bradley, Miss Juanita ..... WOPI, Bristol
Brock, Para Lee ..... WNOX, Knoxville
Browne, Olivia ..... WMC, Memphis
Bullock, Jane ..... WTIK, Durham
Conrad, Chris ..... WAGC, Chattanooga
Ford, Annie Lou ..... WHIN, Gallitin
Foster, Miss Geraldine ..... WPLI, Jackson
Friberg, Alice F. ..... WJHL, Johnson City
Hamilton, Mrs. Martha ..... WJZM, Clarksville
Hardeman, Helen ..... WHIN, Gallitin
Love, Nancy ..... WDEF, Chattanooga
Monroe, Willa ..... WDIA, Memphis
Mulhern, Mary Jo ..... WTJS, Jackson
Overby, Georgi ..... WMMT, McMinville
Parker, Helen ..... WHBQ, Memphis
Prescott, Mary ..... WJIG, Tullahoma

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Texas

Adkins, Denise ..... KMAE, McKinney
Albright, Alethea Mae ..... KSWA, Graham
Arnold, Frances ..... WTAW, College Station
Barnard, Edna ..... KWTX, Waco
Barry, Alice ..... KEPO, El Paso
Benell, Julie ..... WFAA, WFAA-TV, Dallas
Bradford, Betty ..... KVIC, Victoria
Breech, Patricia ..... KVIC, Victoria
Britain, Mrs. Otto ..... KTRE, Lufkin
Brown, Mildred ..... KBST, Big Spring
Bush, Janet ..... KGVL, Greenville
Carter, Charlotte ..... KSEL, Lubbock
Carter, Joan ..... KEPO, El Paso
Chessher, Faye ..... KWED, Seguin

Clark, Helen.....KBBC, Abilene
Dietze, Charlice.....KCFH, Cuero
Dooley, Dorothy.....KFDX, Wichita Falls
Doss, Thelma.....KORC, Mineral Wells
Duke, Jerry.....KDDD, Dumas
Gordon, Violet.....KSFA, Nacogdoches
Green, Connie.....KBOR, Brownsville
Greene, Nona Lou.....WBAP, Ft. Worth
Harris, Frances Kay.....KGBC, Galveston
Harris, Jo Ann.....KSTA, Coleman
Hawkins, Louise.....KIUN, Pecos
Healy, Mrs. Tim.....KIXL & KIXL FM, Dallas
Huffman, Glenda.....KECK, Odessa
Ingraham, Mary Margaret.....KSIJ, Gladewater
Johnson, Gerry.....KRLD, KRLD-TV, Dallas
King, Virginia.....KXYZ, Houston
Lakey, Mary Alice.....KOGT, Orange
Lee, Mrs. Carroll.....KECK, Odessa
Lee, Ellen D'Voe.....KCLE, Cleburne
Lenox, Bonnie.....KGKB, Tyler
Lightfoot, Mary.....KREL, Baytown
McAlister, Louise.....KFYO, Lubbock
McDonald, Margaret, What's Cooking
WBAP, WBAP-TV, Fort Worth
McDonald, Martha.....KRLD-TV, Dallas
McDonnell, Margaret.....KOSA, Odessa
Maginnis, Alma.....KGBS, Harlingen
Rodman, Earnest Dean.....KTXC, Big Spring
Rose, Peggy.....KOCA, Kilgore
Schultz, Anne.....KDNT, Denton
Shaw, Monette, Your TV Shopper,
KEYL, KABC, San Antonio
Simon, Ann.....KDET, Center
Slaughter, Betty Jo.....KINW, Kingsville
Smart, Ann O.....KBBC, Abilene
Stevens, Donna.....KLVT, Levelland
Test, Sally.....KXOX, Sweetwater
Thompson, Polly.....KSWA, Graham
Tipton, Jacqui.....KVKM, Monahans
Tollett, Mary Nell.....KIBL, Beeville
Wade, Virginia.....KRIC, Beaumont
Watson, Zaidee.....KTRE, Lufkin
Weaver, Carol.....WRR, Dallas
West, Ruth Barbara.....KELP, El Paso
Whitson, Othell.....KVOW, Littlefield
Wright, Gerry.....KWFT, Wichita Falls

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Utah

Masters, Margaret.....KSL-TV, Salt Lake City
Mower, June.....KOVO, Provo
Owen, Gordon.....KALL, Salt Lake City
Paige, Francis.....KALL, Salt Lake City
Patterson, Mitzi.....KMUR, Murray
Shafer, Betty.....KSL-TV, Salt Lake City

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Vermont

Byrne, Betty.....WSKI, Montpelier
Casey, Wynne.....WJOY, Burlington
Cole, Tracy W.....WWSR, St. Albans
Dodd, Virginia C.....WDEV, Waterbury
Dow, Marjorie.....WTWN, St. Johnsbury
Nowlin, Eleanor.....WCAX, Burlington
Spargo, Mary.....WCAX, Burlington

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Virginia

Alexander, Mildred.....WGH, Newport News
Barton, Ginny.....WFAX, Falls Church
Brown, Jean.....WHYU, Newport News
Butler, Barbara Ann.....WJMA, Orange
Fairchild, Emily.....WBTM, Danville
Furst, Mary Louise.....WINA, Charlottesville
Garrett, Patsy.....WLEE, Richmond
Harding, Barbara.....WMVA, Martinsville
Joiner, Frank.....WLOW, Norfolk
Lindamood, Virginia.....WSVA, Harisonburg
Mac Pherson, Marie Merkle....WEAM, Arlington
Munns, Aloyise.....WYVE, Wytheville
Penner, Nancy.....WLOW, Norfolk
Poindexter, Ella L.....WHLF, South Boston
Roberts, Lyn.....WWOD, Lynchburg
Sherrin, Jackie, Jackie Sherrin Show
WDVA, Danville
Wilson, Sue.....WREL, Lexington
Wright, Climene.....WDBJ, Roanoke

Washington

Brown, Beverly.....KIT, Yakima
Bushnell, Lillian.....KIMA, Yakima
Bussard, Mrs. Adelaine.....KWWB, Walla Walla
Dennis, Shirley Ray.....KRKO, Everett
Dononvan, Bea.....KING-TV, Seattle
Earl, Jean.....KONP, Port Angeles
Hayes, Fern.....KVAN, Vancouver
Hughes, Mae.....KPQ, Wenatchee
Jewell, Adeline.....KGY, Olympia
Johnson, Lois.....KXRO, Aberdeen
Keller, Beverly.....KPKW, Pasco
Kendall, Marjorie.....KXLE, Ellensburg
Langyll, Mrs. Vicki.....KELS, Longview Kelso
Lee, Dorothy.....KPQ, Wenatchee
McCloy, Ruth.....KOMO, Seattle
May, Katherine.....KIT, Yakima
Smith, Jeanne.....KPUG, Bellington
Storme, Edna.....KGA, Spokane
Wilson, Kay.....KGA, Spokane
Wise, Elaine.....KVOS, Bellingham
Wise, Katherine.....KOMO, Seattle
Yearsley, Julie.....KBRG, Mount Vernon

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West Virginia

Bartlett, Helen.....WBLK, Clarksburg
Camp, Elizabeth.....WCHS, Charleston
Dunley, Jean.....WEPM, Martinsburg
Edworthy, Judith.....WGKV, Charleston
Greig, Sioux H.....WJLS, Beckley
Haden, Evelyn.....WKWK, Wheeling
Haid, Mary.....WMMM, Fairmont
Hickman, Evelyn.....WWYO, Pineville
Hicks, Eve.....WWYO, Pineville
Kercheval, Mary.....WSAZ, Huntington
Kitchen, Betty.....WMON, Montgomery
McGeary, Ruth.....WPAR, Parkersburg
Ruoss, Jane.....WCHS, Charleston
Stull, Phyllis.....WOAY, Oak Hill
Wolfe, Shirley Spradlin.....WTIP, Charleston

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Wisconsin

Allen, Marjorie.....WRJN, Racine
Arlene.....WDLB, Marshfield
Baron, Betty.....WISC, Madison
Bennett, Vernie.....KSEM, Moses Lake
Brown, Jeanne.....WLDY, Ladysmith
Bruner, Charlotte.....WFHR, Wisconsin Rapids
Quintal, Betty.....WDUZ, Green Bay
Spracklin, Nora.....KWYO, Sheridan
Winner, Betty.....WOKY, Milwaukee

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Wyoming

Birkes, Mary Jean.....KODI, Cody
Clausen, Harriet.....KOVE, Lander
Mc Omie, Mrs. Del.....KOVE, Lander
Shelton, Kay.....KOWB, Laramie

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Alaska

Briggs, Rugh A.....KENI, Anchorage
Fleming, Nancy.....KFQD, Anchorage
Meredith, Muriel.....KIFW, Sitka
Richards, Kathy.....KFRB, Fairbanks
Rose, Zelma.....KFAR, Fairbanks
Sheldon, Marjorie.....KENI, Anchorage

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Hawaii

Bradley, Phyllis.....KMVI, Wailuku, Maui
Quear, Lucille.....KIPA, Hilo

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Porto Rico

Barrios, Digna Olivero.....WCMN, Arecibo
Carbia, Vilma.....WAPA, San Juan, P. R.
Delgado, Paulita.....WVJP, Caguas
De Martinez, Blanca Luna.....WORA, Mayaguez
Diaz, Carmen Rosa.....WIAC, San Juan
Pales, Esther.....WIAC, San Juan

Managers and Agents

Address and Telephone Numbers of Talent Representatives in New York, Los Angeles and Chicago

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Affiliated Artists
20 East 53rd St.....PLaza 3-1862
Alexander, Willard, Inc.
30 Rockefeller Plaza .....CIrcle 6-4224
All America Artists, Inc.
1819 Broadway .....CIrcle 6-6646
Appell, James S.
400 Madison Ave.....PLaza 3-7840
Ashley, Ted
545 Fifth Ave.....MUrray Hill 7-0576
Becker, V. S. Advertising Service
562 Fifth Ave.....LUxembourg 2-1040
Bestry, Harry
254 W. 54th St.....PLaza 7-0737
Briscoe & Goldsmith, Inc.
522 Fifth Ave.....MUrray Hill 2-6244
Brooks, Ted
134 East 57th St.....PLaza 9-1344
Chase, Cleveland B. Co., Inc.
424 Madison Ave.....ELdorado 5-1591
Coe, Roberts Associates
366 Madison Ave.....VAnderbilt 6-3417
Collins, Ted
1819 Broadway .....CIrcle 7-0094
Columbia Artists Management, Inc.
113 West 57th St.....CIrcle 7-6900
Consolidated Radio Artists, Inc.
30 Rockefeller Plaza.....COlumbus 5-3580
Cooper, Frank Associates
521 Fifth Ave.....VAnderbilt 6-5661
DeGroot, Roy Consultants, Inc.
551 Fifth Ave.....MUrray Hill 7-9135
Ebbins, Milt
1270 Sixth Ave.....CIrcle 7-2160
Evans & Weinhold
113 West 57th St.....CIrcle 7-6900
Fadiman Associates, Ltd.
1501 Broadway.....LAckawanna 4-3544
Famous Artists Corp. of N. Y.
610 Fifth Ave.....CIrcle 7-6200
Fanchon & Marco, Inc.
1501 Broadway.....CHickering 4-3956
Fenton, Mildred
40 East 49th St.....PLaza 9-8266
Herman Fialkoff Agency
1560 B'way .....JUdson 2-4037
Frederick Bros. Agency, Inc.
67 W. 44th St.....MUrray Hill 7-2033
Gabbe, Lutz & Heller
1619 B'way .....CIrcle 5-7998
Gale, Inc.
48 West 48th St.....PLaza 7-7100
General Artists Corp.
1270 Sixth Ave.....CIrcle 7-7543
Getts, Clark H.
430 Park Ave.....PLaza 0-0910
Gibbs, John E., & Co.
30 Rockefeller Plaza.....COlumbus 5-7504
Glaser, Joe, Inc.
745 Fifth Ave.....PLaza 9-4600
Goodman, Martin
Warwick Hotel .....JUdson 6-1180
Greshler, Abner J.
1270 Sixth Ave.....CIrcle 7-3025
Grossman, Al
1270 Sixth Ave.....CIrcle 5-8422
Haensel & Jones
113 West 57th St.....CIrcle 7-6900
Hahlo, Sylvia
711 Fifth Ave.....PLaza 9-6000
Hanna, Mark
654 Madison Ave.....TEmpleton 8-8730
Hayward, Leland, Ltd.
250 W. 57th St.....JUdson 6-2580
Hurok Attractions, Inc.
711 Fifth Ave.....PLaza 9-6000
International Artists Corp.
420 Madison Ave.....PLaza 9-7490
Karn, Estella H.
49 West 45th St.....LUxembourg 2-2170
Sonny Kendis, Inc.
1776 B'way .....PLaza 7-2070
Kerr, Bob
1270 Sixth Ave.....COlumbus 5-8051
Leddy, Mark J.
48 West 48th St.....PLaza 7-3760
Lengel, William C. Literary Associates
67 West 44th St.....MUrray Hill 2-3606
Lipset, Benjamin B.
1350 Broadway.....CHickering 4-2466
Leipzig, Syd
730 Fifth Ave.....CIrcle 5-7980
Management Corp. of America
598 Madison Ave.....PLaza 9-7500
William McCaffrey Agency
501 Madison Ave.....ELdorado 5-1076
Metro Artist Bureau
730 Fifth Ave.....CIrcle 6-8470
Michaud, Arthur T.
1619 Broadway .....CIrcle 7-2900
Mindling, Louis A.
113 West 57th St.....CIrcle 5-5370
Morris, William Agency, Inc.
1270 Sixth Ave.....CIrcle 7-2160
Morrow, Marjorie
1501 Broadway .....CHickering 4-0644
Moses, John H.
730 Fifth Ave.....CIrcle 6-2677
Music Corp. of America
598 Madison Ave.....PLaza 9-7500
National Concert & Artists Corp.
711 Fifth Ave.....PLaza 9-6000
National Radio & Theatrical Bureau
1650 Broadway .....JUdson 6-3550
North, Meyer B.
1564 Broadway .....PLaza 7-3445
O'Connor, John
1697 Broadway .....CIrcle 5-4920
Okun, Lillian
2 West 67th St.....TRafalgar 7-8916
Peed, Earl S.
270 Park Ave.....PLaza 8-3161
Pratt, Ben
322 East 50th St.....PLaza 8-0593
Richard, Max
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Roberts, Bob Levitt
806 Seventh Ave.....JUdson 6-0026
Roberts, Kay
420 Madison Ave.....PLaza 9-7490
Shurr, Louis
1501 Broadway.....CHickering 4-8240
Simon, Arthur
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Souvaine, Henry, Inc.
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Special Attractions, Inc.
48 West 48th St.....PLaza 7-3380
Stanley, Aileen
1619 Broadway .....PLaza 7-6779
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Storer, Douglas F.
1270 Sixth Ave.....CIrcle 7-6325
Vallon, Mike
1270 Sixth Ave.....CIrcle 7-0162

Waible, Fred
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Frederick Bros. Agcy. Inc.
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General Artists Corp.
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Nat C. Goldstone Agcy.
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Irwin, Lou, Inc.
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Jaffe, Sam, Agcy.
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Shurr, Louis Agcy.
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9470 Santa Monica Blvd. (B.H.)
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64 West Randolph St.....DEarborn 2-6850
Billboard Attractions
203 North Wabash.....CEntral 6-3353
Consolidated Radio Artists of Ill.
32 W. Randolph St.....FRanklin 2-8300
Ellsworth, W. M.
75 E. Wacker Drive.....CEntral 6-0942
General Artists Corp.
360 N. Michigan Ave.....STate 2-6288
Harry Greben Enterprises
203 North Wabash.....DEarborn 2-0996
Gumbiner Management Co.
120 S. LaSalle St.....STate 2-0248
Charles E. Hogan
203 North Wabash.....CEntral 6-2032
Tweet Hogan
203 North Wabash.....ANdover 3-6910
Jack & Jill Players Radio Artists Co.
180 E. Delaware St.....DElaware 7-7334
Lear Productions Corp., Les
139 No. Clark St.....FRanklin 2-2100; 2-7840
ANdover 3-7233
Levin, W. Biggie
612 N. Michigan Ave.....SUperior 7-0506
Lutz, Estelle, Artists Bureau
25 E. Jackson.....HArrison 7-3435
Paul Marr Theatrical Agency
203 North Wabash.....DEarborn 2-7782
McConkey Music Corporation
127 North Dearborn.....STate 2-7332
Morris, William, Agency
203 N. Wabash Ave.....STate 2-3632
Morse, Sidney P.
203 N. Wabash Ave.....CEntral 6-3353
Music Corporation of America
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Mutual Entertainment Agency, Inc.
203 North Wabash.....RAndolph 6-6990
National Concert & Artists Corp.
105 W. Adams St.....DEarborn 2-5813
Sidney J. Page
203 North Wabash.....STate 2-7344
Parks, James & Co.
333 N. Michigan Ave.....CEntral 6-7980
Radio Talent, Inc.
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Phil Tyrrell Agency
203 North Wabash.....FRanklin 2-8665
WLS Artists Bureau
120 W. Washington Blvd.....MOnroe 6-9700

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8506 Sunset Blvd.....CRestview 4-6064

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4949 Hollywood Blvd.....OLympic 4786

Famous Artists Corp.
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Jaffe, Sam, Inc.
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Music Corp. of America
9370 Santa Monica Blvd., B. H.
CRestview 6-2001

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Preminger, The Ingo, Agency
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Bartsch, Hans
522 Fifth Ave.....MUrray Hill 2-0156

Brandt & Brandt
101 Park Ave.....MUrray Hill 3-5890

Brown, Curtis, Ltd.
347 Madison Ave.....MUrray Hill 6-6170

Century Play Co., Inc.
522 Fifth Ave.....MUrray Hill 2-9145

Fishbein, Frieda
11 W. 42nd St.....LOngacre 5-1379

French, Samuel
25 W. 45th St.....LUxemburg 2-4700

Hayward, Leland, Ltd.
250 W. 57th St.....JUdson 6-2580

International Literary Bureau, Inc.
11 W. 42nd St.....LOngacre 4-5576

King, Eleanor
19 W. 44th St.....MUrray Hill 2-6390

Leonard, Claire & Carl Cowl
516 Fifth Ave.....MUrray Hill 7-6782

Lyons, A. & S., Inc.
515 Madison Ave.....PLaza 3-5181

Matson, Harold
30 Rockefeller Plaza.....CIrcle 6-2750

Morris, William, Agency, Inc.
1270 Ave. of the Americas.....CIrcle 7-2160

National Artists Bureau
156 W. 44th St.....LUxemburg 2-3450

Paige, Ethel
Rm. 605, Hotel Edison, 228 W. 47th St.
CIrcle 6-5000

Pauker, Dr. Edmond
1639 Broadway.....COlumbus 5-1726

Reynolds, Paul R. & Son
599 Fifth Ave.....MUrray Hill 8-4767

Salisbury, Leah
234 W. 44th St.....LAckawanna 4-8628

Taylor, Ethel C.
55 W. 55th St.....CIrcle 5-8620

Writers Workshop, Inc.
280 Madison Ave.....LExington 2-9873



AM RADIO PROGRAMS

Titles

☆

Sponsors

☆

Products

☆

Networks

☆

Advertising Agencies

NINETEEN FIFTY

COMPLETE LISTING OF MAJOR NETWORKS COMMERCIAL PROGRAMS OF 1950

The following pages contain a complete alphabetical listing by program title of the four national networks' commercial programs heard during the 12-month period ending Dec. 31, 1950. Listing includes program title, sponsor and product, network and the advertising agency handling the account. Compilation has been made through the cooperation of ABC, CBS, MBS, and NBC. Abbreviations: PC, Pacific Coast.

A

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
A.B.C.'s of Music, starring Robert Q. Lewis, Ralph Flanagan and Orch.	Liggett and Myers Tobacco Co. Chesterfield Cigarettes	CBS	Cunningham and Walsh, Inc.
A Date with Judy	Revere Camera Co. Camera, Projectors, Accessories	ABC	Roche, Williams, and Cleary, Inc.
Adv. of Ozzie and Harriet	Heinz, H. J., Co. Mustard, Chili Sauce, Peanut Butter, Mince Meat, Tomato Juice, Plum, Fig and Date Puddings, Sun Maid Raisins, Soups, Beans, Ketchup, Spaghetti, Macaroni, Vinegar, Pickles, Baby Foods	ABC	Maxon, Inc.
Adventures of Philip Marlowe	Wm. Wrigley Jr. Co. Chewing Gum	CBS	Arthur Meyerhoff & Co.
Adventures of Philip Marlowe	Ford Dealers of Amer.	CBS	P. Walter Thompson Co.
Adventures of the Falcon	Anahist Co., Inc. Anahist	MBS	Foote, Cone and Belding, Inc.
Adventures of Sam Spade	Wildroot Co., Inc.	NBC	Batten, Barton, Durstine and Osborn, Inc.
Adventures of Sherlock Holmes	Petri Wine Co.	ABC	Young and Rubicam, Inc.
Alex Drier	Skelly Oil Company Petroleum Products	NBC	Henri, Hurst and McDonald, Inc.
A Life in Your Hands	Brown and Williamson Tobacco Corp. Raleigh Cigarettes, Sir Walter Raleigh Pipe Tobacco, Alumidor Pack for Raleigh Cigarettes	NBC	Russel M. Seeds Co., Inc.

Allan Jackson and the News	**Metropolitan Life Insurance Co.** Institutional	CBS	Young and Rubicam, Inc.
Allan Jackson and the News	**Animal Foundation, Inc.** Div. of Maritime Milling Co., Inc. Hunt Club Dog Food	CBS	Comstock, Duffes and Co.
Allan Jackson and the News	**Seeman Brothers, Inc.** Air Wick	CBS	Wm. H. Weintraub and Co., Inc.
A Memo From Molly	**Lucerne Milk Co. Div. of Safeway Stores, Inc.** All Products	CBS	J. Walter Thompson Co.
American Album of Familiar Music	**Molle** Bayer Aspirin, Philips Milk of Magnesia, Dr. Lyons Tooth Powder	ABC	Dancer, Fitzgerald, Sample, Inc.
American Album of Familiar Music	**Sterling Drug Co.** Bayer Aspirin, Other Products	NBC	Dancer, Fitzgerald, Sample, Inc.
American Handicap	**Lucky Lager Beer Brewing Corp.**	CBS	McCann-Erickson, Inc.
American Radio Warblers	**American Bird Products** 3 Vee Bird Food	MBS	Weaton Barnett, Inc.
Amos 'n' Andy	**Lever Brothers Co.** Rinso	CBS	Ruthrauff and Ryan, Inc.
Armstrong Theatre of Today	**Armstrong Cork Co.** Quaker Rugs, Linoleum Products	CBS	Batton, Barton, Durstine and Osborn, Inc.
Armstrong of the S.B.I.	**General Mills**	ABC	Knox Reeves Ad., Inc.
Arthur Gaeth	**United Electrical, Radio and Machine Workers** Institutional	ABC	Weinstein Company
Arthur Godfrey Show	**Wildroot Co., Inc.** All Products. Wildroot Liquid Creme Shampoo	CBS	Batten, Barton, Durstine and Osborn, Inc.
Arthur Godfrey Show	**The Toni Co., div. of Gillette Safety Razor Co.** Toni Home Permanent Wave, Toni Creme Rinse	CBS	Foote, Cone and Belding
Arthur Godfrey Show	**Pillsbury Mills, Inc.**	CBS	Leo Burnett Co., Inc.
Arthur Godfrey Show	**National Biscuit Co.**	CBS	McCann-Erickson, Inc.
Arthur Godfrey Show	**Liggett and Myers Tobacco Co., Inc.** Chesterfield Cigarettes	CBS	Cunningham & Walsh
Arthur Godfrey Show	**Gold Seal Co.** Gold Seal Wax Cleaning Products	CBS	Campbell-Mithun, Inc.
Arthur Godfrey Show	**Lever Brothers Co.** Rinso, Spry	CBS	Ruthrauff & Ryan, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Arthur Godfrey's Talent Scouts	**Lever Brothers Co.** Lipton's Tea, Lipton's Soup Mix	CBS	Young and Rubicam, Inc.
Aunt Jenny	**Lever Brothers Co.** Spry	CBS	Ruthrauff and Ryan, Inc.
Aunt Mary	**Albers Milling Co.** Albers Flapjack Mix, Peacock Mix	NBC	Erwin, Wasey and Co., Ltd.

B

Backstage Wife	**Sterling Drug, Inc.** Haley's Energine and Other Products	NBC	Dancer, Fitzgerald, Sample, Inc.
Back to God	**Christian Reformed Church** Religion	MBS	Glenn-Jordan-Stoetzel, Inc.
Bekins Hollywood Music Hall	**Bekins Van & Storage Co.** Moving	CBS	Brooks Adv. Agency
Belmont Stakes Race	**Gillette Safety Razor Co.** Razor, Blades, Soap	NBC	Maxon, Inc.
Betty Clark Sings	**Ritter, P. J., Co.** Ritter's Catsup, Chili Sauce, Relish, baked Beans, Ready Pumpkin Pie Mix, Tots Baby Dessert, Thrivo Dog Food	ABC	The Clements Co., Inc.
Betty Crocker Magazine of the Air	**Gold Medal Flour** Betty Crocker Cookbook, Ginger Cake, Cheerios, Devils Food Mix, Cookie Mix, Softassilk Cake Flour, General Mills Tru-heat Iron	ABC	Dancer, Fitzgerald, Sample, Inc.
Beulah	**Procter and Gamble Co.** Dreft	CBS	Dancer, Fitzgerald, Sample, Inc.
Big Sister	**Procter and Gamble Co.** Crisco, Ivory Soap, Spic and Span, Tide	CBS	Compton Adv. Agency
Big Town	**Lever Bros. Co.** Lifebuoy, Rinso	NBC	Sullivan, Stauffer, Colwell and Bayles, Inc.
Bill Henry and the News	**Johns-Manville Corp.** Industrial Products	MBS	J. Walter Thompson Co.
Bill Lang	**Doubleday and Co.** Books	MBS	Huber, Hoge and Sons
Bill Lang Show	**Doubleday and Co., Inc.**	CBS	Huber, Hoge and Sons

Bill Shadel and the News	**Animal Foundations, Inc. Div. of Maritime Milling Co., Inc.** Hunt Club Dog Food	CBS	Moser and Coting, Inc.
Bill Shadel and the News	**Seeman Brothers, Inc.** Air Wick	CBS	Wm. H. Weintraub and Co., Inc.
Bing Crosby Program	**Liggett and Myers Tobacco Co.** Chesterfield Cigarettes	CBS	Cunningham and Walsh, Inc.
Blue Ribbon Sport of Kings	**Pabst Sales Co.** Pabst Blue Ribbon Beer	NBC	Warwick and Legler, Inc.
Bob Garred and the News	**Scudder Food Products** Peanut Butter, Toasted Nuts, Potato Chips and Mayonnaise	ABC	Davis and Co.
Bob Garred and the News	**Dennison's Food** Dennison's Food Products	ABC	Brisacher, Wheeler and Staff
Bob Garred and the News	**Peter Paul, Inc.** Candy	ABC	Maxon, Inc.
Bob Garred and the News	**Pictsweet Foods, Inc.** Canned Peas, Corn, and Frozen Foods	ABC	Brisacher, Wheeler and Staff
Bob Garred News	**Peter Paul, Inc.** Candy Bars	CBS	Brisacher, Wheeler and Staff
Bob Garred News	**Mennen Co.** All Products PAC	CBS	Duane Jones Co.
Bob Garred News	**Dennison Food Co.** Canned Foods PAC	CBS	Brisacher, Wheeler and Staff
Bob Hawk Show	**R. J. Reynolds Tobacco Co.** Camel Cigarettes	CBS	William Esty Co., Inc.
Boston Blackie	**Lucerne Milk Co. Div of Safeway Stores, Inc.** All Products	CBS	J. Walter Thompson Co.
Botany Song Shop	**Botany Mills**	ABC	Silberstein, Goldsmith, Inc.
Breakfast Club	**General Mills** Kix, Cold Medal Kitchen Tested Flour, Softassilk, Wheaties, Cheerios, Cereal Tray, Ginger Cake and Other Cake Mixes, Bisquick, Crustquick, Pyequick and Soups	ABC	Tatham-Laird, Inc.
Breakfast Club	**Swift and Company** Meat, Meat Products, Shortening and Cooking Oils, Edible Dairy Products, Poultry, Eggs, Margerine, Canned Meats, Soaps, Household Cleaners	ABC	J. Walter Thompson Co.
Breakfast Club	**Philco Corp.**	ABC	Hutchins Advertising Co., Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Break the Bank	**Bristol Myers Co.** Mum, Vitalis, Ipana, Benex Brushless Shave Cream, Sal Hepatica, Trushay, Bufferin, Resistab	NBC	Doherty, Clifford and Shenfield, Inc.
Bride and Groom	**Sterling Drug, Inc.**	ABC	Dancer-Fitzgerald-Sample, Inc.
Brighter Day	**Procter and Gamble Co.** Ivory Flakes	CBS	Compton Advertising, Inc.
Broadway Is My Beat	**Ford Motor Co.** Ford Cars	CBS	J. Walter Thompson
Brock Bar Ranch	**Brock Candy Co.** Brock Candy Bar	CBS	Liller, Neal and Battle
Brooklyn Dodgers Baseball Games	**General Foods Corp.** Post's Cereal	CBS	Young and Rubicam, Inc.
Burns and Allen Show	**Block Drug Co., Inc.** Ammi-dent Toothpaste	CBS	Cecil Presby, Inc.

C

Cal Tinney	**General Mills, Inc.** Red Band Flour	NBC	Knox-Reeves Adv., Inc.
Cal Tinney's On	**General Mills, Inc.** Kix, Gold Medal Kitchen Tested Flour, Softassilk, Wheaties, Cheerios, Cereal Tray, Ginger Cake and Other Cake Mixes, Bisquick, Crustquick, Pyequick, and Soups	ABC	Tatham-Laird, Inc.
Camel Football Roundup	**R. J. Reynolds Tobacco Co.** Camel Cigarettes	CBS	Wm. Esty Co., Inc.
Camel Scoreboard	**R. J. Reynolds Tobacco Co.** Camel Cigarettes	MBS	Wm. Esty Co., Inc.
Camel Screen Guild Players	**R. J. Reynolds Tobacco Co.** Camel Cigarettes	NBC	Wm. Esty Co., Inc.
Candid Microphone	**Philip Morris and Co., Ltd., Inc.** Philip Morris Cigarettes	CBS	The Biow Co., Inc.
Carnation Family Party	**Carnation Co. PAC** Milk Products	CBS	Erwin, Wasey and Co., Ltd.
Carnegie Hall	**American Oil Company** Amaco Gas & Oil, 118	ABC	The Joseph Katz Co.
Carol Douglas	**Toni Company** Toni Home Permanent, Shampoo, Cream Rinse	ABC	Foote, Cone and Belding, Inc.

Cavalcade of America	**E. I. du Pont de Nemours & Co., Inc.** Institutional, DuPont Products	NBC	Batten, Barton, Durstine and Osborn, Inc.
CBS News Room—Sunday Desk	**Bu-Tay Products, Ltd. PAC** "Raindrops" Water Softener	CBS	Glasser Gailey & Co.
Cecil Brown	**Chamblerlain Sales Corp.** Hand Lotion	MBS	Batten, Barton, Durstine and Osborn, Inc.
Cedric Adams, News	**Pillsbury Mills, Inc.** All Products	CBS	Leo Burnett Co., Inc.
Challenge of the Yukon	**Quaker Oats Co.** Puffed Grain Products	MBS	Sherman and Marquette, Inc.
Challenge of the Yukon	**Quaker Oats Co.** Quaker Puffed Wheat, Sparkies, Quaker Puffed Rice Sparkies	ABC	Sherman and Marquette, Inc.
Champion Roll Call	**Champion Spark Plugs Co.** Spark Plugs, 188	ABC	MacManus, John and Adams, Inc.
Chance of a Lifetime	**Toni Company** Toni Home Permanent	ABC	Foote, Cone and Belding, Inc.
Chance of a Lifetime	**Bruner-Ritter, Inc.** Bretton Watch Bands, Bracelets, Jewelry, 202	ABC	Raymond Spector Co., Inc.
Charles Collingwood, News	**Richfield Oil Corp. of N. Y.** Lubricants	CBS	Morey, Humm and Johnstone, Inc.
Charlie McCarthy Show	**Coca-Cola Co.** Coca-Cola	CBS	D'Arcy Adv. Co., Inc.
Charlie Wild, Private Eye	**Wildroot Co., Inc.** Wildroot Creme Oil, Wildroot Hair Tonic	NBC	Batten, Barton, Durstine and Osborn, Inc
Checkerboard Jamboree	**Ralston Purina Co.** Chow Products	MBS	Brown Radio Productions
Chesterfield Supper Club	**Liggett and Myers Tobacco Co., Inc.** Chesterfield Cigarettes	NBC	Cunningham and Walsh
Chet Huntley, News	**Washington Cooperative Farmer's Assn.** Lyden Chicken	CBS	Pacific National Adv. Agency
Chet Huntley, News	**Sealy Mattress Co.** All Products	CBS	Alvin Wilder
Chet Huntley, News	**Household Finance Corp.** Personal Loans	CBS	LeVally, Inc.
Choraliers	**Longines Whittnauer Watch Co., Inc.** Watches	CBS	Victor A. Bennett Co., Inc.
Cities Service Band of America	**Cities Service Co.** Cas & Oil, Institutional	NBC	Ellington and Co., Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Club 15, with Bob Crosby, Jo Stafford, Andrews Sisters	**Campbell Soup Co.** Campbell Soups	CBS	Ward Wheelock Co.
Club 15, with Dick Haymes, Andrews Sisters and Evelyn Knight	**Campbell Soup Co.** Campbell Soups	CBS	Ward Wheelock Co.
Club Time	**Club Aluminum Products** Aluminum Household Utensils	ABC	Leo Burnett Co.
Cloud Nine	**Wm. Wrigley Jr. Co.** Chewing Gum	CBS	Arthur Meyerhoff & Co.
Columbia Long Playing Record Parade	**Columbia Records, Inc.** Long Playing Records	CBS	McCann-Erickson, Inc.
Confidential Closeups	**Animal Foundation, Inc.** Hunt Club Dog Food	NBC	Comstock, Duffes and Co.
Contented Hour	**Carnation Co.** Evaporated Milk	CBS	Erwin, Wasey & Co., Inc.
Corliss Archer	**Electric Companies Advertising** Institutional	CBS	N. W. Ayers and Son, Inc.
Counter Spy	**Pepsi-Cola Company** Pepsi-Cola, Everess	ABC	The Biow Co., Inc.
County Fair	**The Borden Co.** All Products	CBS	Kenyon and Eckhardt, Inc.
Crime Photographer	**Philip Morris & Co., Ltd., Inc.** Philip Morris Cigarettes	CBS	The Biow Co., Inc.
Curtain Time	**Mars, Inc.** Candy	NBC	Grant Advertising, Inc.
Curt Massey Time with Martha Tilton	**Miles Laboratories, Inc.** Alka-Seltzer, One-a-Day Vitamin Tablets	CBS	Wade Advertising Agency

D

Dangerous Assignment	**Ford Motor Co.** Automobiles, Trucks, Parts and Services	NBC	J. Walter Thompson Co.
Dangerous Assignment	**Liggett and Myers** Chesterfield Cigarettes	NBC	Cunningham and Walsh
Dangerous Assignment	**Radio Corp. of America** Radios, Television Sets, Phonographs and Records	NBC	J. Walter Thompson Co.
Dangerous Assignment	**Whitehall Pharmacal Co.** Anacin	NBC	John F. Murray Adv. Agency, Inc.

Dave Rose Orchestra	Procter and Gamble Co. Tide	CBS	Benton and Bowles, Inc.
Dave Vaile, News	Metropolitan Life Insurance Institutional PAC	CBS	Young and Rubicam, Inc.
David Harum	B. T. Babbitt, Inc. Bab-O	CBS	Duane Jones Co., Inc.
David Harum	B. T. Babbitt, Inc. Bab-O, Glim	NBC	Duane Jones Co., Inc.
Dennis Day Show	Colgate-Palmolive-Peet Halo Shampoo, Colgate Dental Cream, Colgate Shave Cream, Palmolive Soap	NBC	Ted Bates and Co.
Dial Dave Garroway	Armour and Co. Dial Soap, Chiffon Flakes, Other Armour Products	NBC	Foote, Cone and Belding, Inc.
Dimension X	General Mills, Inc. Wheaties	NBC	Knox-Reeves Adv., Inc.
Dinner at Eight	Hotpoint, Inc.	CBS	Maxon, Inc.
Dr. Christian, with Jean Hersholt	Chesebrough Mfg. Co. Consolidated, Vaseline Hair Tonic, Shampoo, Petroleum Jelly, Lip Ice	CBS	McCann-Erickson, Inc.
Dr. I. Q.	Embassy Cigarettes	ABC	Geyer, Newell and Ganger, Inc.
Double or Nothing	Campbell Soup Co. Canned Soups, Pork and Beans, V-8 Vegetable Juice, Franco-American Beef Gravy, Franco American Spaghetti	NBC	Ward Wheelock Co.
Dragnet	Liggett and Myers Tobacco Co., Inc. Fatima Cigarettes	NBC	Cunningham and Walsh
Drew Pearson	Adam Hat Stores, Inc.	ABC	William H. Weintraub & Co., Inc.
Duffy's Tavern	Whitehall Pharmacal Co. Anacin	NBC	John F. Murray Adv. Agency, Inc.
Duffy's Tavern	Radio Corp. of America Radios, Television Sets, Phonographs and Records	NBC	J. Walter Thompson Co.
Duffy's Tavern	Liggett and Myers Chesterfield Cigarettes	NBC	Cunningham & Walsh
Duffy's Tavern	Ford Motor Co. Automobiles, Trucks, Parts and Services	NBC	J. Walter Thompson Co.
Duffy's Tavern	Blatz Brewing Co. Beer	NBC	Kaston, Farrell, Chesley and Clifford, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Edward R. Murrow	**American Oil Co.** Amaco Gas and Lubricants	CBS	Joseph Katz Co.
Edward R. Murrow	**Campbell Soup Co.** Campbell Soup, Franco American Spaghetti	CBS	Dancer, Fitzgerald, Sample, Inc.
Edward R. Murrow	**Theo. Hamm Brewing Co.** Hamm's Beer	CBS	Campbell-Mithun, Inc.
Edward R. Murrow	**Pan-Am Southern Corp.**	CBS	Fitzgerald Adv. Agency
Edward R. Murrow	**Peter Paul, Inc.** Candy Bars PAC	CBS	Maxon, Inc.
Edward R. Murrow	**Planters Nut & Chocolate Co.** Planters Peanuts and Peanut Oil	CBS	Raymond R. Morgan Co.
Edward R. Murrow	**Procter and Gamble** Tide	CBS	Benton & Bowles, Inc.
Edward R. Murrow	**Quaker State Refining Corp.** Petroleum Products PAC	CBS	Kenyon and Eckhardt, Inc.
Edwin C. Hill	**Doubleday and Co., Inc.** Publishers, Publications	NBC	Huber, Hoge and Sons
Edwin C. Hill	**Serutan, Inc.** Serutan, Nutrex, R.DX., Sedagel, Lemel, Hi-V, Journal of Living	ABC	Roy S. Durstine, Inc.
Edwin C. Hill	**Miles Laboratories** Seltzer, One-a-Day Tablets, Antihistimine Products	ABC	Wade Advertising Agency
Elmer Peterson	**White King Soap** Soap Products	NBC	Raymond R. Morgan Co.
Eric Sevareid and the News	**Metropolitan Life Insurance Co.** Institutional	CBS	Young and Rubicam, Inc.
Erwin D. Canham	**Christian Science Publishing Society** The Christian Science Monitor	ABC	H. B. Humphrey Co.
Escape	**Ford Dealers of America** Ford Cars	CBS	J. Walter Thompson Co.
Escape	**Richfield Oil Corp. of N. Y.** Lubricants	CBS	Morey, Humm and Hohnstone, Inc.

Facts Unlimited	**Doubleday and Co., Inc.** Publishers, Publications	**NBC**	**Huber, Hoge and Sons**
Falstaff's Fables	**Mars, Inc.** Milky Way Candy Bars	**ABC**	**Leo Burnett, Inc.**
Family Party	**Carnation Co.** All Products	**CBS**	**Erwin, Wasey and Co., Ltd.**
Fanny Brice, Baby Snooks	**Lewis-Howe Co.** Tums, N.R. Tablets	**NBC**	**Dancer, Fitzgerald, Sample, Inc.**
Father Knows Best	**General Foods Corp.** Maxwell House Coffee, Instant Maxwell House Coffee	**NBC**	**Benton and Bowles, Inc.**
Faultless Starch Time	**Faultless Starch Co.** Starch	**NBC**	**Bruce B. Brewer and Co.**
F.B.I. In Peace and War	**General Mills, Inc.** Cereals and Flour	**CBS**	**Knox-Reeves Adv., Inc.**
F.B.I. In Peace and War	**Procter and Gamble** Lava, Tide	**CBS**	**The Biow Co., Inc.**
Fibber McGee and Molly	**S. C. Johnson and Son** Johnson Wax and Allied Products, Cream Wax	**NBC**	**Needham, Louis and Brorby, Inc.**
Fibber McGee and Molly	**Pet Milk Sales Corp.** Pet Milk, Sego Milk	**NBC**	**Gardner Advertising Co.**
Fishing and Hunting Club	**Mail Pouch Tobacco Co.** Tobaccos	**MBS**	**Charles W. Hoyt Co.**
Fisher's 7:00 O'Clock News With Merrill Mueller	**Fisher Flouring Mills Co.** Flouring Mills Products	**NBC**	**Pacific National Adv. Agency**
Flying Feet	**Dr. Hiss Shoe Stores** Shoes	**ABC**	**Hal Stebbins, Inc.**
Frank and Ernest	**Dawn Bible Students Association** Religion	**MBS**	**Wm. Gleeson and Co.**
Frank and Ernest	**Dawn Bible School** Institutional	**ABC**	**W. L. Gleeson & Co.**
Frank Edwards, News	**American Federation of Labor** Institutional	**MBS**	**Furman, Feiner and Co.**
Frank Goss, News	**Chemicals, Inc. PAC** Vano, Household Chemical	**CBS**	**Garfield and Associates**

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Frank Goss, News	General Foods Corp. Certo	CBS	Benton and Bowles, Inc.
Frank Goss, News	Manhattan Soap Co., Inc.	CBS	Duane Jones Co., Inc.
Frank Goss, News	Mennen Co.	CBS	Duane Jones Co., Inc.
Frank Goss, News	R. J. Reynolds Tobacco Co. Camel Cigarettes	CBS	Wm. Esty Co., Inc.
Fred Beck	Miles Laboratories, Inc.	CBS	Wade Advertising Agency
Front Page Farrell	Whitehall Pharmacal Co. Anowax, Kolynos Toothpaste, Black Flag, Other Whitehall Products	NBC	John F. Murray Adv. Agency, Inc.
Fun to Be Young	Pillsbury Mills, Inc. Globe Mills Div.	CBS	Leo Burnette Co., Inc.

G

Gabriel Heatter	Amural Products Co., Inc. Tooth Powder	MBS	O'Neil, Larson and McMahon, Inc.
Gabriel Heatter, News	Noxzema Chemical Co. Noxzema Products	MBS	Sullivan, Stauffer, Colwell and Bayles, Inc.
Gabriel Heatter, News	Murine Co. Murine Eye Lotion	MBS	Batten, Barton and Durstine & Osborn, Inc.
Gabriel Heatter	Rhodes Phamacal Co. Imdrin	MBS	O'Neil, Larson and McMahon, Inc.
Gabriel Heatter	R. B. Semler, Inc. Kreml Hair Tonic and Shampoo	MBS	Erwin, Wasey and Co., Inc.
Galen Drake	Doubleday and Co., Inc. Books	CBS	Huber Hoge and Sons
Game of the Week	Sylvania Electric	ABC	Kenyon & Eckhardt
Gangbusters	General Foods Corp. Grape Nuts	CBS	Young and Rubicam, Inc.
Garden Gate	Ferry-Morse Seeds Co.	CBS	MacManus, John & Adams, Inc.
Gene Autry Show	Wm. Wrigley Jr. Co. Chewing Gum	CBS	Ruthrauff and Ryan, Inc.
Get More Out of Life	Wise, William H., and Co. Book Offer	ABC	Thwing and Altman, Inc.

Get More Out of Life	**Wm. H. Wise and Co.** Books	CBS	Thwing and Altman, Inc.
Get More Out of Life	**Wm. H. Wise Co., Inc.** Books	MBS	Thwing and Altman, Inc.
Gillette Fights	**Gillette Safety Razor** Probak and Valet-Auto Strap Safety Razors and Blades, Gillette Brushless and Lather Shaving Creams	ABC	Maxon, Inc.
Give and Take	**The Toni Co. Div. of Gillette Safety Razor Co.** Toni Creme Shampoo and Toni Home Wave	CBS	Foote, Cone and Belding
Godfrey Digest	**Liggett and Myers Tobacco Co.** Chesterfield Cigarettes	CBS	Cunningham & Walsh, Inc.
Godfrey Digest	**Reddi-Whip, Inc.** Reddi-Whip Cream	CBS	Ruthrauff and Ryan, Inc.
Golden Gate Field Handicap	**Lucky Lager Beer Brewing Corp.** Lucky Lager Beer	CBS	McCann-Erickson, Inc.
Grady Cole and the Johnson Family	**Quaker Oats Co.** Quaker Corn Meal	CBS	Needham, Louis and Brorby, Inc.
Grand Central Station	**Pillsbury Mills, Inc.** All Products	CBS	Leo Burnette Co., Inc.
Grand Ole Opry	**R. J. Reynolds Tobacco Co.** Prince Albert Tobacco	NBC	William Esty, Inc.
Grand Slam with Irene Beasley	**Continental Baking Co.** Wonder Bread and Hostess Cake	CBS	Ted Bates and Co.
Greatest Story Ever Told	**Goodyear Tire and Rubber Co., Inc.** Institutional	ABC	Kudner Agency, Inc.
Groucho Marx—You Bet Your Life	**De Soto Div. Chrysler Corp.** Automobiles	NBC	Batten, Barton, Durstine and Osborn, Inc.
Guiding Light	**Procter and Gamble Co.** Duz	CBS	Compton Adv. Co.
Guy Lombardo Orchestra	**American Tobacco Co.** Lucky Strike Cigarettes	CBS	Batten, Barton, Durstine & Osborn, Inc.

H

Hallmark Playhouse	**Hall Brothers, Inc.** Hallmark Greeting Cards	CBS	Foote, Cone and Belding
Harkness of Washington	**The Pure Oil Company** Pure Oil Petroleum Products	NBC	Leo Burnett Company, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Harry Babbitt Show	S & W Fine Foods, Inc. Food and Coffee	CBS	Foote, Cone and Belding
Harry Babbitt Show	American Home Products Corp. Whitehall Pharmacal Co. Div. Anacin	CBS	Duane Jones Co., Inc.
Harvest of Stars	International Harvester Co. Motor Trucks, Farm Machinery	NBC	McCann-Erickson, Inc.
Healing Ministry of Christian Science	First Church of Christ Scientist Religion	MBS	H. B. Humphrey Co.
Henry J. Taylor	Gen. Motors	ABC	Kudner Agency
High Adventure	Shulton, Inc. Old Spice Men's After Shave Lotion, Brushless Shaving Cream, Lather Shaving Cream	NBC	The Wesley Associates
High Life Review	Miller Brewing Co.	ABC	Mathisson & Assoc.
Hilltop House	Miles Laboratories, Inc. Alka-Seltzer	CBS	Wade Adv. Agency
Hit the Jackpot	Lever Brothers Co. Rinso	CBS	Ruthrauff & Ryan, Inc.
Hollywood Gold Cup Feature Race	Lucky Lager Beer Brewing Corp. Lucky Lager Beer	CBS	McCann-Erickson, Inc.
Hollywood Star Playhouse	Emerson Drug Co. Bromo-Seltzer	CBS	Batten, Barton, Durstine & Osborn, Inc.
Hollywood Quiz	Hallicrafters Corp. Television Sets	MBS	Sorenson and Co.
Hopalong Cassidy	General Foods Sales Corp. Grapenut Flakes and Grapenuts	MBS	Young and Rubicam, Inc.
Hopalong Cassidy	General Foods Corp. Post's Cereals	CBS	Young and Rubicam, Inc.
Horace Heidt Show	Philip Morris and Co., Ltd. Philip Morris Cigarettes	CBS	The Biow Co., Inc.
Hour of Decision	Graham, Dr. Billy Institutional	ABC	Walter F. Bennett and Co.
House Party	Pillsbury Mills, Inc. Pillsbury Best Flour and Other Products	CBS	Leo Burnett Co., Inc.
Human Side of the News	Dolcin Corp. Dolcin	ABC	Victor Van Der Linds Co.
Human Side of the News	Pan-Amer. Coffee Bureau	ABC	Federal Agency

I

Inner Sanctum	**Emerson Drug Co.** Bromo-Seltzer	CBS	Batten, Barton, Durstine & Osborn, Inc.
International Boxing Bouts	**Pabst Sales Co.** Pabst Blue Ribbon Beer	CBS	Warwick and Legler, Inc.
Ira Blue Sports	**Lucky Lager Brewing Co.** Beer and Ale	ABC	McCann-Erickson, Inc.
It Pays to Be Ignorant	**Chrysler Corp.** De Soto-Plymouth Cars	CBS	Batten, Barton, Durstine & Osborn, Inc.

J

Jack Armstrong	**General Mills, Inc.** Wheaties Cheerios, Kix, Betty Crocker Soups	ABC	Knox-Reeves Adv., Inc.
Jack Armstrong	**General Mills, Inc.** Wheaties, Cheerios, Kix, Betty Crocker Soups	ABC	Knox-Reeves Adv., Inc.
Armstrong of the S.B.I.		CBS	Batten, Barton, Durstine & Osborn, Inc.
Jack Benny Show	**American Tobacco Co.** Lucky Strike Cigarettes	CBS	Huber, Hoge and Sons
Jacques Fray Show	**Doubleday and Co., Inc.** Books	ABC	Huber Hogè and Sons, Inc.
Jacques Fray	**Doubleday and Co.**	CBS	Huber Hoge and Sons
Jack Sterling	**Doubleday and Co., Inc.** Books	ABC	Robert W. Orr and Associates, Inc.
Jergens-Woodbury Journal	**Jergens, Andrew Co.** Hand Lotion, Face Cream, Face and Body Powders, Toilet Soaps, Deodorants, Shampoos, Perfumes, Make-up Cake	NBC	William Esty Co., Inc.
Jimmy Durante	**R. J. Reynolds Tobacco Co.** Camel Cigarettes	ABC	Sullivan, Stauffer, Colwell and Bayles, Inc.
Jimmie Fidler Show	**Carter Products** Carter's Little Liver Pills and Arid, 84	CBS	Lynn Baker, Inc.
Joe Di Maggio Show	**M & M Limited** M & M Candies	MBS	Batten, Barton, Durstine & Osborn, Inc.
John B. Kennedy	**Chamberlain Sales Corp.** Hand Lotion		

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
John B. Kennedy	**Serutan, Inc.** Serutan, Nutrex, R D X., Sedagel, Lemel, Hi-V, Journal of Living	ABC	Roy S. Durstine
John B. Kennedy	**Molle** Bayer Aspirin, Philip's Milk of Magnesia, Dr. Lyon's Tooth Powder	ABC	Dancer, Fitzgerald, Sample, Inc.
Johnny Desmond	**Ronson Art Metal Works** Ronsonel Fuel	MBS	Grey Advertising Agency
Johnny Desmond	**Ronson Art Metal** Ronson Lighters and Accessories	ABC	Grey Advertising Agency
Junior Miss	**Lever Brothers Co.** Rayve Home Permanent Wave	CBS	J. Walter Thompson Co.
Just Plain Bill	**Whitehall Pharmacal Co.** Anacin, Other Whitehall Products	NBC	John F. Murray Adv. Agency, Inc.
Juvenile Jury	**Gaines Dog Food**	MBS	Benton & Bowles, Inc.

K

Kaltenborn Edits the News	**The Pure Oil Company** Pure Oil Petroleum Products	NBC	Lee Burnett Company, Inc.

L

Ladies Fair	**Miles Laboratories, Inc.** Alka-Seltzer, Tabcin, Bactine	MBS	Wade Advertising Agency
Lanny Ross	**Gulf Oil Corp.** Gulf Spray and Other Gulf Products	MBS	Young and Rubicam, Inc.
Larry Lesueur	**Richfield Oil Corp. of N. Y.** Lubricants	CBS	Morey, Humm & Johnstone, Inc.
Larry Lesueur	**American Oil Co.** Amaco Gas and Lubricants	CBS	Joseph Katz Co.
Lassie	**John Morrell and Co.** Red Heart Dog Food	NBC	N. W. Ayer and Son, Inc.
Lawrence Welk Show	**Miller Brewing Co.** Miller High Life Beer	ABC	Mathisson and Associates, Inc.

Leave It to Joan	**American Tobacco Co.** Roi-Tan Cigars	**CBS**	**Lawrence W. Gumbinner, Inc.**
Let's Pretend	**Cream of Wheat Corp.** Cream of Wheat Cereal	**CBS**	**Batten, Barton, Durstine and Osborn, Inc.**
Life Can Be Beautiful	**The Procter and Gamble Co.** Tide, Lava, Ivory Snow and Crisco, Other P. G. Products	**NBC**	**Benton and Bowles, Inc.**
Life with Luigi	**Wm. Wrigley Jr. Co.** Chewing Gum	**CBS**	**Arthur Meyerhoff & Co.**
Light Crust Doughboys	**Burrus Mill and Elevator Co.** Light Crust Flour	**MBS**	**Tracy-Locke Co., Inc.**
Light of the World	**General Mills, Inc.** Pyequick, Gold Medal Kitchen, Tested Flour and Other General Mills Products	**NBC**	**Dancer, Fitzgerald, Sample, Inc.**
Light Up Time	**The American Tobacco Co.** Lucky Strike Cigarettes	**NBC**	**Batten, Barton, Durstine and Osborn, Inc.**
Live Like a Millionaire	**General Mills, Inc.** Wheaties, Crustquick, Bisquick	**NBC**	**Knox-Reeves Adv., Inc.**
Lone Ranger	**General Mills, Inc.** Cheerios, Betty Crocker Devil Food Cake Mix, Ginger Cake Mix	**ABC**	**Dancer, Fitzgerald, Sample, Inc.**
Lone Ranger	**American Bakeries Co.** Merida Bread, Cake, Soda Crackers, Sweet Goods, 36	**ABC**	**Tucker Wayne and Co.**
Longines Symphonette	**Longines Wittnauer Watch Co.** Watches and Clocks	**ABC**	**Victor A. Bennett Co., Inc.**
Lora Lawton	**B. T. Babbitt** Bab-O, Glim	**NBC**	**Duane Jones Co., Inc.**
Lorenzo Jones	**The Procter and Gamble Co.** Dreft, Prell, Other P. G. Products	**NBC**	**Dancer, Fitzgerald, Sample, Inc.**
Lou Childre	**Quaker Oats Co.** Quaker Grits, Aunt Jemina Corn Meal	**CBS**	**Needham, Louis & Brorby, Inc.**
Lowell Thomas Program	**Procter and Gamble Co.** Ivory Soap	**CBS**	**Compton Adv. Agency**
Lum 'n' Abner	**Ford Dealers of America** Ford Motor Cars	**CBS**	**J. Walter Thompson Co.**
Luncheon Club	**Philip Morris and Co.** Cigarettes	**ABC**	**Cecil and Presbrey, Inc.**
Lutheran Hour	**Lutheran Laymen's** Institutional	**ABC**	**Gotham Advertising Co., Inc.**

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Lutheran Hour	**Lutheran Laymen's League** Religion	MBS	Gotham Advertising Co., Inc.
Lux Radio Theater	**Lever Brothers Co.** Lux Toilet Soap, Lux Flakes	CBS	J. Walter Thompson Co.

M

Man Called X	**Whitehall Pharmacal Co.** Anacin	NBC	John F. Murray Adv. Agency, Inc.
Man Called X	**Radio Corp. of America** Radios, Television Sets, Phonographs, Records	NBC	J. Walter Thompson
Man Called X	**Liggett and Myers** Chesterfield Cigarettes	NBC	Cunningham and Walsh
Man Called X	**Ford Motor Co.** Automobiles, Trucks, Parts, and Services	NBC	J. Walter Thompson
Man Next Door	**U. S. Tobacco Co.** Tobaccos	MBS	Kudner Agency, Inc.
Man on the Farm	**Quaker Oats Co.** Ful of Pep Feed	MBS	Sherman and Marquette, Inc.
Ma Perkins	**Procter and Gamble Co.** Oxydol	CBS	Dancer, Fitzgerald, Sample, Inc.
Mark Trail	**Kellogg Co.** Cereals and Gro-pup	MBS	Kenyon and Eckhardt, Inc.
Marriage for Two	**Kraft Foods Co.** Velveeta, Kraft Deluxe Slice, Miracle Whip Salad Dressing	NBC	J. Walter Thompson
Martin Kane, Private Eye	**U. S. Tobacco Co.** Tobaccos	MBS	Kudner Agency, Inc.
Mary Lee Taylor	**Pet Milk Sales Corp.** Pet Milk, Sego Milk	NBC	Gardner Advertising Co.
Meet Frank Sinatra	**Bymart, Inc.** Tintair	CBS	Cecil and Presbrey, Inc.
Meet Frank Sinatra	**Luden's, Inc.** Cough Drops, Candy Bars	CBS	J. M. Mathes, Inc.

Meet Frank Sinatra	**Statco Corp.** Growing Xmas Tree Ornaments	CBS	Arthur Rosenburg Co., Inc
Metropolitan Opera	**Texas Company** Gas and Oil	ABC	Kudner Agency
Mid-Century News—Documentary	**General Motors Corp.** Chevrolet Cars	CBS	Campbell Ewald Co., Inc.
Mindy Carson Sings	**Dept. of Army, Organized Reserve Corp., U. S. Army R.O.T.C.** Institutional, ROTC Training Corp.	NBC	Grant Advertising, Inc.
Mr. Chamelon	**Sterling Drug Co.** Bayer Aspirin, Children's Size Aspirin, Philips Milk of Magnesia	CBS	Dancer, Fitzgerald, Sample, Inc.
Mr. District Attorney	**Bristol Myers Co.** Sal Hepatica and Ipana, Bufferin, Vitalis Hair Cream, Other Products	NBC	Young and Rubicam, Inc.
Mr. Keen	**American Home Products Corp. Whitehall Pharmacal Co. Div.** Anacin, Kolynos, Kriptin	CBS	John F. Murray Adv. Agency, Inc.
Modern Romances	**Philip Morris, Ltd.**	ABC	Cecil & Presbrey
Modern Romances	**Toni Company** Toni Home Permanent	ABC	Foote, Cone, and Belding, Inc.
Monday Morning Headlines	**Seeman Brothers, Inc.** Air-Wick	ABC	William H. Weintraub and Co., Inc.
Music with the Hormel Girls	**Gen. A. Hormel and Co.** Meat Products	NBC	Batten, Barton, Durstine and Osborn, Inc.
Music with the Hormel Girls	**Hormel, George A., & Co.** Meat, Dairy Products	ABC	Batten, Barton, Durstine and Osborn, Inc.
Music with the Hormel Girls	**Geo. A. Hormel & Co.** All Products	CBS	Batten, Barton, Durstine and Osborn, Inc.
My Favorite Husband	**General Foods Corps.** Corn Starch Pudding, Jello, Tapioca	CBS	Young and Rubicam, Inc.
My Friend Irma	**Lever Brothers Co.** Pepsodent Tooth Paste	CBS	Foote, Cone and Belding
Mystery Theatre	**Sterling Drug Co.** Bayer Aspirin, Philip's Milk of Magnesia and Tablets	CBS	Dancer, Fitzgerald, Sample, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
My True Story	**Libby, McNeill and Libby** Canned and Frozen: Juices, Meats, Fish, Fruit, Vegetables, Baby Foods, Evaporated Milk	ABC	J. Walter Thompson Co.
My True Story	**Sterling Drug, Inc.**	ABC	Dancer, Fitzgerald, Sample, Inc.

N

NBC Symphony	**Whitehall Pharmacal Co.** Anacin	NBC	John F. Murray Adv. Agency, Inc.
NBC Symphony	**Radio Corp. of America**	NBC	J. Walter Thompson Co.
NBC Symphony	**Ford Motor Co.** Automobiles, Trucks, Parts and Services	NBC	J. Walter Thompson Co.
National Barn Dance	**Phillips Petroleum Co.** Phillips 66 Gasoline, Phillips 66 Motor Oil	ABC	Lambert and Feasley, Inc.
News of the World	**Miles Laboratories, Inc.** Alka Seltzer and Vitamins, Other Miles Products	NBC	Wade Advertising Agency
Nick Carter	**Cudahy Packing Co.** Old Dutch Cleanser	MBS	Grant Advertising Co.
Night Beat	**General Mills, Inc.** Wheaties	NBC	Knox-Reeves Adv. Inc.
Night Editor	**Roman Meal Co.** Breakfast Food	CBS	Guild, Bascom & Bonfigili
Nona From Nowhere	**B. T. Babbitt, Inc.** Bab-O	CBS	Duane Jones Co., Inc.

O

One Man's Family	**Miles Laboratories** Bactine, One-a-Day Vitamins, Tabcin, Alka Seltzer	NBC	Wade Advertising Agency
One Man's Opinion	**Philip Morris and Co.**	ABC	Cecil and Presbrey, Inc.
Original Amateur Hour	**Lorillard P. Co.** Old Gold Cigarettes	ABC	Lennen and Mitchell, Inc.

Our Gal Sunday	**American Home Products Corp. (Whitehall Pharmacal Co. Div.)** Anacin	CBS	John F. Murray Adv. Agency
Our Miss Brooks	**Colgate-Palmolive-Peet Co.** Colgate Dental Cream, Lustre Cream Shampoo	CBS	Sherman & Marquette

P

Pacific Coast Conference Football Games	**Tide Water Associated Oil Co.** Petroleum Products	NBC	Buchanan & Co., Inc.
Paul Neighbor's Orchestra	**Ford Dealers of America**	CBS	J. Walter Thompson Co.
People Are Funny	**Brown and Williamson Tobacco Corp.** Raleigh Cigarettes, Sir Walter Pipe Tobacco, Alumidor Pack for Raleigh Cigarettes	NBC	Russell M. Seeds Co., Inc.
Pepper Young's Family	**Procter and Gamble Co.** Camay Soap, Shasta, Ivory Snow, Spic & Span, Other P & G Products	NBC	Pedler and Ryan, Inc.
Perry Mason	**Procter and Gamble Co.** Tide	CBS	Benton & Bowles, Inc.
Phil Harris-Alice Faye Show	**Rexall Drug Co.**	NBC	Batten, Barton, Durstine and Osborn, Inc.
Portia Faces Life	**General Foods** Jello and Jello Puddings, Posts 40 Per Cent Bran Flakes, Instant Postum, Cake Mix, Bran Flakes, Grape Nuts, Wheat Meal. Other General Foods Products	NBC	Young and Rubicam, Inc.
Prudential Family Hour	**Prudential Insurance Co. of America** Insurance Services	CBS	Benton and Bowles, Inc.
Pursuit	**Wm. Wrigley Jr. Co.** Chewing Gum	CBS	Arthur Meyerhoff and Co.
Pursuit	**Ford Dealers of America**	CBS	J. Walter Thompson

Q

Queen for a Day	**Miles Laboratories, Inc.** Alka-Seltzer and Tabcin, Bactine	MBS	Wade Advertising Agency

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Quick as a Flash	**Block Drug Co., Inc.** Amm-i-dent Toothpaste and Powder, Minipoo, Alkalds, Omega Oil, Omega Rub, Polident, Dentu-creme, Stera Kleen, Poli-grip, Poslam, Dr. Wernet's Powder, Dentu-grip, Poloris Tablets, Allenru, Pycope, Poloris Poultices, Jiffy Toothache Drops, 159	ABC	Cecil and Presbrey, Inc.
Quick as a Flash	**Quaker Oats Co.** Cold, Hot Cereals, Dog Food, Flour, Bakery Goods, Macaroni or Spaghetti Type	ABC	C. J. LaRoche and Co., Inc.
Quick as a Flash	**Toni Company** Toni Home Permanents	ABC	Foote, Cone and Belding, Inc.
Quiz Kids	**Miles Laboratories, Inc.** Alka-Seltzer, One-a-Day Vitamins, Tabcin, Bactine	NBC	Wade Advertising, Inc.

R

Radie Harris	**Bowey's, Inc.** Dari-Rich	MBS	Sorenson and Co.
Radio Bible Class	**Radio Bible Class**	MBS	Stanley G. Boynton Co.
Railroad Hour	**Association of America Railroads** Institutional	NBC	Benton and Bowles, Inc.
Rebuttal	**Muntz TV, Inc.**	MBS	Michael Shore Adv. Agency
Red Foley Show	**Swift and Co.** Jewel Shortening, Jewel Salad Oil, Other Jewel Products	NBC	J. Walter Thompson Co.
Red Skelton Show	**Procter and Gamble Co.** Tide	CBS	Benton and Bowles, Inc.
Refreshment Time with Morton Downey	**Coca-Cola Co.** Coca-Cola	CBS	D'Arcy Adv. Agency, Inc.
Regal Amber Sports Show With Hank Weaver	**Regal Amber Brewing Co.** Beer	ABC	Abbott Kimball Co., Inc. of Calif.
Rex Allen Show	**Phillips Petroleum Co.** Phillips 66 Gasoline and Motor Oil	CBS	Lambert and Feasley, Inc.
Richard Diamond, Private	**Rexall Drug Co.**	NBC	Batten, Barton, Durstine and Osborn, Inc.

Richfield Reporter	**Richfield Oil Corp.** Gas & Oil, Automotive Accessories	NBC	Hixson Jorgenson, Inc.
Right to Happiness	**The Procter and Gamble Co.** Ivory Soap, Duz, Tide, Other P & G Products	NBC	Compton Advertising, Inc.
Road of Life	**The Procter and Gamble Co.** Crisco, Duz, Other P & G Products	NBC	Compton Advertising, Inc.
Robert Montgomery Speaking	**Lee, Frank H., Co.** Lee Hats	ABC	Grey Advertising Agency, Inc.
Robert Q. Lewis Show	**Gold Seal Co.** "Gold Seal" Wax Cleaning Products	CBS	Campbell-Mithun, Inc.
Robert Q. Lewis Show	**Liggett and Myers Tobacco Co., Inc.** Chesterfield Cigarettes	CBS	Cunningham & Walsh, Inc.
Robert Q. Lewis Show	**National Biscuit Co.** All Products	CBS	McCann-Erickson, Inc.
Robert Q. Lewis Show	**Pillsbury Mills, Inc.** All Products	CBS	Leo Burnett Co., Inc.
Robert Q. Lewis Show	**The Toni Co. Div. of Gillette Safety Razor Co.** Toni Home Permanent Wave, Toni Cream Rinse	CBS	Foote, Cone and Belding
Robert Q. Lewis	**Wildroot Co., Inc.** Wildroot Liquid Cream Shampoo, Wildroot Hair Tonic	CBS	Batten, Barton, Durstine and Osborn, Inc.
Rocky Jordon	**California Packing Corp.** Del Mone Products	CBS	McCann-Erickson, Inc.
Rod and Gun Club of the Air	**Pal Razor Blade Co.** Pal Blades	MBS	Al Paul Lufton Co., Inc.
Romance	**Wm. Wrigley Jr. Co.** Chewing Gum	CBS	Arthur Meyerhoff and Co.
Romance of Helen Trent	**American Home Products Corp.** Aero Wax, Autobrite, Black Flag, Kolynos Dental Cream, Kriptin, Wizard Wick	CBS	John F. Murray Adv. Agency, Inc.
Romance of the Highways	**Pacific Greyhound Lines** Bus Transportation	ABC	Beaumont and Hohman, Inc.
Rosemary	**Procter and Gamble Co.** Ivory Snow, Prell	CBS	Benton and Bowles, Inc.
Roy Rogers Show	**Quaker Oats Co.** Oatmeal	MBS	Sherman and Marquette, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Sam Hayes	**General Mills, Inc.** Sperry Pancakes and Waffle Flour, Wheathearts, Wheaties	NBC	Knox-Reeves Adv., Inc.
Sam Hayes	**The Studebaker Corp.** Automobiles	NBC	Roche, Williams & Cleary, Inc.
Satan's Waiting	**Colgate-Palmolive-Peet Co.** Halo Shampoo, Palmolive Shave Cream	CBS	Sherman & Marquette
Screen Director's Playhouse	**Ford Motor Co.** Automobiles, Trucks, Parts and Services	NBC	J. Walter Thompson Co.
Screen Director's Playhouse	**Liggett and Myers** Chesterfield Cigarettes	NBC	Cunningham and Walsh
Screen Director's Playhouse	**Radio Corp. of America** Radios, Television Sets, Phonographs, Records	NBC	J. Walter Thompson
Screen Director's Playhouse	**Whitehall Pharmacal Co.** Anacin	NBC	John F. Murray Adv. Agency, Inc.
Second Mrs. Burton	**General Foods Corp.** Certo, Sanka, Jello, La France, Swansdown Cake Mix	CBS	Benton and Bowles, Inc.
Sidney Walton	**Doubleday and Co.** Books	MBS	Huber Hoge and Sons
Sing It Again	**Sterling Drug, Inc.** Ironized Yeast and Double Dandrine	CBS	Dancer, Fitzgerald, Sample, Inc.
Sing It Again	**Carter Products, Inc.** Arrid, Rise Shave Cream	CBS	Sullivan, Stauffer, Colwell & Bayles, Inc.
Sing It Again	**Luden's, Inc.**	CBS	J. M. Mathes, Inc
Sixty-four Dollar Question	**Radio Corp. of America** Radios, Television	NBC	The Biow Co., Inc.
Skippy Hollywood Theatre	**Rosefield Packing Co.** Skippy Peanut Butter	CBS	Guild, Bascom and Bonfigili
Sky King	**Derby Foods, Inc.** Peter Pan Peanut Butter, Salted Peanuts, Derby Line and Canned Meats and Specialties	ABC	Needham, Louis and Brorby, Inc.
Sky King	**Derby Foods, Inc.**	MBS	Needham, Louis and Brorby, Inc.

Share the Wealth	**Waltham Watch Company** Waltham Watches	**ABC**	**Hershon-Garfield, Inc.**
Smilin' Ed McConnell and His Buster Brown Gang	**Brown Shoe Co.** Buster Brown Shoes	**NBC**	**Leo Burnett Co., Inc.**
Soap Box Derby	**General Motors Corp.** Chevrolet Cars	**CBS**	**Campbell-Ewald, Inc.**
Solitair Time	**Campana Sales Co.** Ayds, Solitair Makeup, Coolies, Lipstick, Campana Balm	**NBC**	**The Clements Co., Inc.**
Songs By Morton Downey	**The Coca-Cola Co.** Coca-Cola	**NBC**	**D'Arcy Advertising Co.**
Sports for All	**Mail Pouch Tobacco Co.** Tobaccos	**MBS**	**Charles W. Hoyt Co.**
Sports Newsreel of the Air	**Colgate-Palmolive-Peet Co.** Colgate Shave Cream, Colgate Brushless Shave Cream Rapid Shave Cream, Colgate Ammoniated Tooth Powder	**NBC**	**Sherman and Marquette**
Sunoco Three Star Extra	**Sun Oil Company** Oil, Fuel Oil, Sunoco Gas	**NBC**	**Hewill, Ogilvy, Benson and Mather**
Surprise Package	**Green Spot, Inc.** Orangeade	**ABC**	**Philip J. Meany**
Stan Daugherty Presents	**Ford Dealers of America** Ford Cars	**CBS**	**J. Walter Thompson Co.**
Star Light Concert	**Lewis-Howe Co.** Tums, NR Tablets	**NBC**	**Dancer, Fitzgerald, Sample, Inc.**
Stars Over Hollywood	**Armour and Co.** All Products	**CBS**	**Foote, Cone and Belding**
Stella Dallas	**Sterling Drug Co.** Phillips Milk of Magnesia and Tablets, Astring-o-Sol, Double Dandrine, Phillips Toothpaste, Iron-ized Yeast, Other Products	**NBC**	**Dancer, Fitzgerald, Sample, Inc.**
Steve Allen Show	**Colgate-Palmolive-Peet Co.** Colgate Dental Cream, Lustre Cream Shampoo	**CBS**	**Sherman and Marquette**
Stop the Music	**Lorillard, P., Co.** Old Gold Cigarettes	**ABC**	**Lennen and Mitchell, Inc.**
Stop the Music	**Speidel Company** Watch Bands and Other Speidel Products	**ABC**	**Cecil and Presbrey, Inc.**

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Stop the Music	**Smith Brothers** Cough Drops, Syrup	ABC	Sullivan, Stauffer, Colwell and Bayles, Inc.
Stop the Music	**Trimount Clothing Co.** Men's Suits, Topcoats, Overcoats, Sport Jackets, Slacks, Summer Suits	ABC	William H. Weintraub and Co., Inc.
Straight Arrow	**National Biscuit Co.** Nabisco Shredded Wheat	MBS	McCann-Erickson Co., Inc.
Strike It Rich	**Colgate-Palmolive-Peet Co.** Vel, Colgate Dental Cream	CBS	Wm. Esty & Co., Inc.
Surprise Package	**Green Spot, Inc.** Green Spot Orangeade	ABC	Philip J. Meany Co.
Suspense	**Electric Auto-Lite Co.** Spark Plugs, Batteries, Ignition Systems	CBS	Cecil and Presbrey, Inc.
Symphonette	**Longines Wittnauer Watch Co., Inc.** Longines and Wittnauer Watches	CBS	Victor A. Bennett Co., Inc.

T

Take It Easy Time with Freddie Martin's Orchestra	**Regal Amber Brewing Co.** Regal Pale Beer	CBS	Abbott Kimball Co.
Take It Or Leave It	**Eversharp, Inc.** Pens, Pencils, Razors, Blades	NBC	The Biow Co.
Tales of the Texas Ranger	**General Mills, Inc.** Wheaties	NBC	Knox-Reeves Adv., Inc.
Ted Malone	**Westinghouse Electric Corp.** Ranges, Laundromats, Refrigerators, Irons, Toasters, Radios, Light Bulbs, Electric Sheets, Television Receivers	ABC	McCann-Erickson, Inc.
Ted Steel Show	**Doubleday and Co., Inc.** Books	CBS	Huber Hoge and Sons
The Aldrich Family	**General Foods Corp.** Jello, Minute Rice, Other General Foods Products	NBC	Young and Rubicam, Inc.
The Anacin Hollywood Star Theatre	**Whitehall Pharmacal Co.** Anacin and Kolynos Toothpaste	NBC	Sullivan, Stauffer, Colwell and Bayles, Inc
The Baptist Hour	**Southern Baptist** Institutional	ABC	Liller, Neal, and Battle

The Big Show	**Ford Motor Co.** Automobiles, Trucks, Parts and Services	NBC	J. Walter Thompson
The Big Show	**Radio Corp. of America** Radios, Television Sets, Phonographs and Records	NBC	J. Walter Thompson
The Big Show	**Whitehall Pharmacal Co.** Anacin	NBC	John F. Murray Adv. Agency, Inc.
The Big Show	**Liggett and Myers** Chesterfield Cigarettes	NBC	Cunningham and Walsh
The Big Story	**American Cigarette and Cigar Co., Inc.** Pall Mall Cigarettes	NBC	Sullivan, Stauffer, Colwell & Bayles, Inc.
The Bob Hope Show	**Lever Bros.** Swan Soap, Spry, Rayve Creme Shampoo, Lifebuoy Shave Creme, Lux Flakes, Lux Soap, Surf	NBC	Batten, Barton, Durstine and Osborn, Inc.
The Bob Hope Show	**Liggett and Myers Tobacco Co., Inc.** Chesterfield Cigarettes	NBC	Cunningham and Walsh, Inc.
The Botony Song Shop	**Botony Mills, Inc.** 500 Men's Suits, Ties, 85	ABC	Alfred J. Silberstein Bert Goldsmith, Inc.
The Challenge of the '50s—Years of Crises	**General Motors** Chevrolet Cars	CBS	Campbell-Ewald Co., Inc.
The Falcon	**Kraft Foods** Miracle Whip, Parkay, Philadelphia Cream Cheese	NBC	Needham, Louis and Brorby, Inc.
The Fat Man	**Norwich Pharmacal Co.** Pepto-Bismol, Ungentine	ABC	Benton and Bowles, Inc.
The Fat Man	**Reynolds, R. J.** Camel Cigarettes	ABC	William Esty Co., Inc.
The Fred Waring Show	**Minnesota Valley Canning Co.** Canned Vegetables	NBC	Leo Burnett Co., Inc.
The Goldbergs	**General Foods Corp.** Sanka	CBS	Young and Rubicam, Inc.
The Great Gildersleeve	**Kraft Foods Co.** Velveeta, Pabst-ett, Yellow Margerine. Other Kraft Products	NBC	Needham, Louis and Brorby, Inc.
The Halls of Ivy	**Joseph Schlitz Brewing Co.** Beer	NBC	Young and Rubicam, Inc.
The Hudson Coal Miners	**Hudson Coal Co.** Coal	NBC	The Clements Co., Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
The Human Side of the News	**Pan American Coffee** Coffee	ABC	Federal Advertising Agency
The Jack Berch Show	**Prudential Insurance Co. of America** Insurance	NBC	Calkins & Holden, Carlock, McClinton and Smith
The Judy Canova Show	**Colgate-Palmolive-Peet** Palmolive Soap, Lustre-Cream Shampoo, Other Products	NBC	Ted Bates & Co.
The Life of Riley	**Pabst Sales Co.** Pabst Blue Ribbon Beer	NBC	Warwick and Legler, Inc.
The Magnificent Montague	**Liggett and Myers** Chesterfield Cigarettes	NBC	Cunningham and Walsh
The Magnificent Montague	**Radio Corp. of America** Radio, Television Sets, Phonographs and Records	NBC	J. Walter Thompson Co.
The Magnificent Montague	**Whitehall Pharmacal Co.** Anacin	NBC	John F. Murray Adv. Agency, Inc.
The Magnificent Montague	**Ford Motor Co.** Automobiles, Trucks, Parts and Services	NBC	J. Walter Thompson Co.
The National Farm and Home Hour	**Allis Chalmers Mfg. Co.** Farm Equipment	NBC	Bert. S. Gittens Advertising
The Old Fashioned Revival Hour	**Gospel Broadcasting Association** Institutional	ABC	R. H. Alber Company
The Oxydol Show, Starring Jack Smith, Dinah Shore, Margaret Whiting	**Procter and Gamble Co.** Oxydol	CBS	Dancer, Fitzgerald, Sample, Inc.
The Pause That Refreshes with Percy Faith's Orchestra	**Coca-Cola Co.** Coca-Cola	CBS	D'Arcy Adv. Co., Inc.
The Pet Milk Show	**Pet Milk Sales Corp.** Pet Milk, Sego Milk	NBC	Gardner Advertising Co.
The Sheriff	**Pacific Coast Borax** Twenty Mule Team Borax and Boraxo	ABC	McCann, Erickson, Inc.
The Shadow	**Delaware, Lackawanna and Western** Blue Coal	MBS	Ruthrauff and Ryan, Inc.
The Shadow	**Grove Laboratories, Inc.** Fitch Hair Tonic and Shampoo	MBS	Harry B. Cohen Adv. Co.

The Telephone Hour	**The Bell Telephone System** Institutional	**NBC**	**N. W. Ayer & Son, Inc.**
The Theatre Guild on the Air	**U. S. Steel Corp.** Institutonal	**NBC**	**Batten Barton, Durstine & Osborn, Inc.**
The Thin Man	**Heinz, J. H., Co.** Mustard, Chili Sauce, Peanut Butter, Mince Meat, Tomato Juice, Plum, Fig and Date Puddings, Sun Maid Raisins, Soups, Beans, Ketchup, Spaghetti, Macaroni, Vinega, Pickles and Baby Foods	**ABC**	**Maxon, Inc.**
The Voice of Firestone	**Firestone Tire and Rubber Co.** Tires and Tubes, Institutional	**NBC**	**Sweeney and James Co.**
The Voice of Prophecy	**Voice of Prophecy, Inc.** Institutional	**ABC**	**Western Advertising Agency, Inc.**
The Whistler	**Signal Oil Co.** Gas, Oil	**CBS**	**Barton A. Stebbins Adv. Agency**
This Changing World	**Fruehauf Trailer Co.** Trailers and Institutional	**ABC**	**Zimmer Keller, Inc.**
This Is Bing Crosby	**Minute Maid Corp.** Frozen Orange Juice	**CBS**	**Doherty, Clifford and Shenfield, Inc.**
This Is Nora Drake	**The Toni Co. Div. of Gillette Safety Razor Co.** Toni Home Permanent, Toni Cream Shampoo	**CBS**	**Foote, Cone and Belding**
This Is Your FBI	**Equitable Life Assurance Society** Insurance	**ABC**	**Warwick and Legler, Inc.**
This Is Your Life	**Philip Morris and Co., Ltd., Inc.** Philip Morris Cigarettes	**CBS**	**The Biow Co., Inc.**
This Is Your Life	**Philip Morris & Co., Ltd.** Cigarettes, Revelation Smoking Tobacco	**NBC**	**The Biow Co., Inc.**
This Thing Called Life	**Institute of Religious Science** Institutional	**ABC**	**Raymond R. Morgan Co.**
Today in Hollywood	**General Mills** Kix	**ABC**	**Tatham Laird, Inc.**
Today's Children	**General Mills, Inc.** Bisquick, Crustquick, Soft-as-silk, Sperry Pancake and Waffle Flour, Other General Mills Products	**NBC**	**Knox-Reeves Adv., Inc.**
Tom Mix and His Ralston Straight Shooters	**Ralston Purina Co.** Instant Ralston and Shredded Ralston	**MBS**	**Gardner Advertising Agency**

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Top of the Week	**Bank of America National Trust and Savings Association** Banking Services	CBS	Charles R. Stuart, Adv.
True Detective Mysteries	**Williamson Candy Co.** Oh Henry Candy Bars	MBS	Aubrey, Moore and Wallace
True or False	**Anahist Products Co., Inc.** Anahist	MBS	Foote, Cone and Belding
Truth or Consequences	**Philip Morris & Co., Ltd., Inc.** Philip Morris Cigarettes	CBS	The Biow Co., Inc.
Truth or Consequences	**The Procter and Gamble Co.** Duz, Drene	NBC	Compton Adv., Inc.
Twenty Questions	**Ronson Art Metal Works** Ronson Lighters	MBS	Grey Advertising Agency

V

Vaughn Monroe Show	**R. J. Reynolds Tobacco Co.** Camel Cigarettes	CBS	Wm. Esty Co., Inc.
Victor H. Lindlahr	**Serutan, Inc.** Serutan, Nutrex, R-D-X, Sedagel, Lemel, Hi-V, Journal of Living	ABC	Roy S. Durstine, Inc.
Voice of Prophecy	**Voice of Prophecy, Inc.** Religion	MBS	Western Advertising, Inc.

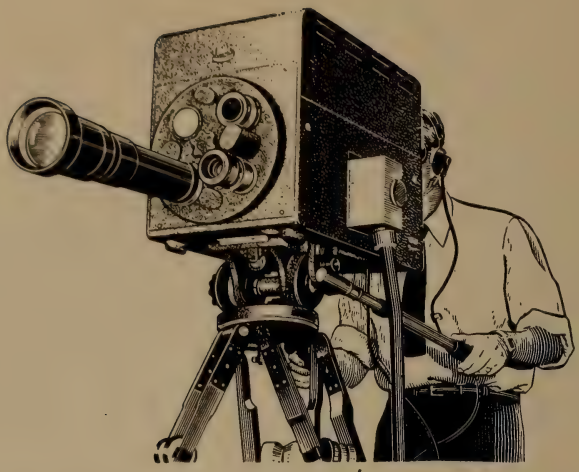
W

Walter Winchell	**Warner, William R.** Home Permanent	ABC	Kenyon and Eckhardt, Inc.
Welcome Back Baseball Starring Bing Crosby	**General Mills, Inc.** All Products	CBS	Knox-Reeves Adv., Inc.
Welcome, Traveler	**The Procter and Gamble Co.** Spic and Span, Lava Soap, Drene, Tide, Joy, Other P and G Products	NBC	The Biow Co., Inc.

We Love and Learn	**Manhattan Soap Co., Inc.** Sweetheart Soap, Blu-white Flakes, Other Manhattan Products	NBC	Duane Jones Co., Inc.
We, The People	**Gulf Oil Corp.** Gasoline, Oil, Lubricants, Tires, Insecticides	NBC	Young and Rubicam, Inc.
Wendy Warren and the News	**General Foods Corp.** Maxwell House Coffee	CBS	Benton and Bowles, Inc.
When a Girl Marries	**General Foods Corp.** Calumet, Swansdown, Sweet Cocoa Mix, Baker's Coconut. Other General Foods Products	NBC	Benton and Bowles, Inc. Young and Rubicam, Inc.
World News Roundup	**Statco Corp.** Glowing Xmas Tree Ornaments	CBS	Arthur Rosenberg Co., Inc.
World Series	**Gillette Safety Razor** Blades and Razors	MBS	Maxon, Inc.

XYZ

You Bet Your Life	**Chrysler Corp.** De Soto, Plymouth Dealers De Soto, Plymouth Cars	CBS	Batten, Barton, Durstine and Osborn, Inc.
Young Dr. Malone	**Procter and Gamble Co.** Crisco	CBS	Compton Adv., Inc.
Young Widder Brown	**Sterling Drug Co.** Bayer Aspirin, Philips Milk of Magnesia, Other Products	NBC	Dancer, Fitzgerald, Sample, Inc.
Your Hit Parade	**The American Tobacco Co.** Lucky Strike Cigarettes	NBC	Batten, Barton, Durstine and Osborn, Inc.
Your Home Beautiful	**Benjamin Moore and Co.** Paints and Varnish	MBS	St. Georges and Keyes, Inc.
Your Stand In	**Colgate-Palmolive-Peet Co.** Halo Shampoo	CBS	Sherman and Marquette
Yours Truly, Johnny Dollar	**Wm. Wrigley Jr. Co.** Chewing Gum	CBS	Arthur Meyerhoff and Co.
Zeke Manners	**Lagendorf United Bakeries, Inc.** Bakery Products	ABC	The Biow Co., Inc.
Zeke Manners	**Western Stove Company** Western Holly Gas Range	ABC	Brooks Adv. Agency



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DUMONT

television transmitting equipment

Wherever you wish eyes and ears to extend beyond their physical range . . . wherever you wish to have many eyes see a closeup . . . whether in color or in black-and-white TV — Du Mont equipment assures you of the finest in precise, dependable, economical performance.

20th YEAR AS PIONEER

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ALLEN B. DU MONT LABORATORIES, INC.
TELEVISION TRANSMITTER DIVISION
CLIFTON, N. J.



RADIO DAILY
TELEVISION DAILY

PRESENTS

THE 1951 TELEVISION YEAR BOOK

JACK ALICOATE

Editor-in-Chief



FOR LOCAL AND REGIONAL SPONSORSHIP ON F

ZIV-TV

Your outstanding source of dependable programming



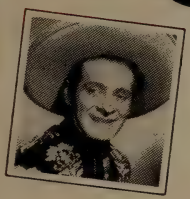
OTHER GREAT ZIV SHOWS

YESTERDAY'S NEWSREEL
EASY ACES • SPORTS ALBUM
FEATURES • WESTERNS • CARTOONS

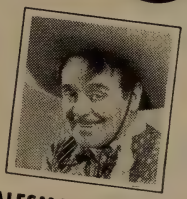
All Ziv Shows are Produced Expressly for Television by Expert Ziv Technicians, Writers, Musicians, Directors, and Actors, Using the Finest and Latest Television Techniques.

"THE CISCO KID"

Now! On Television!



Starring
DUNCAN RENALDO
AS "CISCO"
and
LEO CARRILLO
AS "PANCHO"





AMERICA'S GREATEST SALESMAN WITH A SENSATIONAL RECORD OF SALES!

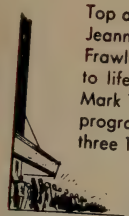
Great half-hour programs . . . the finest ever produced exclusively for television. Three full-length commercials. Each program a complete episode. Stirring adventures of O. Henry's famous Robin Hood of the Range.

CISCO GETS THE KIDS... SPONSORS GET THE SALES!

Now! On Television!

"STORY THEATRE"

TELEVISION'S FINEST AUDIENCE-BUILDING DRAMATIC SHOW!



Top actors, music, direction, and stories are combined for this great series. Jeanne Cagney, Eric Blore, John Beal, Robert Alda, Dan Seymour, Bill Frawley, Peggy Dow and many other stars of the stage and screen bring to life such classics as Guy de Maupassant's "The Diamond Necklace," Mark Twain's "The Celebrated Jumping Frog," etc., in twenty-six half-hour programs produced exclusively for television. Each half-hour planned for three 1-minute commercials.

TESTED AND PROVED BY ADVERTISERS IN MARKET AFTER MARKET!



ZIV

Television Programs INC.

1529 MADISON ROAD
CINCINNATI 6, OHIO

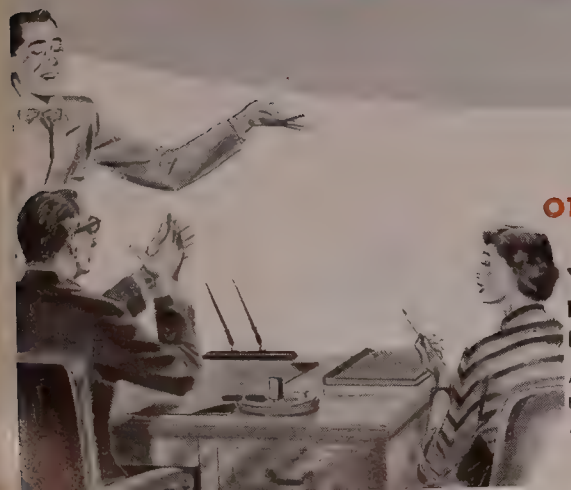
488 MADISON AVENUE

5255 CLINTON AVE.

FOR LOCAL AND REGIONAL SPONSORSHIP ON FILM . . .

ZIV-TV

Your outstanding source of dependable programming



OTHER GREAT ZIV SHOWS

YESTERDAY'S NEWSREEL
EASY ACES • SPORTS ALBUM
FEATURES • WESTERNS • CARTOONS

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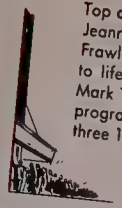
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TESTED AND PROVED BY ADVERTISERS IN MARKET AFTER MARKET!



ZIV

Television Programs INC

1529 MADISON ROAD
CINCINNATI 6, OHIO

488 MADISON AVENUE
NEW YORK

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HOLLYWOOD

Take it Easy!

Change TV Programs from your Easy Chair with the Amazing

Zenith "Lazy Bones"

REMOTE CONTROL



Not one knob to touch! That's right—you just hold the "Lazy Bones" control in your palm, anywhere in the room. To change programs one after another, just press lightly with your thumb. Absolutely nothing else to tune or re-tune. All the necessary adjustments are made for you—automatically. It's the far-ahead design and extraordinary stability of Zenith's Turret Tuner that make possible such miraculous remote control! You must try it yourself to believe it. Your Zenith Radio and Television Dealer invites you, today.



New Zenith® "Byron" TV Console. 19 inch (238 sq. in.) 2-in-1 Reflection-Proof screen, wider than a newspaper page! New "Super-Range" chassis. Pre-tuned built-in antenna. 18th Century cabinet in rich Mahogany veneers.

©1951



TELEVISION 1951

This, the Television Year Book of 1951 is as up-to-the-minute as tomorrow and as thorough as enthusiastic industry-wide cooperation and assistance could make it.

The pages that follow are a sincere and comprehensive compliment to the progress of Television in 1950 as well as coming innovations awaiting unveiling in 1951.

To all, everywhere, who have helped in the preparation of the pages that follow, our sincere gratitude.

JACK ALICOATE
Editor-in-Chief

impact!
impact!
impact!
impact!
impact!

impact!



FIRESIDE THEATER
for Procter and Gamble

ROYAL PLAYHOUSE
Fireside's new name
for regional sponsors

NIGHT EDITOR
The famous Hal Burdick
radio series brought to
television

**PROFESSOR LIGHTSKULL,
THE MIGHTY CHIMP**
Mysteries solved by Professor
Lightskull, the great
chimpanzee detective, and his
assistant, Doc Twiddle, and
his all chimp cast

Several additional film
packages under preparation

* *Royal Playhouse is still available for showing in a number of excellent markets.*

Impact is that which happens to someone who has been hit hard. In Television programming it means a dynamic stirring of the senses during and long after the program has been seen.

Bing Crosby Enterprises has been stirring the senses of America's tele-viewing masses with its great dramatic series "Royal Playhouse,*" produced for first run for Procter and Gamble Company under the name "Fireside Theater." Other productions now under way are "Night Editor" featuring that great story teller Hal Burdick, also Professor Lightskull and Doc Twiddle, a rollicking series of mystery plays (15 minutes) done with a great all-chimpanzee cast.

For information on all Bing Crosby Enterprises productions (or if interested in a program series created especially for you) call any United Programs, Inc., office listed below.

Bing Crosby Enterprises, Inc.

TELEVISION DIVISION

NEW YORK Plaza 5-5299 • CHICAGO Financial 6-2388 • DETROIT TRinity 5-1035 • ST. LOUIS CHestnut 7191 • DALLAS PRospect 7-3593 • LOS ANGELES CRestview 1-8131 • SAN FRANCISCO GArfield 1-4082

TV PROSPECTS FOR 1951

Below is a roundup of TV broadcaster opinion on the prospects for business in 1951. *These opinions represent the answers to questions submitted by Radio-Television Daily at the close of business last year. The opinions follow:*

Hugh A. L. Halff, president and treasurer, Southland Industries, Inc., operators of WOAI-TV, San Antonio, Tex.: "In our first year of operation, TV has shown excellent growth and each month indicates progress. We are looking forward to the year 1951 with great expectations as we have now passed the period where advertisers are buying time on WOAI-TV primarily from the standpoint of obtaining a position or franchise. This is now a well established television market which combined with our type of operation assures advertisers results for their television advertising dollar, not just the hope of obtaining results at some future date."

William Fay, vice-president, Stromberg-Carlson Company, Rochester, N. Y.: "Of course like everyone in station TV operation, we are having difficulty accommodating all network requests for time, but we are selecting the schedule we feel will best serve our audience. I believe the interest in TV which the public has shown for the past two years, will continue to grow—obviously, unless there is a drastic change in our national economic planning, set production will be greatly curtailed."

Marshall Rosene, general manager, WSAZ-TV, Huntington, West Va.: "I am pleased to report that since our microwave relay network went into operation a couple of months ago, our business has grown by leaps and bounds. This is true both as to network as well as national spot business. We are indeed satisfied in the manner our station is progressing, and as to my personal TV predictions for the year 1951, I can only see a continuing upsurge both on the part of set buying, as well as advertising."

Robert D. Swezey, general manager of WDSU, New Orleans, reported "television in New Orleans is moving ahead at pretty much the same rate as it is doing all over the country. Apart from a national emergency of extraordinary impact, I can see no reason why 1951 should not be an exceedingly bright year for television. In my opinion, it has proved its merits as the most effective advertising media, and a channel for education and entertainment of lasting appeal."

Swezey's optimism was shared by *R. E. Dunville,* president of WLW, Cincinnati, who said:

"Television in 1951 should be good for everyone. In spite of the retention of set sales occasioned by confusing publicity on the matter of color, circulation should continue to increase during 1951 and expanding local and network hours is very definitely indicated. Our three television stations are operating from 7:30 a.m., to as late as 1 a.m., six days a week with a starting time on Sunday of 10:30 a.m., and our greatest problem is time clearances.

"Many stations have resorted to double and triple spotting and it is not anticipated that WLW television will take this step. Expenses will continue to rise in television operations, however, but unless some economic catastrophe occurs, 1951 should be a tremendous year."

By the end of 1951 TV will be tripled or better, according to *Miller C. Robertson,* vice-president in charge of sales at KSTP-TV, Minneapolis-St. Paul. Robertson added:

"According to the number of sets sold, this is one of the fastest growing TV markets. Local accounts are heavy TV time buyers and without a doubt, TV has taken its place in the Twin Cities beside radio as another great advertising medium."

Campbell Arnoux, president of WTAR-TV, Norfolk, Va., in answer to RADIO DAILY's query "how's business?" said "I am glad to say I don't know how it could be any better. We are rapidly reaching the sold-out situation and both local and national spot business is growing by leaps and bounds. Barring unexpected governmental restrictions on production, my personal prediction for TV in 1951 is that we will have more business than we can handle."

(*Continued on Page* 1039)

SNADER TELESCRIPTIONS

. . . produced expressly for television!

COMPLETE LIBRARY NOW PROGRAMMED ON AN EXCLUSIVE UNLIMITED-USE BASIS BY LEADING TV STATIONS . . . IN ALL MAJOR TV MARKETS FROM COAST TO COAST!

watch for our new 15 and 30 MINUTE TV PROGRAMS available for "open-end" sponsorship in all TV markets!

featuring
these great stars
and many others!

PATRICIA MORISON
GALE STORM
TONI ARDEN
JUNE CHRISTY
CAB CALLOWAY & ORCH.
CHARLIE BARNET & ORCH.
LIONEL HAMPTON & ORCH.
COUNT BASIE & ORCH.
THE STARLIGHTERS
CARLOS MOLINAS
MITCHELL CHOIRBOYS
THE HARMONICATS
PEGGY LEE
MEL TORME
TEX RITTER
DIANA LYNN
WESLEY TUTTLE
RED INGLE
PAGE CAVANAUGH TRIO
NAT "KING" COLE
HERB JEFFRIES
CLARK DENNIS
THE PIED PIPERS
MERLE TRAVIS
FRANK YANKOVIC
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produced by
SNADER TELESCRIPTIONS CORP.
LOUIS D. SNADER, *President*

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SNADER TELESCRIPTIONS SALES, INC.
REUB KAUFMAN, *President*

BEVERLY HILLS • CHICAGO • NEW YORK

TV PROSPECTS FOR 1951

Reporting growing national spot business, *U. A. Latham*, general manager of WKRC-TV, Cincinnati, declared: "I am convinced that TV in '51 will be beyond all predictions, just as the set sales for 1950 extended beyond predictions.

"Undoubtedly, the network commitments will become more and more of a problem as national spot sales grow in size. However, network affiliations are naturally variable in getting the largest possible audience that will attract spot business. Therefore, the problem of balancing local, network and spot sales will become increasingly more difficult as TV advances."

●

Philip G. Lasky, vice-president and general manager, KPIX, San Francisco: "KPIX is two years old and we are quite gratified with the healthy way it has grown in this initial period. Business in 1950 has been active and satisfactory, and barring unusual upsets because of the world situation, we look to 1951 to bring complete economic stability to the television broadcasting business."

Alvin D. Schrott, manager, WJAC, Johnstown, Pa.: "As far as 1951 is concerned we believe that the set sales will continue to move along at a very good pace. It is almost a certainty that the quality of network shows will continue to improve, thereby swinging many of the 'die-hards' to TV."

Thad Holt, president, WAFM-TV, Birmingham, Ala.: "National spot business is definitely on the increase. 1951 should certainly be a great year for television."

Charles L. Glett, executive vice-president, Don Lee Television: "Business is at an all time high on Channel two, Los Angeles. National spot is growing at a tremendous rate. Barring any unusual circumstances, 1951 will be the most important year in the history of television."

●

Haan J. Tyler, manager of KFI-TV, Los Angeles, reports: "Business has been excellent with KFI-TV. National spot business is still growing, and being strictly an independent operation, we are not faced with any network affiliate problems. My personal prediction for 1951 is that television in this area will be bigger and better than ever. Most of the stations here are planning expanded schedules. In spite of material shortages and talk about color, TV set sales are still going forward at a tremendous pace. Before 1951 has seen its finish, there will be over a million sets in the Los Angeles area. That is a market too large to overlook. It is true that there will be some material shortages brought on by an all-out defense effort on the part of our country. Perhaps there will be some sponsors who will have to curtail because of this. There will, however, be others in line to supplant them, and I see nothing but a big year ahead."

●

Richard B. Hull, radio-TV director for WOI-TV, Ames, Ia.: "Business is good with WOI-TV (both commercial and educational business). Spot business is still growing. The problem of handling network affiliation commitments is a hot one as you can imagine with a 4-network affiliation, an allocated two circuits out of Chicago West and policy which prevents beer, proprietary medicines, etc. and a generally tougher program acceptance policy than is normal (because of College ownership). On the good side is the fact we maintain our own local loop and deal equally with all 4 networks.

"For 1951 I predict TV itself will grow in acceptance and importance and in sale of time. Receiver sales will increase until the end of the first quarter. Only the NPA knows about new stations in view of the emergency and their 'freeze' may be more important than the FCC's."

●

M. C. Watters of WCPO-TV, Cincinnati, believes: "The trend toward the programming of good shows for daytime viewers will increase in 1951. It is our intention to continue to push WCPO-TV's daytime programming during the new year so that they will become an even greater attraction. Business is fine with WCPO-TV. The national spot business is growing by leaps and bounds. As we subscribe to both the ABC-TV and DuMont Television Networks, we will continue to handle the best programs which are made available to this station by those sources."

●

Frank Samuels, vice president of ABC in Hollywood, comments: "The national spot business is growing steadily as is our local business."

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★



A TRIBUTE TO THE

ANGELS OF ABC TELEVISION

ADMIRAL CORP.
AMERICAN BAKERIES
AMERICAN TOBACCO
AMERICAN SAFETY RAZOR
ARNOLD BAKERS
B. T. BABBITT
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BLATZ BREWING
CANADA DRY
COOK'S CHAMPAGNE
DODGE DEALERS
GENERAL MILLS
GENERAL SHOE CORP.
GOODYEAR TIRE AND RUBBER
GOSPEL BROADCASTING ASS'N
GREEN GIANT CO.
GRUEN WATCH CO.
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PHARMA-CRAFT
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RONSON ART METAL WORKS
JOSEPH E. SCHLITZ BREWING CO.
SEEMAN BROTHERS
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VOICE OF PROPHECY
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U.S. AIR FORCE RECRUITING
WANDER COMPANY
WINE CORP. OF AMERICA
YOUNG PEOPLE'S CHURCH OF THE AIR

American Broadcasting Company

A. B. C. TELEVISION NETWORK

ROBERT E. KINTNER
President

Youngest president of a major broadcasting system, ROBERT E. KINTNER, president of the American Broadcasting Company, has played a leading part in the advance of the network to a commanding position in the television field. A native of Stroudsburg, Pa., and a graduate of Swarthmore College, he had a distinguished newspaper career as a financial writer and Washington correspondent before joining the Army in 1941. Following his discharge from the service as a Lieutenant Colonel, Kintner joined ABC as a vice-president. In 1946 he was elected executive vice-president of the network and in 1949 was elected its president. A resident of New York City ,he is married and has two children, Susan and Michael.



KINTNER

FRED M. THROWER
Vice-President in Charge of Television Sales

With a background of sales contact and sales experience from the time he entered the broadcasting industry at the age of 19, FRED THROWER has been largely responsible for the rapidly rising sales curve of the American Broadcasting Company. In 1942, when the Blue Network (predecessor of ABC) was set up as a separate entity, Thrower was named its general sales manager. In that year, gross billings of the network were $15,782,493. Last year, with Thrower as its vice-president in charge of sales, the American Broadcasting Company reported gross radio billings of $42,342,225. He was named to his present post in October, 1950. Thrower served as a naval lieutenant in England, Continental Europe and the CBI theatre during the war. A native of Florida, he is an enthusiastic hunter and deep sea fisherman.



THROWER

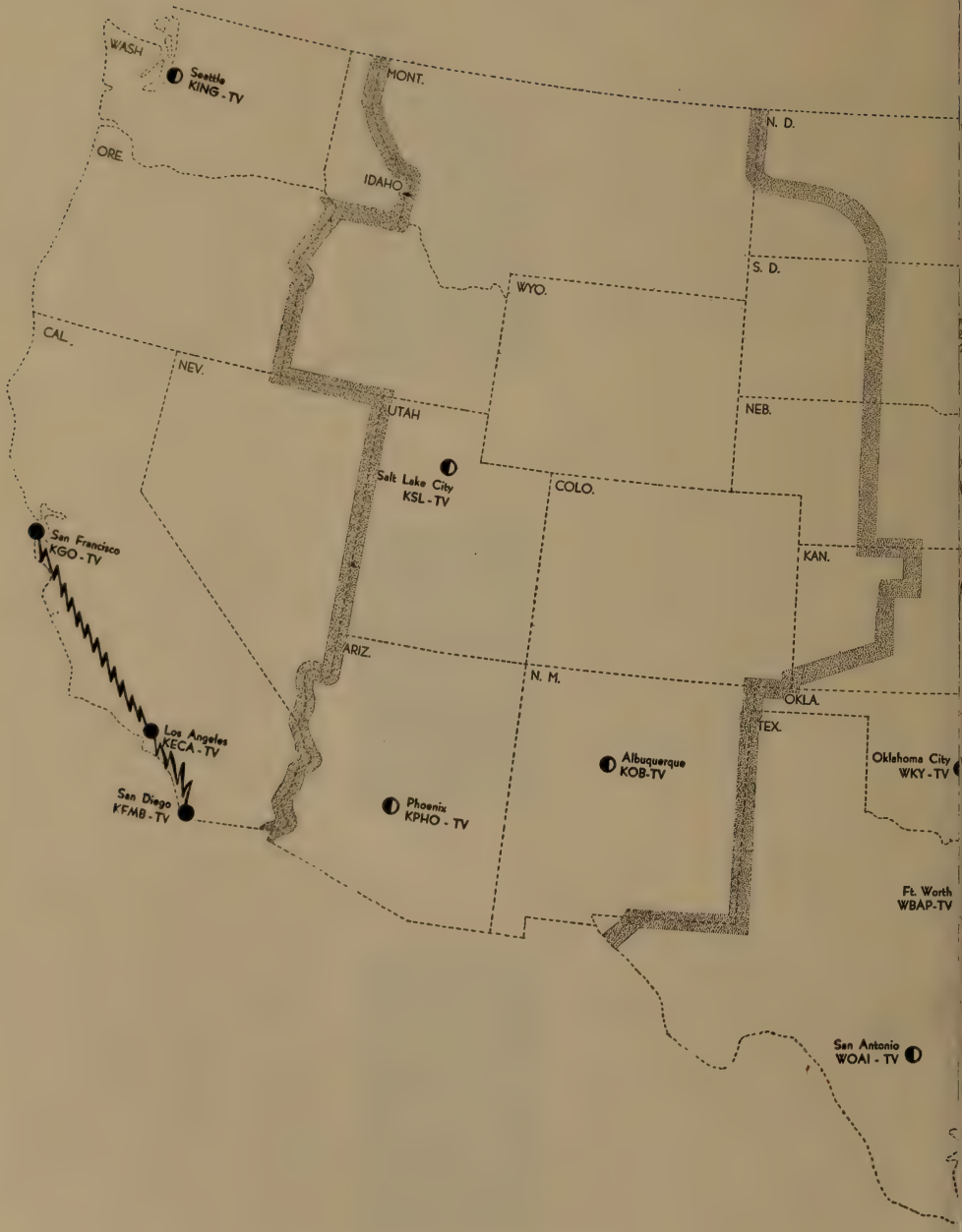
ALEXANDER STRONACH, JR.
National Director of Television Programs

With a wide experience of writing, production, and agency operations in his background, ALEXANDER (SANDY) STRONACH, ABC's national director of television programs, joined the network in September, 1948. A former free lance writer for magazines and motion pictures, Stronach joined Young & Rubicam, Inc., in 1938 as a writer on the "We, The People" radio program. Subsequently, he produced and directed this program as well as "Mystery Theatre," "The March of Time" and several other of the agency's commercial programs. In addition, he served as production supervisor, manager of the talent department and program manager for Y & R. In 1947 he became associated with the William Morris Agency as an executive in its radio and television department. In his present post, Stronach coordinates all television operations of ABC and its owned and operated stations.

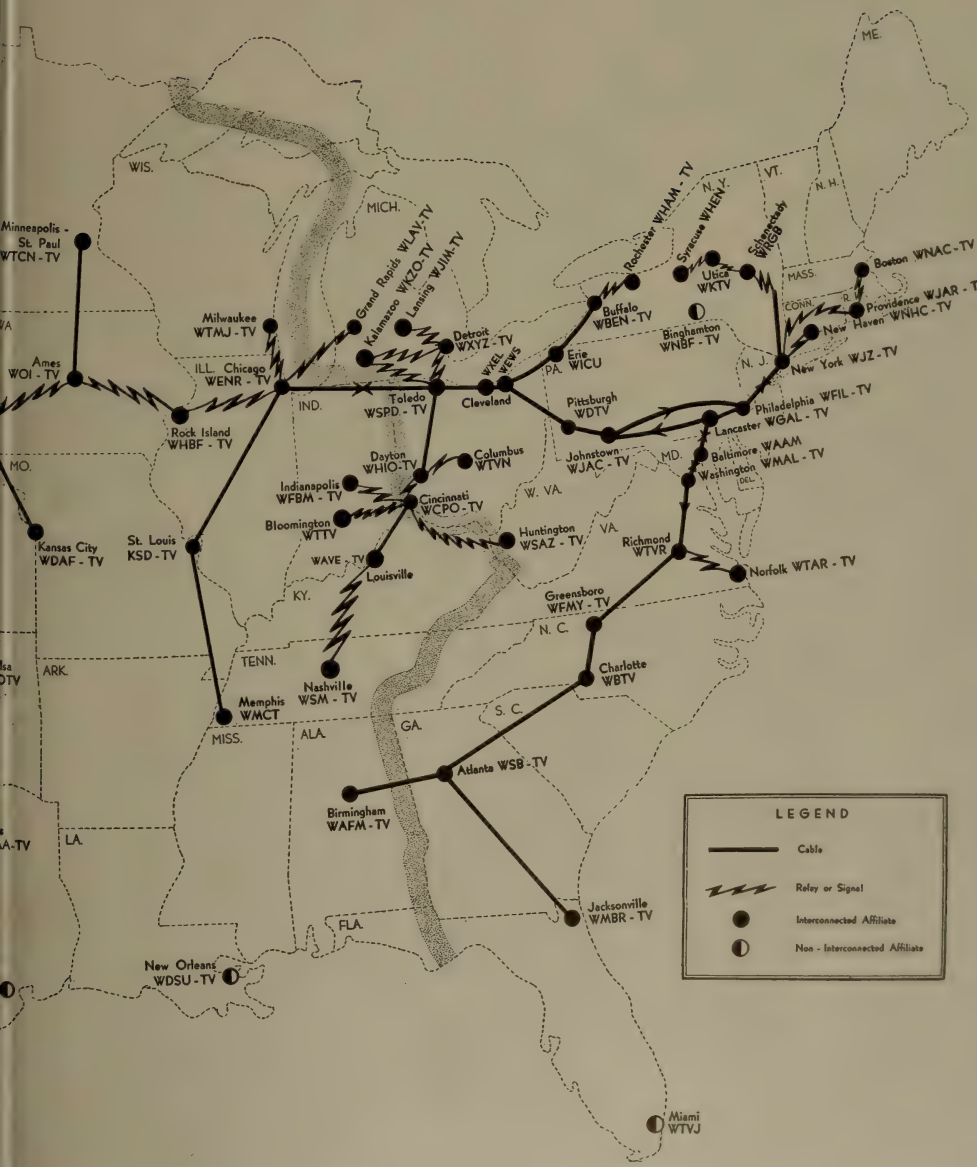


STRONACH, JR.

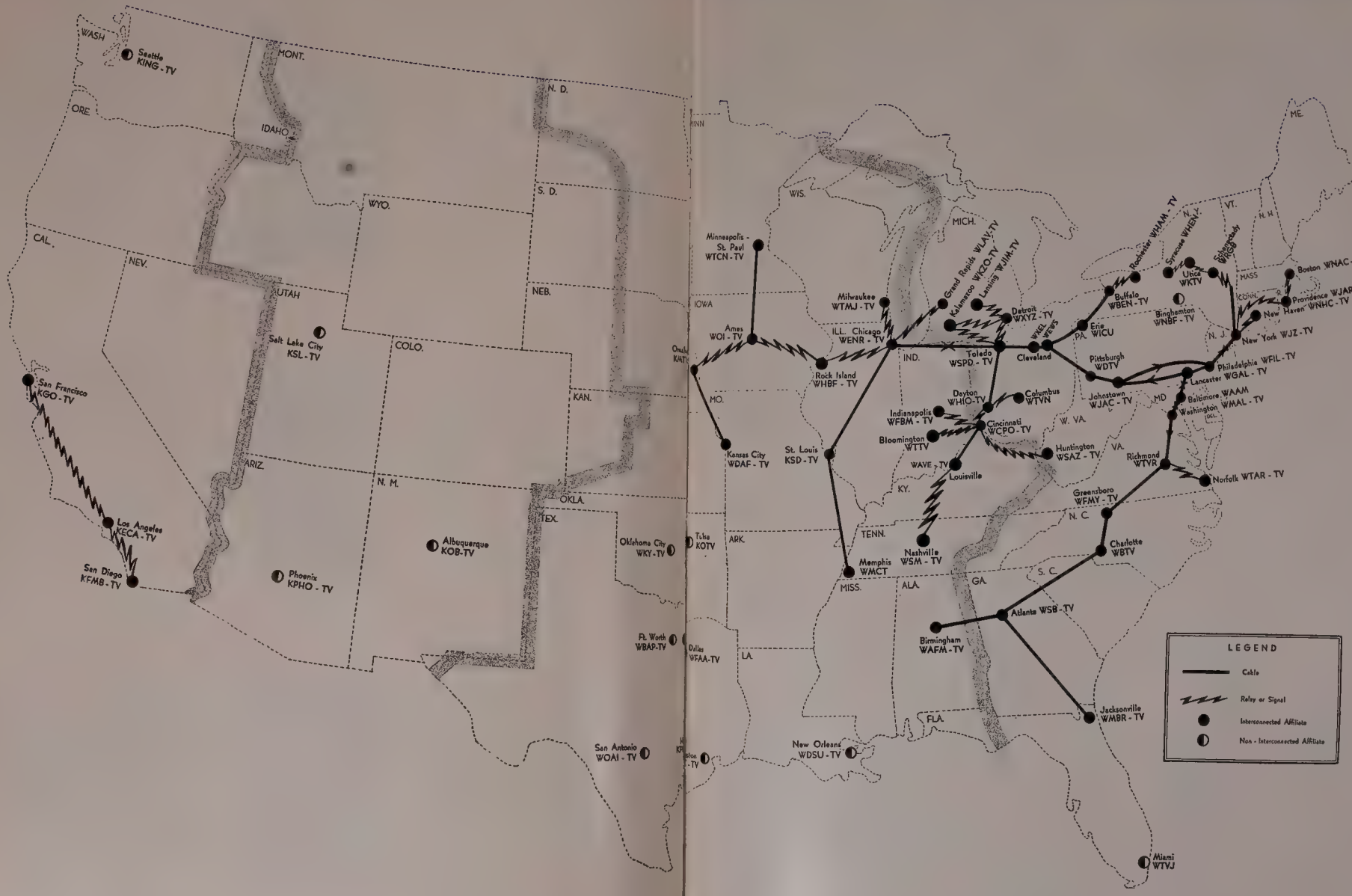
AMERICAN BROAD



CASTING COMPANY



AMERICAN BROADCASTING COMPANY







THE MAGIC IS BUILT-IN

There are two pictures on this page: the one you are looking at; and the one they are looking at (which you can't see).

To you the important picture is the people *in front of the television screen.* It is a picture of the special impact achieved only by this medium, yet which goes far beyond the novelty of television.

But we are equally concerned with the picture *on the screen.* For it is the result of creative programming which alone can *sustain* this kind of impact . . . building into every program the magic that holds the largest audiences week in and week out.

It is now clear that CBS is the richest source of such programming in television today; that CBS consistently has more of the most popular programs than any other network; and that most of these programs have been created or produced by the Columbia Broadcasting System.

This picture of television's impact is a picture any advertiser can create — but he needs the magic of CBS to hold it.

CBS TELEVISION

COLOR TV ADVANCES—IN MEDICINE

By G. F. ROLL of Smith, Kline and French Laboratories



G. F. Roll

AS the government continues to wrestle with the problem of color television—it's up, it's down, it's up, etc.—and as the war clouds make this question academic, one fact remains clear:

Color television has slipped in the back door and it is performing a function which is becoming increasingly important as the country arms itself against aggression.

Color television came into this unofficial status through the waiting room of the American doctor. It is an old story how the Philadelphia pharmaceutical firm, Smith, Kline & French Laboratories, obtained special equipment from the Columbia Broadcasting System to bring color televised surgery and medicine to medical meetings from coast to coast.

●

What's new is that this project has now apparently become a permanent fixture in the medical and electronic worlds. The color television feature at medical meetings is no longer a novelty, but rather a basic contribution. The American Medical Association, to cite the most conspicuous example, has featured SK&F's color television at its last four meetings and will again have medical colorcasts at its annual session this June in Atlantic City. The American College of Physicians has presented these programs at its last two meetings. In April the American College of Physicians will present its second program of color televised clinics. In addition to these titans, state and city medical groups have brought SK&F's programs to their members.

Why? When you consider that the medium is no longer a novelty and yet maintains its popularity for medical audiences, it becomes clear that its appeal is due to its educational value. This was clearly demonstrated last fall when SK&F, with the cooperation of the Wayne University College of Medicine, put on the first post-graduate medical seminar conducted entirely by color television. How did this impress Detroit medical circles? The University conducted a survey of some 500 doctors who attended the seminar. Over 300 responded, and out of this amazing return two outstanding statistics were obtained. First, 96 per cent stated that they preferred watching surgery by color television than by sitting in the old fashioned surgical amphitheater. This is not surprising: from the amphitheater you see next to nothing, while on the color television screen you see as much as the surgeon does. Secondly, 85 per cent stated a preference for color televised medical clinics—featuring live patients—as opposed to the usual procedure of hearing a lecture at best accompanied by slides.

●

This remarkable degree of acceptance was characteristic of the entire series of colorcasts which SK&F has put on using the practical, natural-color system of CBS. And there has been ample opportunity to judge this. In 1950 alone, SK&F color TV traveled 14,000 miles to 13 medical meetings from Boston to San Francisco, transmitting more than 300 individual operations and medical clinics to an audience which reached a total of 137,000.

Thirteen such programs have been scheduled from February to June of this year, starting recently with a program for the annual Atlanta Graduate Medical Assembly.

All of these programs are supervised by SK&F's Medical Television Unit, headed by two physicians, and employing the services of CBS technicians. The camera moves to within a few feet of the operating table, and transmits an unmatched view of the operation to 15 or 20 special receivers set up at the convention site. Generally a micro-wave radio link is used for the transmission. The programs also feature medical clinics involving a certain amount of TV "staging" to maintain utmost interest. The Medical TV Unit has written a special guide for the physicians who appear before the camera, explaining the little points which give the presentation a professional touch.

In short, this series of programs has become the foremost example of television's teaching value.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

C. B. S. TELEVISION NETWORK

FRANK STANTON
President

Joining CBS in 1935 as research director, FRANK STANTON, president of the network, rapidly advanced to a vice presidency in 1942 and was named general manager and elected to the board of directors in 1945. He has been president since 1946. Stanton has a couple of firsts in radio research to his credit. He was the first to develop and use a mechanical device for recording radio set operation and he is a co-developer of the Program Analyzer, a machine for measuring audience reaction to program content. Almost as well known in the field of psychology as radio, Stanton is the author of many books and articles on the former subject. Prior to CBS he had been with the Psychology Department at Ohio State University. During the war he served as a consultant to the Office of Facts and Figures. He was born in Muskegon, Mich., on March 20, 1908, and has degrees from Ohio Wesleyan and Ohio State.



STANTON

HUBBELL ROBINSON, JR.
Vice-President in Charge of Network Programs

In story book fashion, HUBBELL ROBINSON, JR. started at the bottom as a messenger with Young & Rubicam in 1928 and in 1944 was made a vice president of the firm. Subsequently he joined the Blue Network (now ABC) as vice president and director of programs and in 1945 he moved to Foote, Cone & Belding as vice president in charge of radio. Robinson came to CBS in 1946 to take over direction of AM network programs. On January 1, 1950 he assumed general supervision and direction of all CBS programming, both radio and TV. Robinson was born in Schenectady, N. Y., on Oct. 16, 1905, attended Phillips Exeter Academy and Brown U., receiving his B. A. in 1927. After graduation he became a reporter on the Schenectady Union Star and later on the Knickerbocker Press in Albany. In 1928 he moved to New York and entered advertising.



ROBINSON, JR.

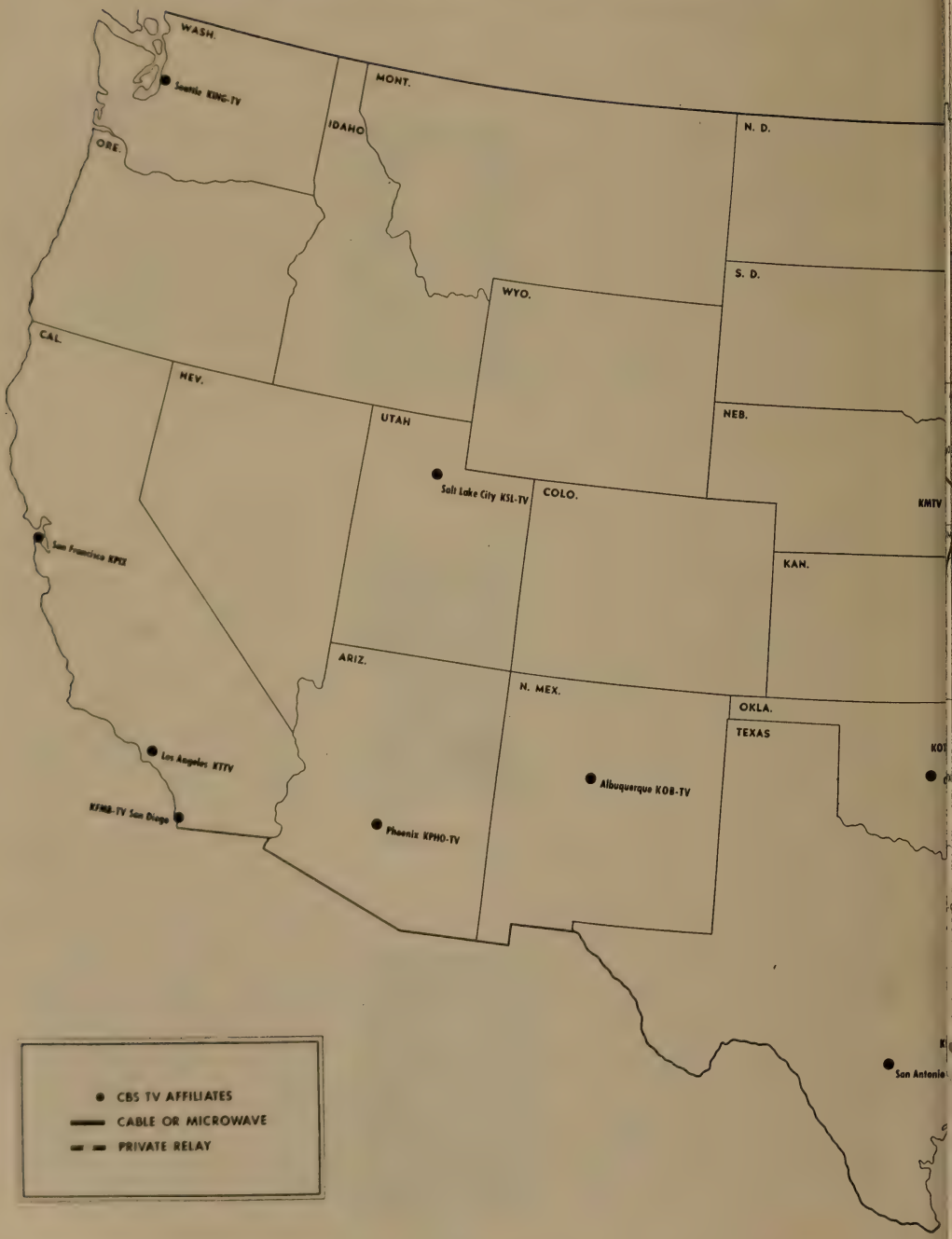
J. L. VAN VOLKENBURG
Vice-President in Charge of Network Sales

A memebr of the CBS family for 19 years, J. L. VAN VOLKENBURG, has risen through a number of executive posts with the network to his present position as network sales vice-president. He joined CBS in 1932 as general manager of KMOX, a Columbia-owned station in St. Louis. In 1936 he was appointed assistant to the CBS vice-president in charge of the Central Division. Van Volkenburg was named general sales manager of radio sales, in 1945 and, three years later had assumed supervision of Columbia-owned stations as director of station administration. Shortly thereafter he was named vice president and director of Television operation and on Jan. 1, 1950, took over his present assignment. Van Volkenburg was born in Sioux City, Iowa, Dec. 6, 1903 and attended the University of Minnesota.

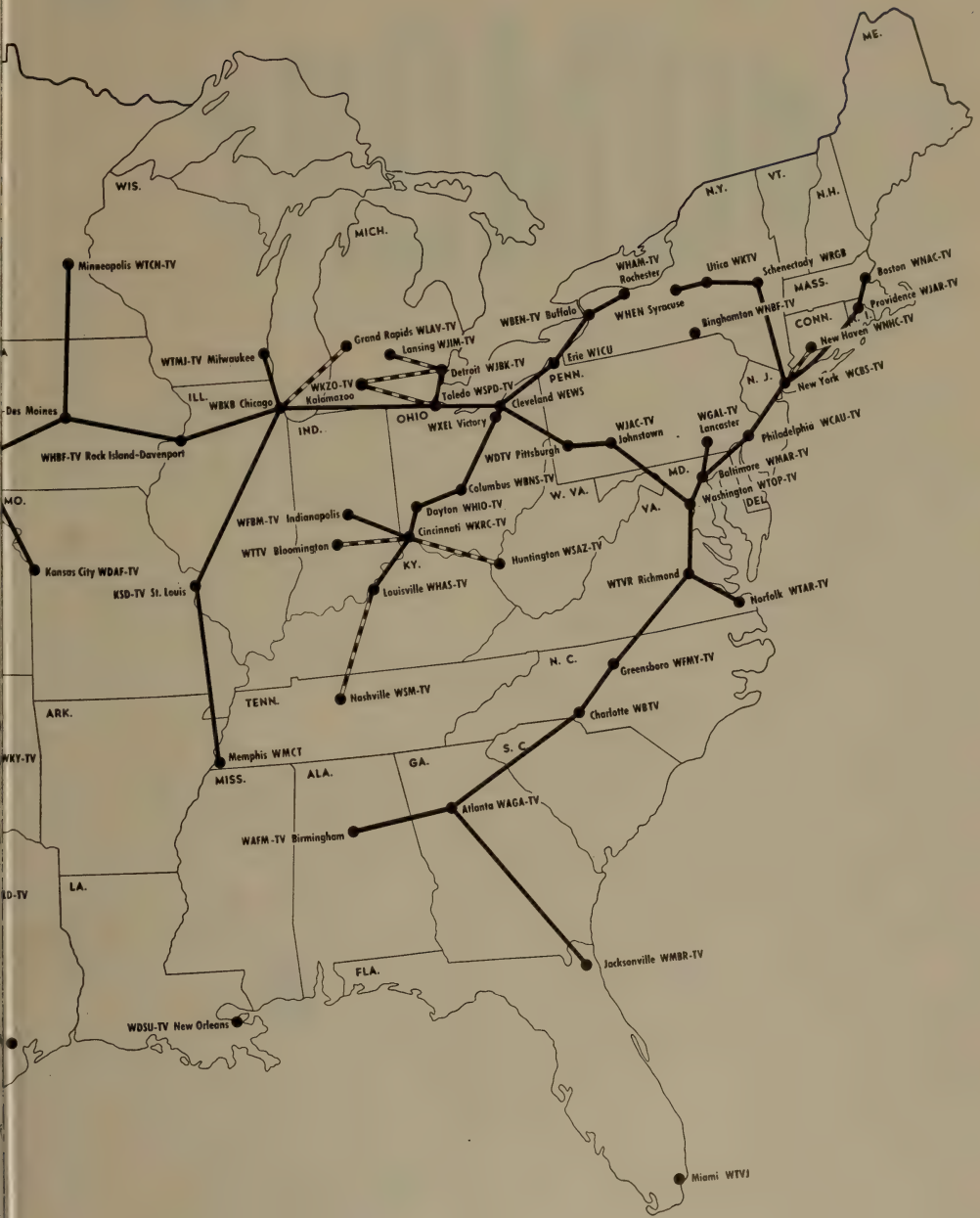


VAN VOLKENBURG

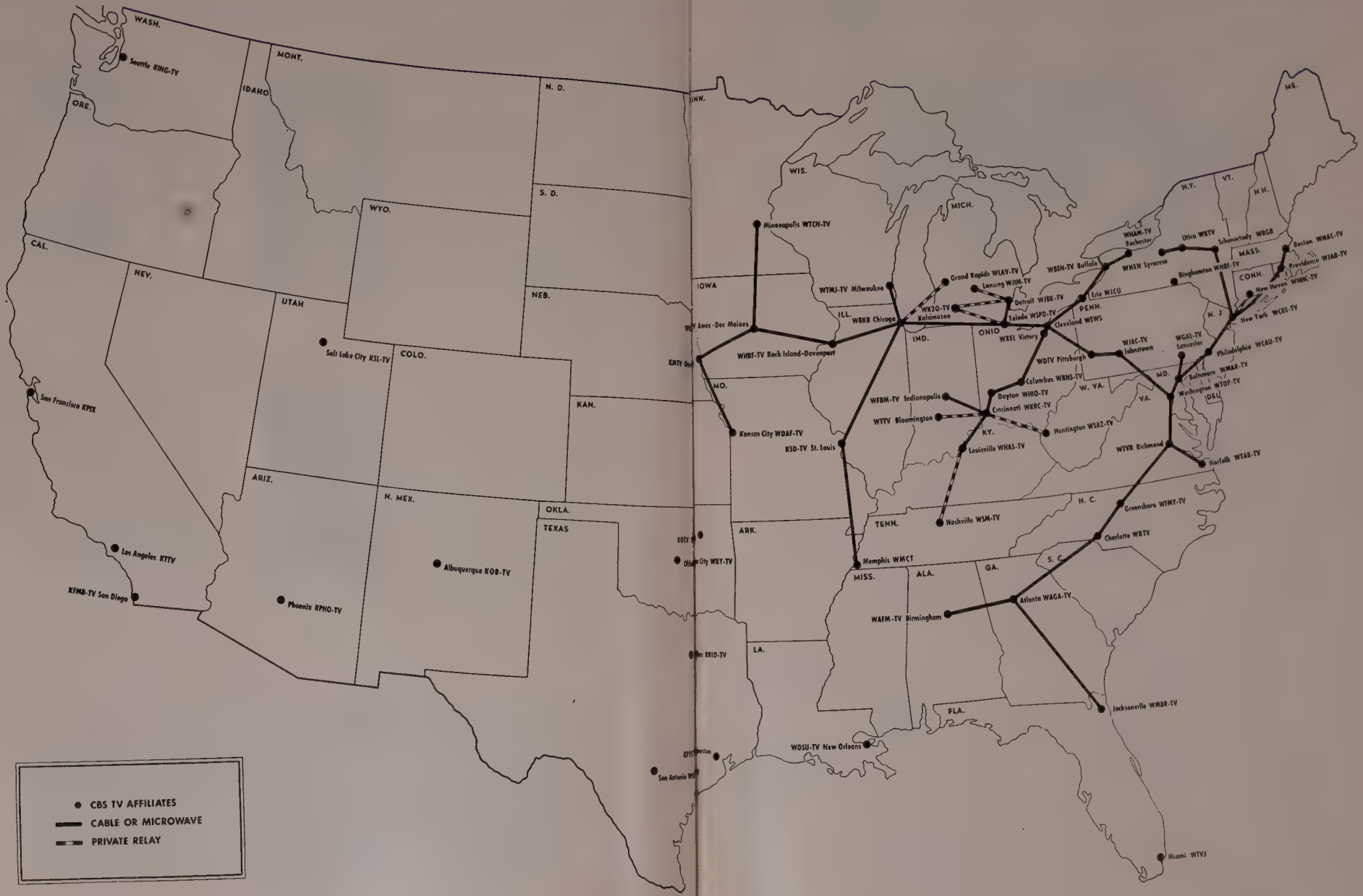
COLUMBIA BROAD



CASTING SYSTEM



COLUMBIA BROADCASTING SYSTEM



DUMONT

20th year as pioneer in television

1931-1951





ALLEN B. DU MONT

The story of television in those twenty years is the story of Dr. Allen B. Du Mont, President and Founder of the Allen B. Du Mont Laboratories, Inc.

First in development It was Dr. Du Mont whose research, begun in 1931, changed the cathode ray tube from a laboratory curiosity into a practical television picture tube.

First in radar It was Dr. Du Mont's work, on which he applied for patents in 1933, that was developed in military secrecy to provide radar.

First in fine receivers Du Mont built the first home receivers in 1939. Many are still in use. Du Mont was first to offer a fine line of post-war receivers.

First television station Du Mont established the first really equipped, regularly operating station, WABD, New York City, in 1944.

First television network In 1946, Du Mont opened the first television network, Station WABD, New York City, to Station WTTG, Washington D.C.

First in daytime television Du Mont inaugurated the first regular daytime programming in 1948.

First with the big tube Du Mont was the first with the 19-inch tube, the first with the giant 30-inch tube, producing the world's largest direct-view television receiver.

First in station equipment Du Mont has planned, designed and built many of the nation's leading stations — and the high-fidelity electronic equipment used for telecasting.

First in precision electronics Du Mont is the world's foremost maker of scientific precision instruments utilizing the electronic cathode ray tube.

World's largest cathode ray tube plant The Du Mont plant at Clifton, New Jersey, is the world's largest cathode ray tube manufacturing plant.

The name "Du Mont" is on every milestone in the short but eventful history of television. Du Mont has the experience, the know-how, the facilities. In television broadcasting, network or local, program or spot, it pays to talk it over at Du Mont *first.*

62 STATIONS TELEVISION DUMONT NETWORK **THE NATION'S WINDOW ON THE WORLD**

515 MADISON AVENUE, NEW YORK 22, NEW YORK • PHONE: MUrray Hill 8-2600

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MARKETING SYNDICATED TV

By JOHN L. SINN, President, Ziv Television Programs, Inc.



John L. Sinn

A NATIONAL magazine recently noted that television shows originating in New York, Hollywood, and Chicago, with star-studded casts and high production budgets, do not completely service the needs of television stations throughout the country, who must fill up their time with local shows, locally produced.

The magazine then went on to paint a rather gloomy picture of the failure of the local, "grassroots," stations to come up with worthwhile programs, with a very few exceptions.

If we admit this is so—and it is hard to escape the fact that local producers, directors, and talent are seldom able to compete on equal terms with those in New York, Hollywood, and Chicago—it becomes increasingly evident that the local advertiser who must reach the consumer through television, has to depend more and more upon the producers of top-notch syndicated television films to help him do the job that must be done in his community.

●

The local television advertiser is the backbone of the industry, just as the local radio advertiser is the backbone of that industry. He is the gent who has less dollars to spend in total than his national competitors; however, frequently he has as many or more dollars as his national competitor to spend in his own city or region.

The unmistakable trend during the past few years among such advertisers has been to sponsor a filmed-syndicated show.

Having found, sometimes through trial and error, that his own community is unable to provide him with the kind of entertainment he must furnish in order to attract attention to his sales message, he has been investing his advertising dollars in programs featuring big-name stars, or nationally established characters, such as "Cisco Kid."

And, he has found that such an investment has paid off for him handsomely, because he now has the tools with which to buck the competition in his own community from both national and other local firms in the same business.

●

Here are some typical figures to prove the point:

In San Francisco, "Cisco Kid," a filmed-syndicated production featuring name stars (Duncan Renaldo and Leo Carillo) and as established favorite western character (Cisco Kid), has achieved a 45 rating for its sponsor in that city, Kilpatrick Baking Company. In Los Angeles, for Weber's Bread, the program has built a 33 rating against top competition. In Detroit, where it is sponsored by Packer's Super Market, "Cisco Kid" has a rating of 36.

With such ratings, the local sponsor is assured of reaching as big an audience—if not bigger—than his competitors in his city—which is the only city he cares about—or in his region—which is the only region he is interested in. He has invested his money wisely. He has not wasted one cent in market areas where he has no potential customers or where he has no distribution of his product. He has pinpointed his selling message in exactly the city or areas he knows he has to reach.

Is "Cisco Kid" extraordinary in its rating achievements? Let's examine some typical figures achieved by another filmed-syndicated show, "Story Theater," which is half-hour adaptations of famous stories by famous authors, with casts featuring well known Hollywood actors.

●

In Detroit, for the Detroit Edison Company, "Story Theater" has a rating of 25. For Rosenbaum's Department Store in Pittsburgh, the program has a 60.5. It's a 20 for the Cincinnati Gas and Electric Company, and a 22 for the Harvard Brewing Company in Boston.

In short, the Main Street butcher, baker and candlestick maker, in small towns and big cities, can successfully meet his competition, local and national, in his city at a price he can afford to pay. He need not gamble on a show produced by people without know-how. By turning to the producer of filmed-syndicated programming he is assured of buying the best.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

DuMONT TELEVISION NETWORK

DR. ALLEN B. DuMONT
President

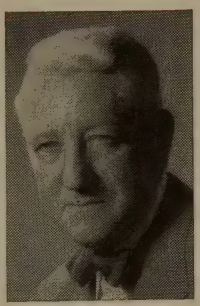
DR. ALLEN B. DU MONT is president of Allen B. Du Mont Laboratories, Inc., the only company in the United States devoted exclusively to television in all its phases. During 1951, the Du Mont Laboratories is celebrating its 20th anniversary. Dr. Du Mont is world famous for making TV possible by perfecting the commercial cathode-ray tube with its clear, bright, and reliable pictures. A Brooklyn-born graduate of Rennselaer Polytechnic Institute, Dr. Du Mont has an impressive list of "firsts" to his credit. He founded the world's first TV network which has more than 60 stations, three of which are owned and operated by his organizations. He introduced the world's first commercial TV sets, was the first to make regular recordings of TV programs, and this year he has introduced the world's largest TV set, the Du Mont 30-inch model.



DuMONT

MORTIMER W. LOEWI
Director

COMMANDER MORTIMER W. LOEWI is currently director of the Du Mont Television Network. Financial mentor and business counselor through the early development of the Allen B. Du Mont Laboratories, Inc., Commander Loewi has devoted his attention during the lest few years primarily to building the network. In the industry, he is credited with being "the father of daytime television" and with proving low-cost production techniques, whose need has been emphasized by the recent agreement with the Television Authority. Commander Loewi first came to New York in his college days to study art at Brooklyn's Pratt Institute and the Art Students League, later going to Paris where he sudied at Julian Academy. He served with the Navy during World War II, returning to Du Mont afterward to continue his efforts in laying the ground work for effective, competitive, nationwide television.



LOEWI

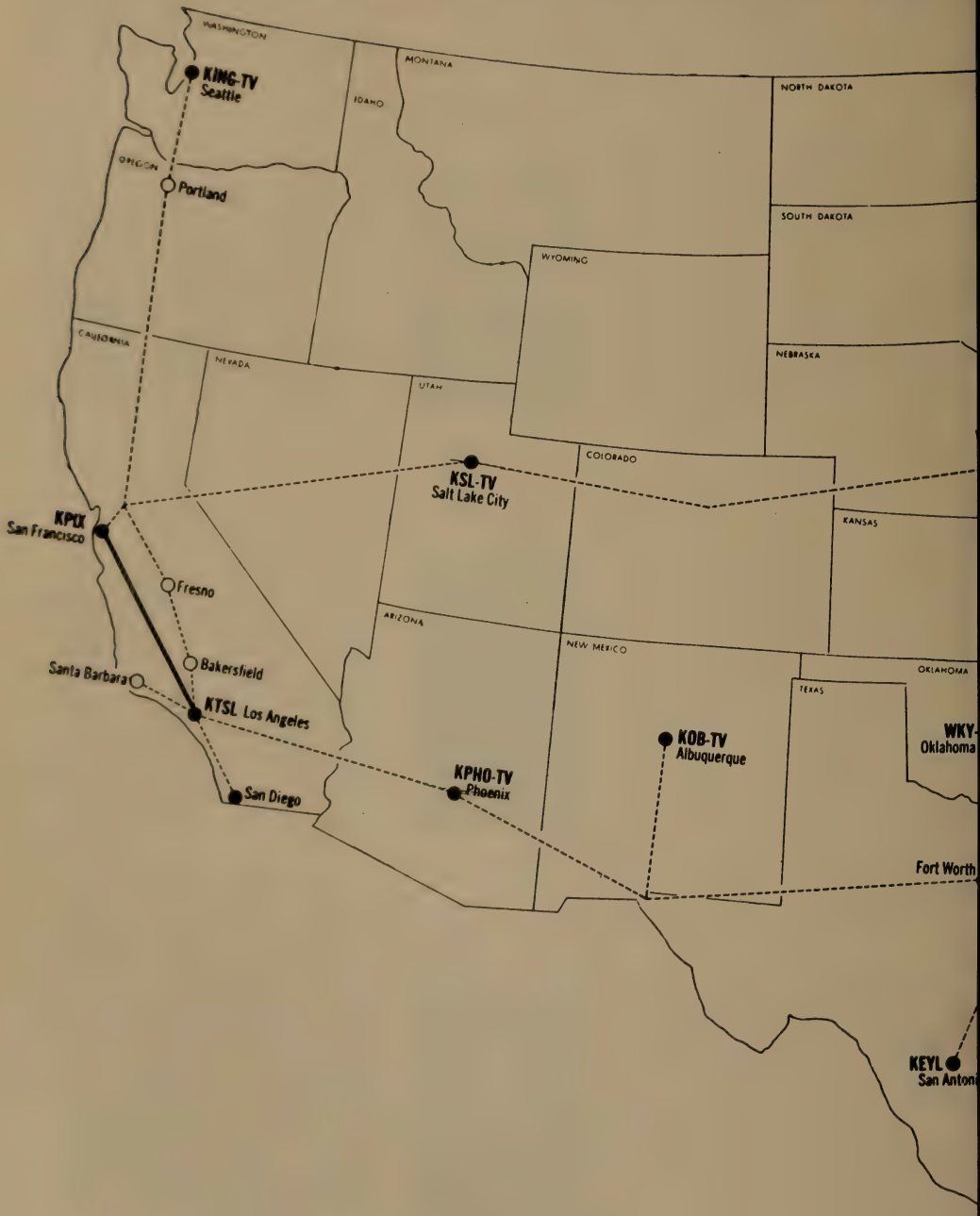
CHRIS J. WITTING
General Manager

Joining the Du Mont organization in June 1947, CHRIS J. WITTING has forged to the front of the television industry and, as general manager of Du Mont Television Network, has made substantial contributions to the extension and expansion of sales and program service to the many areas of the nation that currently enjoy video. Witting attended New York University and Columbia University as well as the Fordham Law School. Thereafter he joined the firm of Price, Waterhouse Company. In 1940 he was elected comptroller of the U.S.O. Camp Shows and as an executive officer of that world-wide organization, he played an important part in providing entertainment to twelve million men scattered over the globe. After a year with the Maritime Service with the rank of Commander, he returned to the U.S.O. Camp Shows.

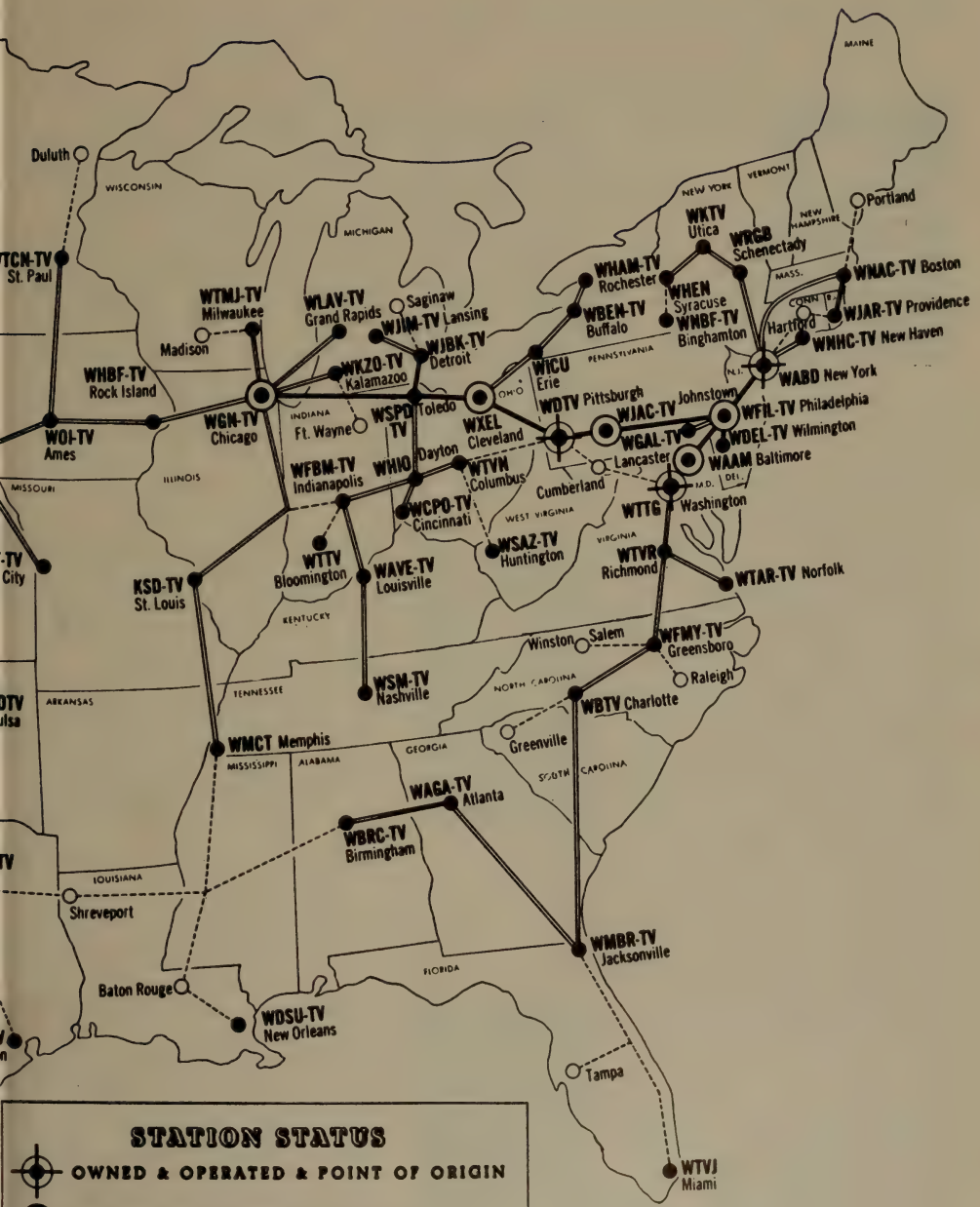


WITTING

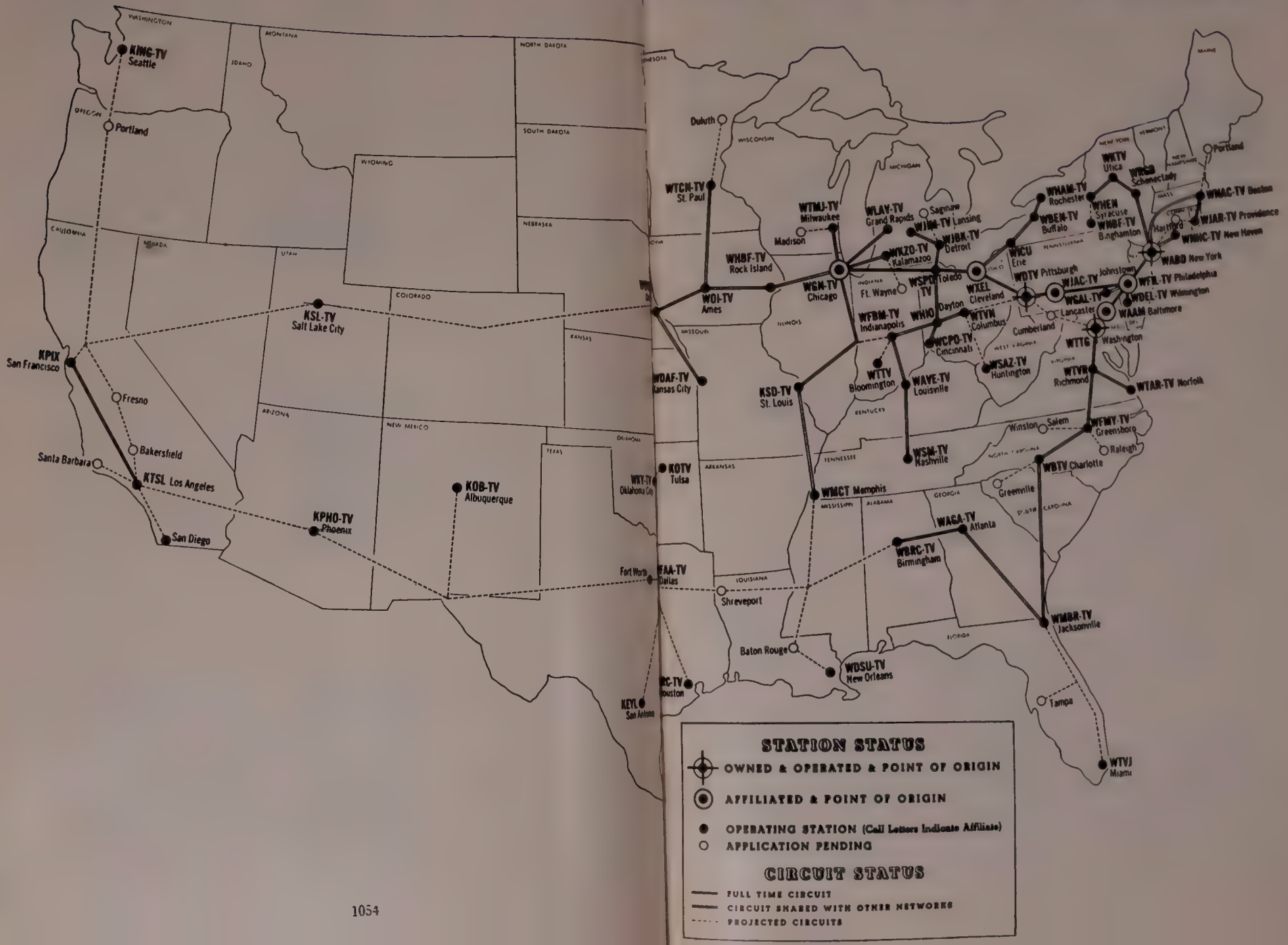
DuMONT TEL


WASHINGTON
KING-TV
Seattle
IDAHO
MONTANA
NORTH DAKOTA
OREGON
Portland
SOUTH DAKOTA
WYOMING
CALIFORNIA
NEVADA
UTAH
NEBRASKA
COLORADO
KSL-TV
Salt Lake City
KPIX
San Francisco
KANSAS
Fresno
ARIZONA
NEW MEXICO
OKLAHOMA
Bakersfield
Santa Barbara
TEXAS
KTSL Los Angeles
KOB-TV
Albuquerque
WKY-
Oklahoma
KPHO-TV
Phoenix
San Diego
Fort Worth
KEYL
San Anton

VISION NETWORK



DuMONT TELEVISION NETWORK



WILL TV AID MOVIES?

By IRVING SHAPIRO, President of Standard Television Corp.



Irving Shapiro

THE so-called battle between motion pictures and television has assumed a scare importance far beyond reality, largely because the motion picture industry, in attempting to analyze the new giant form of entertainment, has allowed itself to become unnecessarily intimidated, and has given itself up to the exorcism of a supposed menace.

The fear is unreasonable and the blindness is unnecessary. There is a relationship to television in which our picture industry can gain and grow, and the sooner we find it the better. Instances of business experience are showing us the way, and the following is an example—the occasion of the first televising of THEIRS IS THE GLORY. This film was highly praised by the press in England, but theatrical release in the United States was not worked out. It was shown over KECA-TV in Los Angeles. A direct result of this television showing was a number of inquiries from theatrical exhibitors requesting information on the availability of the picture for theatrical bookings. In addition to the direct result, an effect of international understanding was accomplished. The producers of the picture had felt naturally, that they were being denied a hearing in the United States market, and that the possibility of profitable theatrical releases was being unfairly withheld from them. Of course the result of all this, directly from television, is that we have a friend instead of a foe.

●

Largely because of the motion picture industry's fears of television, the broad possibilities of the new medium as a sales avenue have been neglected, except in the smallest sense. Television has been dramatically successful in selling almost all other American products. An irrational dread, chimeras of impossible competition, have prevented the movies from using it. Plain common sense must be restored to the connection between pictures and television. The television producer will never have the budget for GONE WITH THE WIND, BEST YEARS OF OUR LIVES, SAMSOM AND DELILAH. Is any observer ready to declare that such entertainment as these productions constitute is in jeopardy from television? Rather, why not take advantage of the television screen to bring home to the public the inescapable fact that it depends upon the motion picture industry for an art and entertainment of the greatest magnitude?

What has television to offer? Let's find some good points in the presumed conflict of giants. The following is an attempt to sketch some of them:

●

Television can find, or has found, in the movies:

1. A well-developed philosophy and practice of visual narration. Television needed it. Television business is mainly administered by radio people, used to telling their stories with nothing but words and sounds.

2. An equipment of technology and techniques which it would otherwise find impossible, in time and money.

3. A vast storehouse of completed entertainment. Accessible films eliminate all pre-production television expense, and it's terrific.

4. A series idea. Pictures invented it. Television perishes without it.

5. Star power—in the can. A Chicago automobile dealer offers his TV audience Stewart Granger, Yehudi Menuhin, Laurel and Hardy, Frederic March, Burgess Meredith, Constance Bennett, Adolph Menjou, Sir Cedric Hardwicke, Alan Ladd, Ralph Richardson.

6. Fresh cultural and entertainment resources. MAGIC BOW had played an art house in Chicago. When it was scheduled and announced for TV, one music teacher made it required viewing for 500 students; besides which it was an entertainment smash, with instant clamor for rerun. Television had it from the British studios, along with SILVER FLEET, TAWNY PIPIT, MR. PERRIN AND MR. TRAIL, THE BROTHERS, BLIND GODDESS, MY BROTHER'S KEEPER.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

N. B. C. TELEVISION NETWORK

NILES TRAMMELL
Chairman of the Board

One of those career men in radio who has devoted his energies to building broadcasting into the great public service and commercial medium that it is today, NILES TRAMMELL, Chairman of the Board of NBC, got his start as a commercial rep.esentative with the Pacific Division of the Radio Corporation of America back in 1923. In 1928 he joined NBC as a salesman and within 12 years had risen to the position of president of the network.

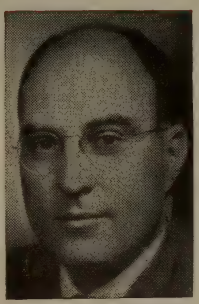


TRAMMELL

Trammell has diligently attended to the improvement of NBC facilities and programs and is now devoting much of his time to the encouragement of new television technique. He is an all-out advocate of black-and-white sight-and-sound transmission. He was born in Marietta, Ga., on July 6, 1894, attended Sewanee Military Academy and the University of the South. Commissioned a second lieutenant, he served in the Army during World War I.

JOSEPH H. McCONNELL
President

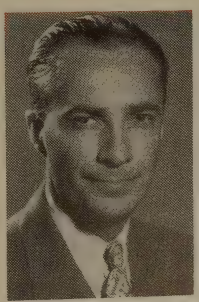
A counsel and executive for RCA since 1941, JOSEPH HOWARD McCONNELL was elected president of NBC on Oct. 7, 1949. Prior to that, he had been executive vice-president and vice-president in charge of finance for RCA. Receiving his Doctor of Laws degree from the University of Virginia in 1931, he became associated with law firms in Florida and North Carolina. In 1933 he joined the legal staff of the NRA, under Donald Richberg, in Washington. D. C. McConnell served as director of one of the agency's three legal sections until 1935, when he became an associate in the New York law firm of Cotton, Franklin, Wright & Gordon. There he specialized in the legal phases of government regulation of corporate enterprise. A native of Davidson, N. C., McConnell is a member of many organizations, including Phi Beta Kappa and Kappa Alpha.



McCONNELL

CHARLES R. DENNY
Executive Vice-President

CHARLES R. DENNY, a lawyer by profession, was elected executive vice-president of NBC on July 1, 1948. He was admitted to the law practice in Washington, D. C. in 1936 and until 1938 served with the law firm of Covington, Burling, Rublee, Acheson and Shorb. Appointed to the Department of Justice in 1938, he remained there until 1941. While in the department he served as special assistant to the Attorney General and was later promoted to chief of the Appelate Section of the Lands Division. Denny next moved on to the FCC where he served as general counsel until appointed a commissioner by President Roosevelt in 1945. He was later named assistant chairman and in 1946 President Truman appointed him chairman of the FCC. Denny came to NBC as vice-president and general counsel in Oct. 1947. He is a native of Baltimore, Md.



DENNY



1951 introduces a new era in television. It marks a major milestone: television's emergence as a mature, a truly mass medium. For 1950 saw the television population more than double in size . . . saw it reach and pass the largest circulation available through national magazines . . . saw it cross the 10,000,000 mark, with more than 40 million viewers every week.

Certainly, new millions all over the country saw the magic of television reflected in their receivers. Seven new markets were opened to television in 1950. Twenty-one stations were added to the interconnected network to bring NBC programs "live" to 47 markets . . . to 63 markets, all told—63 markets which contain 6 out of every 10 persons in the U.S. And certainly the NBC programs broadcast in these markets played a huge part in raising television to its gigantic, 1951 proportions.

ADVERTISERS, JANUARY, 1951

Admiral Corp.
American Cigarette & Cigar Co., Inc.
American Home Products Corp.
American Tobacco Co.
Anchor-Hocking Glass Corp.
Armour & Co.
Armstrong Cork Co.
Benrus Watch Co., Inc.
Bonafide Mills, Inc.
Borden Co.
Bristol-Myers Co.
Brown Shoe Co.
Campbell Soup Co.
Chesebrough Mfg. Co.
Colgate-Palmolive-Peet Co.
Congoleum-Nairn, Inc.
Corn Products Refining Co.
Crosley Div. Avco Mfg. Corp.
Derby Foods, Inc.
De Soto Div. of The Chrysler Corp.
Durkee Famous Foods, Inc.
Emerson Radio & Phonograph Co., Inc.
Firestone Tire & Rubber Co.
Ford Dealers of America
Ford Motor Div., Ford Motor Co.
Frigidaire Div., General Motors Corp.
General Foods Corp.
Gillette Safety Razor Co.
Gulf Oil Corp.
Hazel Bishop, Inc.
Hunt Foods, Inc.
International Shoe Co.
Andrew Jergens Co.

Most popular programs

For throughout the year, most of the top-rated programs were on NBC. Latest reports show NBC with 7 of the top 10 programs. And that's only part of the picture: NBC's program leadership is marked in every major program category: comedy, variety, drama, mystery, news, juvenile, music and women's daytime shows.

Add the NBC broadcasts of the United Nations sessions . . . the operas produced especially for television . . . the modern living series planned for the younger viewers . . . the vivid news reports which every day set higher standards in a new form of journalism—and a host of other memorable programs which round out the most complete and satisfying schedule in television.

Add, too, such bold (and successful) programming concepts as the Saturday Night Revue . . . the Sunday Comedy Hour . . . the Wednesday Four-Star Revue . . . Broadway Open House . . . the Kate Smith Show—and you see why

the average sponsored program on NBC delivered 40% more homes than the average sponsored program on the second network.

Facilities expansion

And to mount these and other programs on NBC's expanded schedules required a parallel and staggering expansion of facilities, both in space and equipment. The largest and best-equipped scenic construction shop in television was set up, and New York's Center Theatre was converted to the world's largest television studio. Four additional TV studios were opened.

New advertising concepts

Credit NBC's tripled billings to 69 shrewd buyers and to audience-winning programs. But chalk up an assist to NBC's Hofstra Study—the first precise measurement of the sales effectiveness of television advertising. And another assist to the new concepts in selling introduced by NBC: rotating sponsorships . . . alternate-week advertising . . . multiple sponsorship of top-rated shows—ideas which immediately made big-time television practical for moderate-budget advertisers.

A great national asset

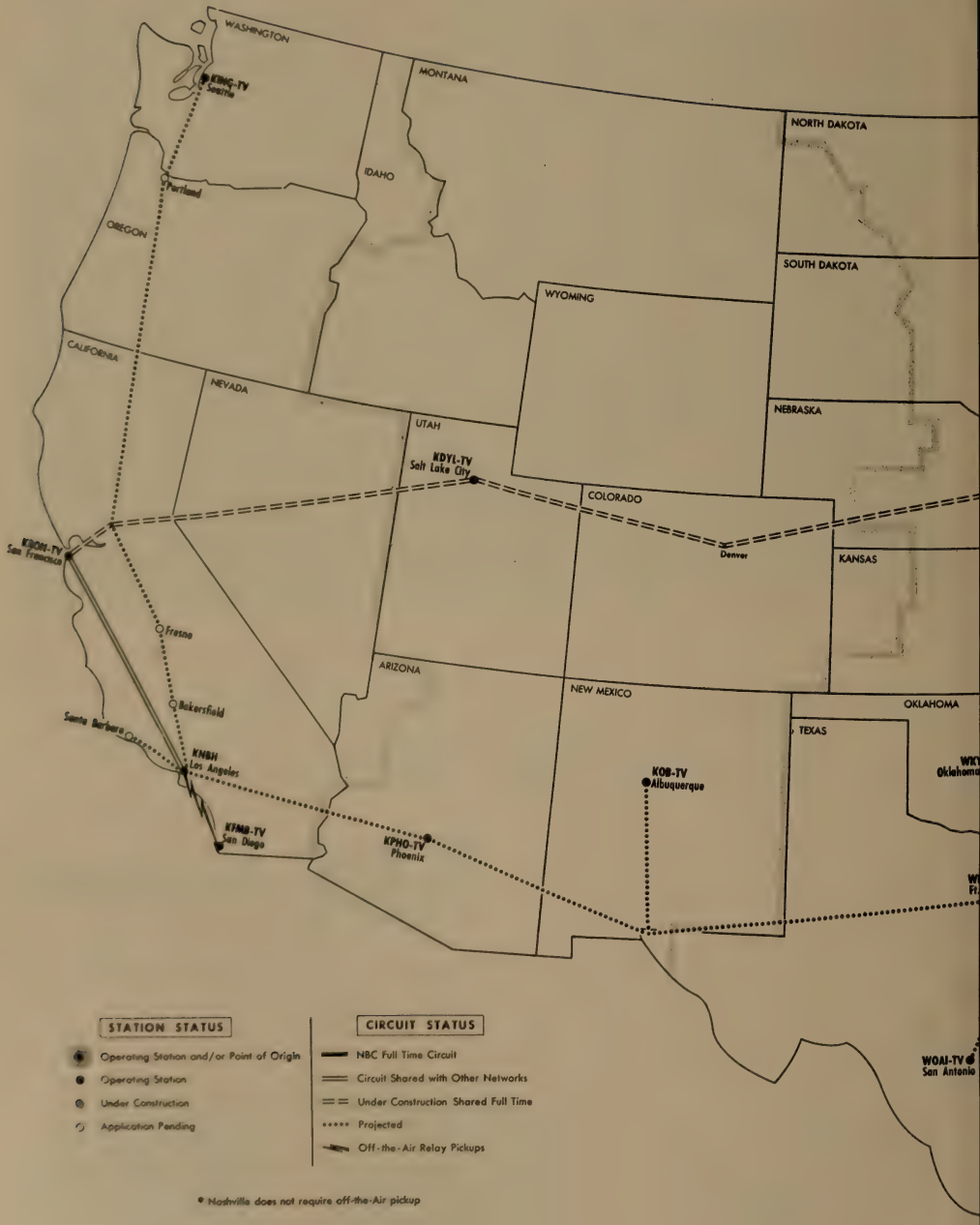
The curtain rises on 1951 with television solidly welded into the social and selling structure of the nation . . . with NBC more firmly established as first choice of viewers and therefore by advertisers. And with a clarity that rivals the sparkling images on the screen, 1951 sees television—the most compelling vehicle of mass communication ever devised—ready, at a moment's notice, to serve the need of this country in peace or war.

NBC TELEVISION

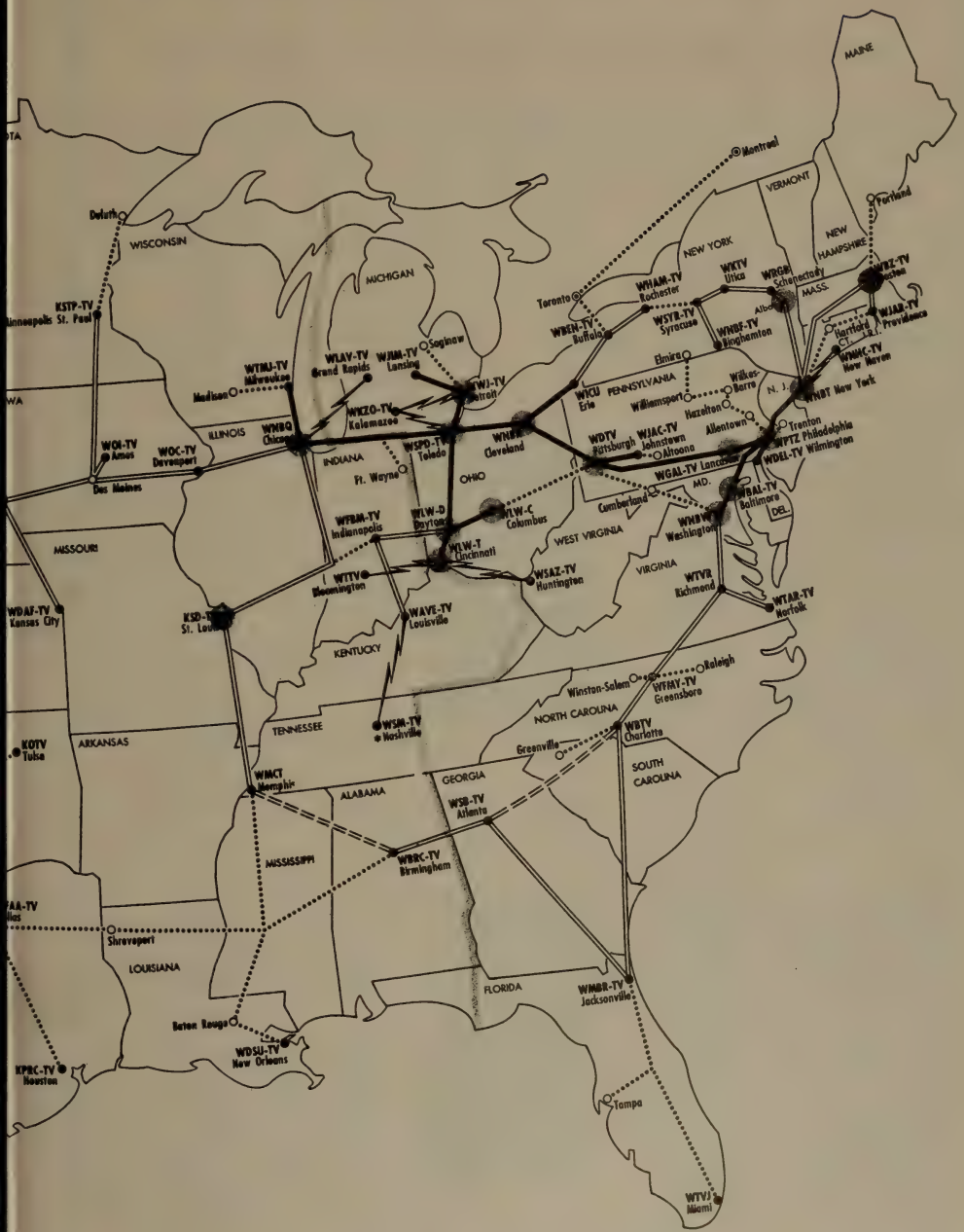
America's No. 1 Television Network

The Kellogg Co.
Kraft Foods Co.
P. Lorillard Co.
Manhattan Soap Co.
Mars, Inc.
Miles Laboratories, Inc.
Minnesota Mining & Mfg. Co.
Minute Maid Corp.
Mohawk Carpet Mills, Inc.
Motorola, Inc.
Mutual Benefit Health & Accident Assoc.
National Dairy Products Corp.
Naturalizer Div. of Brown Shoe Co.
Norge Div. Borg-Warner
Pet Milk Sales Corp.
Philco Corp.
Procter & Gamble Co.
Quaker Oats Co.
Radio Corp. of America
Revere Copper & Brass, Inc.
R. J. Reynolds Tobacco Co.
Riggio Tobacco Corp.
Sales Builders, Inc.
Simmons Co.
The S.O.S. Co.
Snow Crop Marketers, Inc.
Speidel Corp.
Standard Brands, Inc.
Standard Oil Co. of Indiana
Stokely-Van Camp, Inc.
Swift & Co.
The Texas Co.
United States Tobacco Co.
The Wander Co.
Welch Grape Juice Co.
Wildroot Company, Inc.

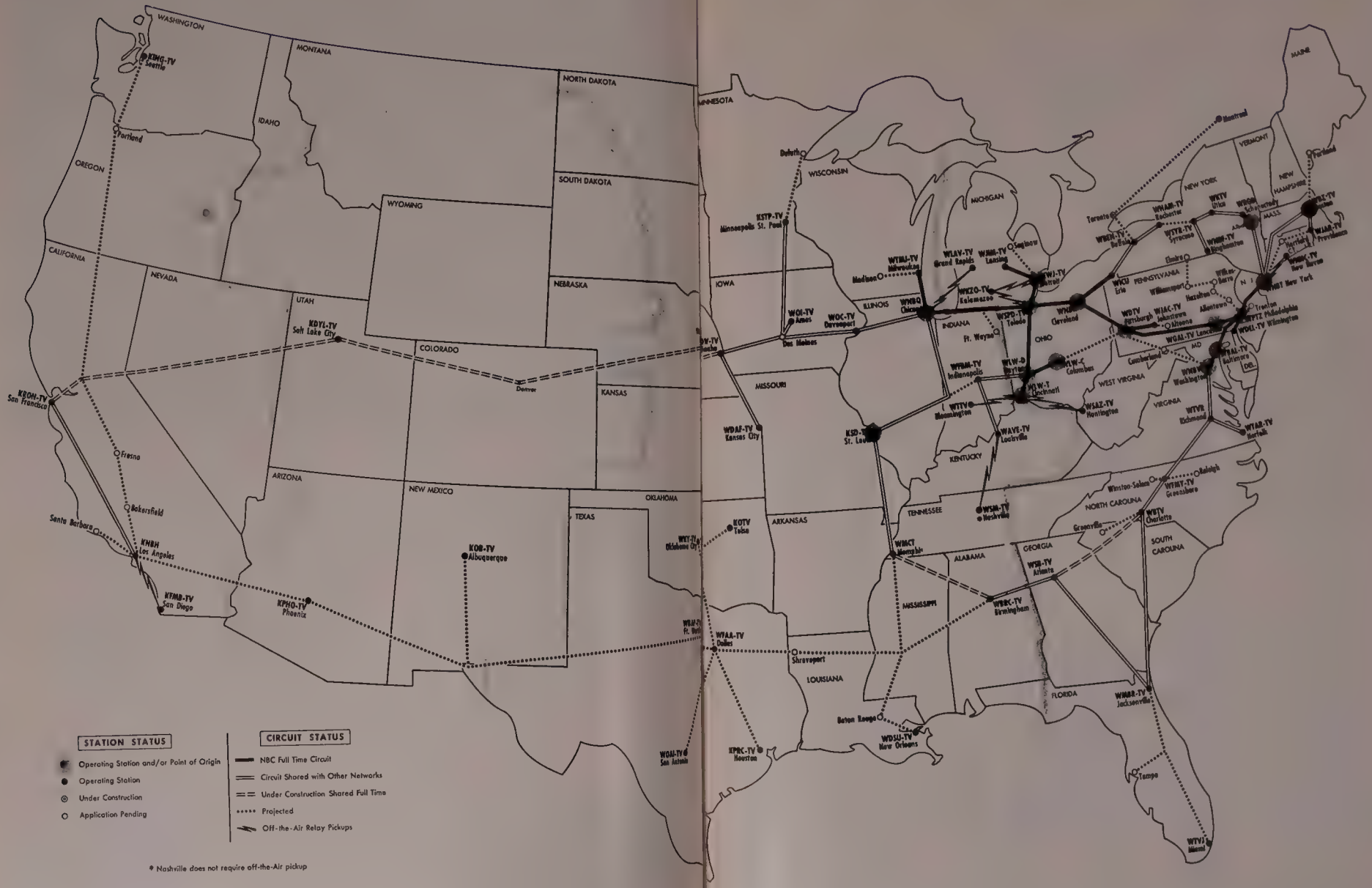
NATIONAL BROAD



CASTING COMPANY



NATIONAL BROADCASTING COMPANY



STATION STATUS

- Operating Station and/or Point of Origin
- Operating Station
- Under Construction
- Application Pending

CIRCUIT STATUS

- NBC Full Time Circuit
- Circuit Shared with Other Networks
- Under Construction Shared Full Time
- Projected
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TV STATION PERSONALITIES 1950-1951

The ***Year Book of Television*** *herewith presents a roster of TV executives in the Station Management field as they appeared in the "Tele Topics" column of* 1950-51 *editions of* ***Radio-Television Daily.***

For a man who started out to be a barge line operator on the Mississippi, then became the youngest advertising manager in St. Louis motor circles at the age of 22, ROBERT E. DUNVILLE, president and general manager of the Crosley Broadcasting Corporation, still finds time to devote to the career that became a hobby. A steamboat whistle is, to Bob, what the opening game is to a baseball fan. Bob was born in St. Louis and is a graduate of the University of Missouri. After a short career in the automotive industry, he joined the sales department of KMOX, St. Louis, and shortly thereafter was named assistant general manager of the station. In 1937, Bob joined the staff of WLW and was appointed general manager of WSAI, then owned by the Crosley Broadcasting Corporation. In 1938 he became general manager of the two stations. Bob was appointed vice-president of Crosley and general manager of WLW in 1944 and was elected president of the corporation in 1949.



DUNVILLE

☆ ☆ ☆

WILLIAM FAY, vice-president in charge of the broadcasting division of Stromberg-Carlson and a director of that company, is general manager of its three stations, WHAM-AM-FM-TV. He was born in East Hartland, Conn., and after graduating from Albany Business College in 1922 he joined WGY, Schenectady, as musical conductor, baritone soloist and announcer. Bill went to Buffalo in 1927 where he became studio manager of WMAK. While there he also did the play-by-play baseball of the Buffalo Bisons of the International League, in addition to his other duties. In 1928 he was invited to WHAM as program manager and in 1929 stepped up to general manager. n 1942 he was made vice-president and director of the Stromberg-Carlson Company. Bill's particular pride is Rochester Radio City, built at a cost of $1,000,000, and housing the three Stromberg stations. The building was completed in 1948. He is a director of NAB District II which encompasses New Jersey and the Broadcaster's Advisory Council.



FAY

☆ ☆ ☆

☆ ☆ ☆

M. C. WATTERS broke into radio with NBC in Washington, D. C., following his graduation from Georgetown University. Before going to Rochester, New York, as general manager of the Gannett Newspapers' WHEC, Mort spent a year as radio director of the Lewis Edwin Ryan agency in the capital city. He left Rochester to manage WCHS, Charleston, West Va. and was instrumental in forming the West Virginia Network. In 1938, Mort joined Scripps-Howard Radio, Inc., as general manager of WCPO in Cincinnati. Two years later, at the age of 31, he became a vice-president of Scripps-Howard Radio and was made a director of the corporation in 1941. In 1949, Mort directed the construction and opening of WCPO-TV, which was the first television station to become an operation completely separated from and independent of its AM affiliate. Under Mort's guidance, WCPO-TV was the first station to go into heavy daytime programming and one of the first to go into black figures.



WATTERS

☆ ☆ ☆

GAINES KELLEY, general manager of WFMY-FM and WFMY-TV since the station first went on the air in March, 1948, has had wide experience ni newspaper advertising and has taken an active part in community life in Greensboro, N. C. He was reared in Birmingham, Ala., and attended the Birmingham YMCA School of Technology, majoring in administration, office practices and salesmanship. Gaines was associated with the Progressive Farmer, the South's biggest farm journal for 12 years and from 1932 to 1948 he was classified advertising manager of the Greensboro Daily News and The Greensboro Record, owners of WFMY operations. He is a charter member of the Greensboro Junior Chamber of Commerce and a member of city's C of C as well as a past president of the local Lions Club.



KELLEY

☆ ☆ ☆

JACK HARRIS, general manager of KPRC and KPRC-TV, Houston, Texas, considers coverage of the Mississippi flood in 1937 as one of the three most important "big stories" he took part in. At the time Jack was director of news and special events at WSM, Nashville. Together with Jack DeWitt, chief engineer, he staged short-wave broadcasts from half a dozen hitherto unreported key spots in the vast flood area. The broadcasts were carried by 600 stations. Four years later Jack was in Washington as deputy to Ed Kirby, setting up the Army's first radio broadcasting activities. During the war he covered initial Army maneuvers, produced many of the award-winning Army Hour broadcasts; took over Radio Tokyo facilities for Gen. MacArthur, and was in charge of the broadcast of the Japanese surrender aboard the USS Missouri—this was his second "big story." Returning to Texas, Jack took the helm of KPRC and entered TV last June 1 when The Houston Post Company purchased KLEE-TV.



HARRIS

☆ ☆ ☆

☆ ☆ ☆

KEN CARTER, general manager of TV station WAAM, Baltimore, has been in the broadcasting business for only eight years. He was born in Baltimore and his early career with a chain of health clubs was due to his youthful ability as an athlete. It was in Hollywood that the "entertainment bug" bit Ken, and when he decided to leave the health club business he turned to radio. His first year in the medium was spent as a time salesman for an independent station in Baltimore. Later he assumed the duties of national sales manager, general sales manager, and, when TV was added, he became general sales manager of the combined operation. After his resignation from WBAL, Ken moved to WMAR-TV on special sales assignments. He joined WAAM in mid-October, 1949, as local sales manager, and was made general manager in November, 1950.



CARTER

☆ ☆ ☆

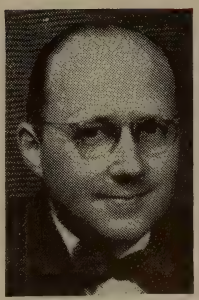
DON FEDDERSON, executive vice-president and general manager of KLAC and KLAC-TV, Hollywood, Cal., entered radio from the newspaper field just eight years ago as sales manager of KYA, San Francisco. He became general manager of the latter station in 1943. When KMTR, Los Angeles, was acquired by Dorothy Schiff, owner of KYA, Don began commuting between the two Coast cities. In 1945 KMTR's call letters were changed to KLAC and all commercial contracts were cancelled so that Don started his management of the station with a clean slate. In 1948, KLAC-TV went on the air just ninety days after groundbreaking ceremonies. Don is president of the newly formed Television Broadcasters of Southern California and active in Chamber of Commerce matters in Southern Califorina.



FEDDERSON

☆ ☆ ☆

RICHARD A. BOREL, director of television for the Dispatch Printing Company, owners of WBNS-TV, Columbus, Ohio, entered the radio field in 1933, first serving as business manager for WBNS, assuming the title of general station manager in 1935. In 1949, Dick was named manager of WBNS-TV, concurrent with his radio responsibilities. More recently he assumed his directorship title, as well as having been made an executive vice-president of Radiohio, Inc., owners of WBNS and WELD-FM. He is now serving his second term as a member of the Affiliates Board of CBS and is also a member of the board of directors of the Television Broadcasters Association. Dick is a graduate of Ohio State University where he was Phi Beta Kappa and active in student dramatics. Prior to his association with WBNS he was connected with the Ohio National Bank.



BOREL

☆ ☆ ☆

☆ ☆ ☆

ALVIN D. SCHROTT, manager of WJAC-TV, Johnstown, Penna., finds his present duties a long way from the vocation he chose as a high school student. Al had devoted his last years in school to the study of printing and hoped to get a job on a newspaper. He was successful in 1932 in joining the Johnstown Tribune Publishing Company, parent company of WJAC—but in the advertising department, not as a printer. After working several years in the local advertising field, Al was named national advertising manager. Here he became familiar with the workings and personalities in the country's leading agencies and this knowledge and experience formed the basis upon which he was to build a successful TV station. After Navy service in the war, Al returned to the paper in 1946. One year later he became personnel and credit manager and in 1949 when WJAC-TV needed a manager, Al, green but willing, took on the job.



SCHROTT

☆ ☆ ☆

GEORGE CRANSTON, manager of WBAP, AM, FM, TV, Fort Worth, Texas, was born in Edinburgh, Scotland. As a boy it was his ambition to come to the U. S. and Canada, and to earn passage money he sang as a boy soprano soloist at Edinburgh Episcopal Church, earning a shilling a week. Coming to the new world at sixteen, George worked in a print shop and attended the University of Manitoba, Canada. He served in the 10th Canadian Infantry Battalion in World War I. Before returning to Winnipeg, George studied as concert tenor in London. Coming back to Canada, he participated in one of the first radio broadcasts in November, 1919, making him a real veteran of the medium. Shortly afterwards, he went to Chicago and free-lanced around WLS, WEBH and WGN. In 1928 he returned to Winnipeg as program director of CKY and also wrote, produced and directed programs. Tiring of the rugged Canadian winters, George moved to Texas to become mgr. of WBAP in 1930.



CRANSTON

☆ ☆ ☆

CHARLES H. CRUTCHFIELD, vice-president and general manager of WBT and WBTV, Charlotte, N. C., was born in Hope, Ark., moving with his family to Spartanburg, S. C., when he was eight. While a student at Wofford College, Charley, bitten by the radio bug, worked part time at WSPA, Spartanburg, as office boy and telephone operator and later as announcer. In 1931, he joined the announcing staff of WBIG, Greensboro, N. C., and shortly thereafter became program director for the station. Following a stint with several other stations, Charley moved to WBT as an announcer in 1933 and was made program director, two years later. In 1945, he was made general manager of the station, and one year later was appointed to the board of directors, and made secretary and treasurer of the Jefferson Standard Broadcasting Company, operators of WBT. In 1947, Charley was promoted to a vice-presidency. With the debut of WBTV in July, 1949, as the first TV station in the Carolinas, Cahrley enlarged his duties.

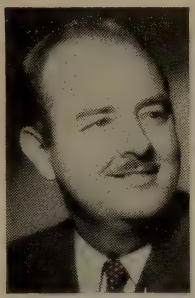


CRUTCHFIELD

☆ ☆ ☆

☆ ☆ ☆

LYLE DEMOSS, assistant general manager of WOW and WOW-TV, Omaha, Neb. discovered back in 1923 that radio could best serve his ambition to be an entertainer and musician, so he became an announcer and singer on the Anthony, Kansas, experimental station 9DXH. His early start in radio makes Lyle an honored member of the Radio Pioneers. In 1926 he joined the staff of KGBZ, York, Neb., and later while attending the University of Nebraska at Lincoln, Lyle began his broadcast chores at KFAB.



DEMOSS

WOW was his next stop, where he became production manager in 1937. During the summer Lyle commutes the 500 miles to Chicago weekly where he is an instructor in the Northwestern University Summer Radio Institute. In the Fall and Winter he travels with the Omaha C. of C. "Tribe of Yessir" on its jaunts into the Omaha trade area towns. He is in charge of entertainment, naturally. Lyle is married to the former Antoinette Quattrochi and they have two sons, Billy and Bobby.

☆ ☆ ☆

RICHARD DOAN has been director of programs for WCBS-TV, New York, since May of this year. He was born in Pratt, Kansas, in 1910 and after graduating from the University of Kansas he worked for several California papers, including the Pasadena Post. Later, Doan came East and became night bureau chief for the AP in Albany. Following his stint in the state capital, he was successively a public relations officer in the Navy for

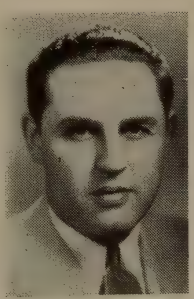


DOAN

three years during World War II, wire photo editor in the New York bureau of AP, and associate editor of Advertising Age. Doan's next connection was assistant radio and television editor of Variety, following which he became administrative head of Martin Stone Associates. He is married to Dorothy Doan, star of the CBS television program "Vanity Fair." The Doans make their home in Silvermine, Connecticut.

☆ ☆ ☆

JOHN E. FETZER comes to TV after thirty years in the radio broadcasting business. He started in radio as an engineer and helped build a number of the pioneer stations in the Midwest. Later he was a consulting engineer at home and abroad and passed through the entire gamut of radio jobs from announcing to president. John is president-owner of the Fetzer Broadcasting Company, operating WJEF, CBS outlet in Grand Rapids, WKZO, also CBS in Kalamazoo and WKZO-TV, which is



FETZER

affiliated with the four TV networks. In addition, he is vice-president of KXEL, 50 kilowatt ABC outlet in Waterloo, Ia. John is a veteran of ten years on the NAB Board. During the war he served with Byron Price in the Office of Censorship as the Radio Censor and later joined the famous Eisenhower radio mission in ETO. Since the war John has also served on the board of directors of the American National Bank of Kalamazoo.

☆ ☆ ☆

☆ ☆ ☆

MARTIN B. CAMPBELL has guided the destinies of WFAA, Dallas, for the past 18 years and has made the station one of the most influential in the Southwest. Now he has added television, via WFAA-TV, to the roster of air services under The Dallas Morning News banner. The broadcasting bug bit Martin while he was serving as radio editor of the Louisville Times and in 1927 he left the paper to become assistant manager of WHAS, Louisville. In the early thirties Martin trekked



CAMPBELL

southward to accept his present post as general manager of WFAA. Since his association with WFAA, the air properties now include WFAA with 50,000 watts, WBAP, a 5000-watter and now the Channel 8 video service of WFAA-TV. Martin has long been an active and prominent member of NAB with his most conspicuous service as a member of the board of directors. In 1949 he was chairman of the stations planning and advisory committee of NBC.

☆ ☆ ☆

ROGER W. CLIPP, general manager of the Philadelphia Inquirer's stations, WFIL and WFIL-TV, since 1938, first joined WFIL in 1935 as business manager, after six years with NBC in N. Y. Since 1946, Clipp has been chairman of ABC's planning and advisory committee. He has been secretary-treasurer and a director of BMB since 1944 and active on numerous NAB committees. Recently appointed chairman of the 1951 March of Dimes Campaign of the Philadelphia chapter,



CLIPP

Clipp is also chairman of the Clubs and Entertainment Div. of the United Fund 1950 Campaign and a radio-TV representative of the Philadelphia County Defense Council. A graduate of the Wharton School, he is active in alumni affairs as president of the class of '25. He is a past president of the Poor Richard Club; member of the University Club; Pen and Pencil Club and honorary Colonel in the 111th Infantry of the Pennsylvania National Guard.

☆ ☆ ☆

NATHAN LORD, vice-president and general manager of WAVE and WAVE-TV, Louisville, Ky., is a native of Louisville and a former director of NAB. Following a sojourn in Alberta, Canada, he returned to Louisville in 1920 and became a reporter for the Post and The Courier-Journal. Eight years later, Nathan left the newspaper as day city editor to become advertising manager of the Girdler Corporation. In 1933 he went with the Herald Post and in the same year became vice-presi-



LORD

dent and general manager of WAVE, Inc. Nathan watched the station grow from 1 kw. to 5 kw in 1940 and helped plan its present Radio and Television Center in 1941. WRXW, FM outlet, was added in 1947 and WAVE-TV, Kentucky's pioneer television station on Nov. 24, 1948. Under Nathan's direction the station established the first direct relay of network programs by a non-interconnected TV station and has gained a reputation for quality entertainment.

☆ ☆ ☆

☆ ☆ ☆

WALTER COMPTON, general manager of WTTG, Washington, D. C., was born in Charleston, S. C. After graduation from Roanoke College at Salem, Virginia, Walter entered radio, in 1935, with WDBJ, Roanoke. The following year he joined the staff of WCSC, Charleston as announcer, control operator, copy writer and the usual number of et ceteras. He subsequently transferred to WIS, Columbia and later moved to Greenville as program director of WFBC. In April, 1937, Walter trekked northwards and joined WOL.

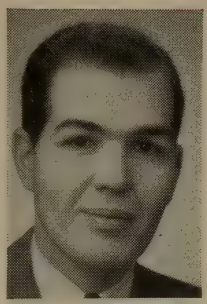


COMPTON

He was appointed White House announcer for the station and for Mutual. In 1939, Walter originated "Double or Nothing" thereby setting off the quiz type of program, still with us today. In mid-1945 Walter requested a release from his WOL and Mutual obligations in order to devote his energies to studying the coming new medium of TV. In June, 1947, he originated from Washington the first regularly scheduled daily news program in television for DuMont and in Jan. 1948, he become general manager.

☆ ☆ ☆

PAUL ADANTI, general manager of WHEN, Syracuse, has held that post with the city's pioneer television station since its organization in the fall of 1948. In the past two years, he has increased the weekly program hours from 20 to the present 80. Paul has been in various phases of radio and TV since his graduation from Union College in 1934. Following a brief teaching career in his home town of Auburn, N. Y., he joined WMBO as chief engineer and program director. Two years later he moved to Syracuse to work in the engineering and program departments of WSYR. This stint was followed by a period with WGY, Schenectady, as a studio engineer. When WRGB, WGY's TV affiliate was licensed in 1940, Paul moved into television. At the time he went to WHEN in 1948, Paul was chief of technical operations at WRGB.



ADANTI

☆ ☆ ☆

MARIA HELEN ALVAREZ, general manager of KOTV, Tulsa, Okla., is the only woman chief executive in station TV. She started her radio career in 1943 as a continuity writer for a Tulsa radio station. From this start she branched rapidly into other departments and from program writing to writing her own shows were quick steps. In addition, Helen also handled a regular newscasting assignment. Her contacts with advertisers and agencies led her naturally into time sales and at the time she left radio she was an outstanding successful radio account executive. In 1947, Helen decided that the infant TV industry offered greater opportunities for creative expression and she resigned her position to devote herself to full time study of the new medium. Shortly thereafter, Helen made the acquaintance of George E. Cameron, Jr., head of the Cameron oil interests, who was interested in TV as a business venture. Subsequently, Cameron Television, Inc., was formed and Helen was selected to head up the organization which operates KOTV.



ALVAREZ

☆ ☆ ☆

☆ ☆ ☆



ARNOUX

CAMPBELL ARNOUX, president and general manager of WTAR Radio Corporation, operators of WTAR and WTAR-TV, was born in New York and spent his early childhood in St. Louis, and moved to Texas where he grew up. He is a graduate of Texas University and got his first job as a reporter on the Fort Worth Record. Following World War I and after a two-year trip around the world, "Cam" became assistant to the director of publicity of the southwestern division of the American Red Cross. In 1922 he became a staff writer on the Fort Worth Star-Telegram shortly before the paper installed a radio station — now WBAP. "Cam" got the job as manager only because it had been offered to all other members of the staff who refused to have anything to do with such a thing as radio. After becoming manager of KTHS, Hot Springs, Ark. "Cam" moved to WTAR where he was named manager in 1933. In 1947 he was named president and general manager of the station. WTAR-TV, opened on April 2nd, 1950.

☆ ☆ ☆



BURBACH

GEORGE M. BURBACH, general manager of KSD and KSD-TV, St. Louis, is a native of that city. He is secretary of The Pulitzer Publishing Company, which owns the St. Louis Post-Dispatch as well as the two broadcasting stations. George has been associated with the company continuously since 1913 when he left the Munsey newspapers to become advertising manager of the Post-Dispatch. He was elected to the company's board of directors in 1922 and in that year KSD went on the air and George was placed in charge of the station's program and business departments. In 1933 he was named general manager of the entire KSD operation. George's foresight concerning the potential impact of TV resulted in the inauguration of KSD-TV on February 2, 1947, as the first completely post-war equipment television station in the country.

☆ ☆ ☆



FLANIGAN

E. Y. FLANIGAN, general manager of WSPD and WSPD-TV, Toledo, Ohio, brings to video over 20 years of experience and has earned a national reputation as an authority in the broadcasting field. "Flan" started his career in the theater. Later, he became a press agent and also spent many years in the newspaper business. "Flan" was born in Pittsburgh and has played a large part in helping build up The Fort Industry Company into the largest independent radio operation in America. He is vice-president of The Fort Industry Company, operators of AM stations in Toledo, Wheeling, Fairmont, Lima, Atlanta, Miami and Detroit. The company also operates TV stations in Detroit and Atlanta as well as in Toledo. Concerning TV, "Flan" says that despite two and a half years of operation in Toledo, the local AM station is still showing gains. However, "Flan" predicts that in 1951, WSPD-TV business will double if the station can clear sufficient time.

☆ ☆ ☆

☆ ☆ ☆

HAL GROSS, owner and general manager of WJIM-TV, Lansing, Mich., is one of the youngest radio and TV station owners in the country. Hal pioneered in Michigan radio by estabilshing Lansing's first broadcasting station WJIM, 16 years ago, and is back in the pioneer department with WJIM-TV, established this year. The station has a full late afternoon and evening schedule of TV from all four major TV networks, through channel six. After graduating from the University of Michigan, Hal was associated with the Butterfield Theater Corp. During World War II, he served in the U. S. Navy and was instrumental in setting up and administering the Naval Aviation V-5 program with Harry Kipke, in the midwest region. For plans ahead, Hal says that WJIM and WJIM-TV will soon have a modern new building to house the extensive studios, offices and control rooms of the combined operations.



GROSS

☆ ☆ ☆

HUGH A. L. HALFF, president and general manager of WOAI and WOAI-TV is a veteran of broadcasting and has been head of the big Texan outlet since 1932. Hugh was born in Victoria, Tex., moving later to San Antonio. He attended Phillips Exeter Academy and Yale University. After graduation, Hugh returned to San Antonio and joined A. B. Frank and Associates, wholesale dry goods firm. He resigned from the company to join the Southern Equipment Co., then owners and operators of WOAI. In 1931 he was transferred to the broadcasting end of the business where he handled local sales first; then came a turn as announcer, following which he served in the continuity department. Later he became program director. With this background, he was appointed gen. mgr. of WOA in 1932. Six years later, Hugh was named president and treasurer of Southland Industries, Inc., new corporate name of the firm owning WOAI.



HALFF

☆ ☆ ☆

G. P. HAMANN, general manager of WBRC, AM and TV, Birmingham, Ala., is one of the most progressive young executives in the radio and TV field. His experience in the field dates back to 1929 at which time he served as a wireless operator in the Maritime Service. Gerry has also been associated with Radiomarine Corp. of America, Page and Davis, consultant engineers of Washington, D. C., and has instructed at the University of Alabama, Birmingham Southern College and Howard College in Birmingham and has been a station owner. Gerry, a native of New Orleans, was connected with WSMB of that city for a period of eight years prior to joining WBRC in 1940. Before being made general manager of WBRC, AM and TV, he served as technical director for the station and manager of the FM operation. WBRC was the first station in Alabama to apply for a television license and video operations were begun in July 1949 under Gerry's guidance.

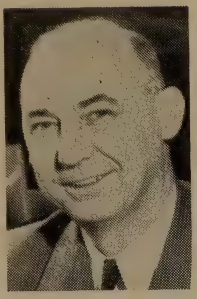


HAMANN

☆ ☆ ☆

☆ ☆ ☆

WILBUR M. HAVENS, owner and general manager of WMBG, WCOD and WTVR, Richmond, Va., AM, FM and TV, respectively, was born in Richmond and has lived there all his life. Wilbur quickly got a job in the automotive business and by 1922 was able to organize his own automotive electric business. Deciding that a knowledge of commercial law would be a good insurance in business he devoted three years of night study to that subject.



HAVENS

With the advent of radio, Wilbur became the Philco battery distributor and his interest in the medium of radio was aroused. He was granted a license for WMBG which went on the air in 1926 with 15 watts power. Today the station operates with 5,000 watts. WCOD, the FM station, went into operation in 1946, while WTVR, the "South's First Television Station" went on the air in April, 1948. He is married to the former Thelma M. Chewning of Richmond.

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JOHN S. HAYES, vice-president and general manager of WTOP and WTOP-TV, came to the CBS Washington, D. C. affiliate after 13 months as executive vice-president of WINX and WINX-FM, the former Washington Post stations. WTOP is now the Washington Post outlet. Prior to his WINX service, John was station manager of WQXR and WQXQ, the New York Times stations, from January, 1946 to January, 1948. During World War II, he directed the American Forces Network in the European Theater. John began his



HAYES

radio career at WIP, Philadelphia, and left his job there as co-ordinator of sales and programming to become assistant to the vice-president of WOR in 1936. He entered the Army in 1941 as aide to the Quartermaster General and quickly rose to a lieutenant-colonelcy where he served as Associate Director of Troop Broadcasting Services under General Eisenhower. John was born in Philadelphia and attended local schools there, graduating from the University of Pennsylvania.

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LES JOHNSON, vice-president and general manager of WHBF-TV, Quad Cities, Rock Island, Moline, E. Moline, Ill., and Davenport, Ia., became sports editor of The Argus in Rock Island after graduation from college. Later he became publisher of a weekly newspaper in Aledo, Ill. where he was able to indulge in his favorite sport, golf, but which now he has to take in small doses. Les returned to The Argus as advertising manager and 14 years



JOHNSON

ago assumed the general managership of WHBF. With his newspaper background, he was able to build the station into a preeminent news outlet—a position which he jealously guards despite the added duties of managing WHBF-TV. Les has served two terms as NAB director of the Ninth District, and continues to take an active part in industry affairs. He is one of the founders and vice-president of the Illinois Broadcasters Association.

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ERNEST A. LANG, commercial manager of WMAR-TV, The Sunpapers television station in Baltimore, helped pioneer the beginnings of TV in Baltimore, a market with a quarter-million receivers. Ernie helped set up the Baltimore station, three years ago. He joined the parent organization, The Sunpapers in 1940 as an advertising salesman, and when the publishing organization undertook its TV operation, Ernie was promoted to commercial manager. He is a native of Austin, Minn., and held various advertising positions in the mid-West, his last previous job before coming to Baltimore, being with Gene Howe's Globe-News n Amarillo, Texas. In his contributions to telecasting, Ernie effected sale of the longest continuously sponsored TV program in the Baltimore-Washington area, the "National Sports Parade," which has been on the air in the two cities since April, 1949. He is in charge of both local and national sales for WMAR-TV.



LANG

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G. BENNETT LARSON, v-p and general manager of WPIX, N. Y. Daily News-owned video outlet, has been a broadcasting figure for 23 years, having started his career in the crystal-set days of 1927 at KYDL, Salt Lake City. Two years later, he descended on N. Y. to spend five years at NBC producing and directing top-flight radio shows. Between 1934 and 1942, Larson was an exec in the radio departments of Joseph Katz Co., R&R and Y&R—directing and producing programs that starred Milton Berle, Al Jolson, Phil Baker, Eddy Duchin and Morton Downey. At WWDC, Washington, D. C., he was general manager and part owner from 1942 until 1945, when he moved up to a managership at WPEN, Philadelphia. Jumping into TV all-the-way, Larson was named a v-p in charge of video at WCAU-TV in 1947, where re remained until his appointment as manager of WPIX.



LARSON

☆ ☆ ☆

PHILIP G. LASKY, vice-president and general manager of KSFO and KPIX, San Francisco, was born in Denver where he was prominent as an early wireless "ham" during his school days. In 1923 he traveled the world as a ship radio operator. Later he chased fires and covered the police beat from the Omaha "World-Herald" and wound up on the Denver "Post." From there Phil rejoined KLZ, where he had been briefly before. In 1927, Phil joined KDYL, Salt Lake City, and stayed there for eight years. Phil moved to KTAB as general manager in 1935 and shortly thereafter the station changed its call letters to KSFO. Together with W. I. Dumm, owner of KSFO, Phil bought KROW, Oakland. In 1940, the managing of the two stations became too much for Phil so he decided to devote his whole time to KROW. The station was sold in 1945 and Phil returned to KSFO, at the same time acquiring an interest in KXA, Seattle. KSFO received its CP for a TV station in 1947 and Phil put the station on the air in 1948.



LASKY

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U. A. (JAKE) LATHAM, general manager of WKRC-TV, switched his likable personality over to the field of television in 1949. Known by all his co-workers and fellow tradesmen as "Jake," he has been with WKRC for the past 15 years. Before entering radio he had been a factory representative and sales manager for Cincinnati automobile distributors. "Jake" broke into AM because he sold the manager of WKRC some automobiles in such a quick fashion, he was immediately hired and put on the sales staff. In 1941, "Jake" was made the local sales manager and three years later became general sales manager. He was appointed general sales manager of the TV station in 1949 and was named manager this year. Shortly after "Jake" became manager, WKRC-TV went into early daytime programming, and almost immediately national spot sales increased 250 per cent and total billing rose 183 per cent. "Jake" attended the University of Cincinnati.



LATHAM

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W. R. (BILL) McANDREW, general manager of WRC, WRC-FM & WNBW, the three NBC outlets in Washington, D. C., has met radio and TV problems with he same two-fisted approach that won him his name as a "top newsman" in the nation's capital. Bill is a native Washingtonian and was graduated from Catholic University in 1935. He immediately plunged into newspaper work, beginning on the sports desk of the Washington Times-Herald. Later Bill went with the United Press and then switched to radio, becoming news editor of the NBC red network's D. C. office. From the latter post Bill joined Broadcasting Magazine as executive news editor and in 1942 he was information director of the Board of Economic Warfare. In 1944 Bill joined WRC as news manager. Since then Bill has held down several posts, each with added responsibilities, and in 1949 was named general manager of the three Washington stations.



McANDREW

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THOMAS B. McFADDEN, manager of NBC-TV's owned and operated KNBH, Holilywood, was named to that post on April 6th of this year. Having started at NBC in 1934 as a page, McFadden climbed up through the ranks to become director of news and special events, then assistant-manager and later manager of WNBC nad WNBT. He also served as a news writer in the web's N. Y. newsroom and as news broadcaster for WGY, Schenectady, and WRC, Washington, D. C. McFadden entered the service on Pearl Harbor Day, Dec. 7, 1941, as an ensign in Naval intelligence. When he completed his assignment with the 3rd Naval District Headquarters in New York, he resigned his commission and joined the Army as a private, took flight training and was commissioned in 1942 as a pilot with the rank of second lieutenant. He was a captain when discharged in 1945, and after returning to NBC was named director of news and special events of WNBC in 1946.



McFADDEN

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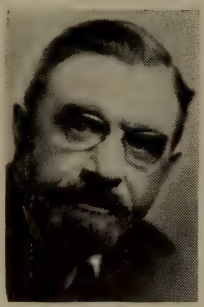
IRVING ROBERT ROSENHAUS, president and general manager of WATV, Newark, N. J., entered the broadcasting field with a professional background in education and law. "Irv" graduated from Rutgers University and took his law degree at John Marshall Law College, Jersey City, in 1933. He became an attorney-at-liaw in the same year and counsellor-at-law of the State of New Jersey in 1937. While at law school, "Irv" taught English at Memorial High School in West New York and since that time has never ceased being interested in education and the extensive public interest programming of WATV and WAAT is a direct reflection of the convictions which were implanted in his mind during those years of teaching. After a short period of practicing law, "Irv" joined the executive staff of the Bremer Broadcasting Corporation as assistant manager of WAAT. Under his guidance the station soon gained dominance in the North Jersey market. In 1947 the corporation was given a CP for a TV station, and in May, 1948 WATV opened.



ROSENHAUS

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COL. B. J. PALMER, Iowa's "Mr. Radio" is, today, supporting TV with all the faith and enthusiasm that he has given to radio for 30 years. He is the owner and operator of WHO, 50,000 watter at Des Moines; WOC, oldest radio station west of the Mississippi, and WOC-TV, Iowa's first television station. Back in 1921, B. J. began radio experimentation in Davenport. The following year he was granted the call letters of WOC, just three months after the original license was granted KDKA. During the early years when radio was viewed as a fad, B. J. showed his faith in the medium, when WOC was ordered to divide time with WHO, by purchasing the latter station from Bankers Life Insurance Company and when the depression was at its worst, he built a costly 50,000-watt station to house the latter outlet. Following his innumerable "firsts" in radio, B. J. has done the same in TV. First station in Iowa; first to serve the Quint-Cities.



PALMER

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JAMES G. RIDDELL, president of WXYZ, nc., ABC O & O outlet in Detroit, was born in Glasgow, Scotland. He came to the U. S. at an early age and after graduation from high school in Detroit he found that radio was the career for him and began at WXYZ as office boy in 1931. Within a year, Jim had a promotion and has held many positions with the station, including traffic manager, sales manager and commercial manager. When WXYZ was sold to ABC in 1942, Jim was made general manager of the station. Early this year he was promoted to president. As leader of WXYZ-TV, Jim gave the word to pioneer in afternoon TV with the "Pat'n'Johnny" show which won great acclaim as the first afternoon TV show in Detroit, as well as one of the first in the nation. Not content with this, Jim recently started morning television programming from 7:00 to 10:00. Jim is married and the proud father of two daughters, seven and four years of age.



RIDDELL

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JULIUS F. SEEBACH, JR., member of the Board and v-p of WOR in charge of radio and television, began his climb at WOR as an announcer in 1925. With the exception of a seven-year period at CBS, and a two-year period in which he was administrative secretary of the Metropolitan Opera Association, Seebach has devoted his entire radio-TV career to WOR and WOR-TV. His positions there have included: assistant program director (1926), director of program operations (1935), v-p in charge of programs (1941), and a member of the board of directors (1942). At CBS from 1928-1935, he was successively: a continuity writer, production manager, and director of program operations. Born in 1898, Seebach obtained his A.B. degree at Bucknell, after having interrupted his college education for two years to serve as an ambulance driver with the French during World War I.



SEEBACH

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HY M. STEED, manager of WLAV-AM-FM-TV, Grand Rapids, Michigan, has been finding some time during the past year and a half to apply his theatrical experience to TV. After deserting a law career in Illinois, Hy joined the Army in 1917, becoming leader of the 54th Field Artillery Band soon after his enlistment. Following the war the maestro chose a group from his military band and toured the vaudeville circuits throughout the United States and Canada. In early 1922 his orchestra located in New York, playing at such places as the Strand Roof and the Commodore Hotel. Following a stint with a road show company of the Schuberts, Hy and his group left show business flat for radio at WWJ and a hotel booking in Detroit. He has been in radio ever since, taking on executive duties in 1929 with WMBC in Detroit. In 1940, when Leonard A. Versluis gained a CP for the second station in Grand Rapids, Hy moved across the state to become manager. In 1946, FM was added and in August, 1949, WLAV-TV started operations.



STEED

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DONALD A. STEWART, general manager of WDTV, Pittsburgh, is a veteran in the comparatively young life of TV. He has been in the medium for twelve years, since New York City's World's Fair days. Don has been associated with the Allen B. DuMont Laboratories, Inc. for the past seven years. For some years Don owned and operated a circuit of motion picture and vaudeville theaters in Tampa, Ft. Myers, Sulphur Springs and Ybor City in Florida. He also owned and managed a circuit of theaters in Montana, Colorado, New Mexico and Texas. Don is a native of Wyoming and served in the armed forces for two years in World War I. In the recent war he directed the operation of 576 16-mm hospital ward motion picture theaters for the American Red Cross. He was general manager of Television and Motion Picture Associates, New York.



STEWART

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SWARTLEY

WILLIAM C. SWARTLEY, station manager of Westinghouse Radio Stations in New England, has under his direction four mediums of radio operation—standard band, frequency modulation, shortwave and television. Bill first joined WBZ and WBZA in the capacity of station manager in 1940, after serving as station manager of the Westinghouse stations WOWO and WGL in Fort Wayne, Ind., for a period of two years. Previously he was employed in the office of the president of Westinghouse Electric and Manufacturing Company as an administrative assistant. Bill is a graduate of Cornell University with a degree in mechanical engineering and during World War II served with the Ordinance Department, U. S. Army, holding the rank of Major. In his present capacity, Bill oversees the activities of the synchronously-operated stations, WBZ and WBZA; the frequency modulation outlets, WBZ-FM & WBZA-FM; the shortwave station WBOS and New England's first commercial TV station, WBZ-TV.

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SWIFT

G. RICHARD SWIFT, general manager of WCBS and WCBS-TV, heads both AM and television station activities in the New York area. He joined CBS in 1932 and has held the titles of: assistant director in network operations, head of popular music for Columbia's program department, assistant program director and account exec in WCBS sales, and program director and assistant general manager of WCBS. He was named general manager of WCBS-AM in March, '49, and of WCBS-TV in May, '50. As program director of WCBS, Swift developed such shows as Godfrey's early morning programs, Bill Leonard's "This Is New York," and the programs of Phil Cook, Margaret Arlen and Jack Sterling. Known to the trade as "Dick," he's 37 years old and lives in the Morristown area of New Jersey with his wife and three children.

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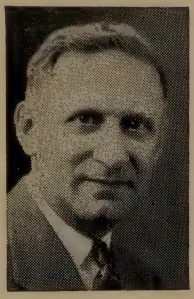
SWEZEY

ROBERT DWIGHT SWEZEY, the personable general manager of WDSU (AM-TV-FM), New Orleans, is well known among the top brass of broadcasting—his record boasting such titles as: v-p and gen. mgr. of Mutual from 1944-'48, and as gen. counsel and secretary of the Blue Network (ABC) from 1942-'44. Originally, Swezey's profession was that of attorney at law, having practiced in Boston, New York, and Washington from '32 to '38. The background for his career was gleaned at Harvard (where he obtained his A.B. and L.L.B.), and from his studies at George Washington U., Southeastern U., Columbia, and N.Y.U. A very active participant in the organizations of his profession, Swezey is currently chairman of the TV Committee of the NAB, serving on the Finance Committee and the Business Trends Committee; he's a past prexy of the Radio Execs Club of N. Y. and the 150 v-p of the New Orleans AB Club.

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EUGENE S. THOMAS, mgr. of TV operations for WOR-TV, returned to the WOR fold in June, this year, after spending 18 months in Washington, D. C., during which time he brought WOIC from the red to the black in the profit column. Thomas is a director of the NAB, representing the TV industry, and of the AFA. He also served two terms as prexy of the New York Ad Club, and was pres. of the Sales Executives Club. A graduate of George Washington U. and Harvard's graduate school of business, Thomas came up through the ranks of newspaper reporting for the Washington Herald, Washington Daily News, and Washington Star before entering the field of public relations. Prior to joining WOR in 1934, he headed the radio department of H. W. Kastor & Sons, Chicago ad agency. At WOR, he has been successively: director of sales promotion and advertising, ass't sales mgr., sales mgr., and executive committee sec'y.



THOMAS

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C. ROBERT THOMPSON, a member of the Radio Pioneers, is general manager of WBEN, Buffalo—AM, FM and TV. Bob entered radio even before he graduated from high school, singing over WAIU, Columbus, Ohio, in 1925. The following year he joined the announcing staff of the station. 1928 found Bob at WCAO, Baltimore, as announcer and musical director and later as program director. In 1931 he and Cliff Harris, now of WIP, Philadelphia, leased WTBO, Cumberland, Md., and became co-managers. Returning to Columbus in 1932, Bob served as program director of WCAH (now WBNS) and later became manager of WCOL. Shortly after The Buffalo Evening News acquired WEBR, Bob went there in 1938 to supervise programs and shortly afterwards became station manager. He became assistant manager in charge of sales at WBEN in 1942, becoming manager in 1944, acquiring his new title this year.



THOMPSON

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CHARLES VANDA, former head of CBS' Hollywood programming for many years, is now vice-president in charge of TV for the WCAU, Philadelphia, stations. In Hollywood, he originated and produced such top radio shows as "Suspense," "Intrigue," and "Stars over Hollywood." In addition Charley produced, wrote and directed most of the super-productions in Hollywood Bowl from 1935 to 1946. During World War II, he chaired the Four-Network Radio Committee; co-produced the "This Is War" series and co-authored the entire plan for the Armed Forces Radio Service. Charley became veep of WCAU-TV in March of this year. Perhaps his biggest contribution to Philadelphia TV to date came in September when WCAU-TV undertook a daily schedule of 17 hours, one of the heaviest program logs on any TV station in the country. Among his other accomplishments, Charley created and originated "The Big Top."



VANDA

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R. G. WINNIE, station manager of WTMJ and WTMJ-TV, The Milwaukee Journal stations, is a man who grew up with midwest radio station operations and is repeating the process in TV. Russ has been in broadcasting and with the Milwaukee Journal stations for 23 years and has played an active part in the development of both radio and TV in Milwaukee and Wisconsin. As station manager for the AM and TV outlets, Russ works directly under Walter J. Damm, vice-president and general manager of radio.



WINNIE

In this capacity he supervises and directs the day-by-day operations of both stations, including all program and sales activities. He started as an announcer on WTMJ in 1928, one year after graduation from the University of Wisconsin. In his first summer he broadcast play-by-play sports and kept it up for 18 years, thereby establishing some sort of record. While keeping up his sports broadcasts, Russ advanced from job to job with WTMJ, finally becoming assistant manager, and then station manager in 1946.

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KENNETH H. BERKELEY, vice-president and general manager of the Evenig Star Broadcasting Co. and its three stations, WMAL, WMAL-FM and WMAL-TV, Washington, D. C., is a native Washingtonian, who has been in the radio business since 1923. Ken has been with WMAL as g.m. since ABC-TV was formed in 1942 and WMAL was separated as the Blue Network from the NBC. Prior to this he was connected with WRC, where he saw service also as general manager. Ken followed the



BERKELEY

tide of TV and in Oct. 1947, WMAL-TV was born. This station holds the distinction of being the first TV outlet, not excepting networks, to announce a 7-nights-a-week schedule. Ken believed that viewers should be served on a regularly scheduled basis, so that after a nighttime program was established WMAL-TV also began daytime programming, and it was the first TV station in the country to broadcast over a high frequency band.

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HARRY M. BITNER, JR., president and general manager of WFBM and WFBM-TV, Indianapols, Ind., is one of those people that can acclimate themselves in any trade. Graduating from Franklin & Marshall College in 1935 as a psychology major, Harry's first big job was as a newspaper reporter and rewrite man for the Baltimore News Post. In 1939 he left this position to join the staff of WFBM as an assistant program director; a year later he was made office manager of the station and in 1942 he was promoted to general manager. After 3 years of naval service during the war he returned to WFBM as president and general manager in 1946. Since that time WFBM, Inc. has acquired several smaller stations in Indiana and Michigan. In May of 1949, WFBM, Inc., under Harry's leadership, launched the first TV station in Indiana—WFBM-TV, which serves the entire central Indiana area with top TV programming.



BITNER

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CLARENCE L. DOTY, general manager of WJZ-TV, reports that he has been interested in radio since the early '20's when it was a real thrill to hear anything in the headphones except static. In 1923 he helped design and construct and operate the first voice broadcasting station in Charlestown, W. Virginia. Arriving in N. Y. several years later he studied at NYU and Columbia, majoring in business and advertising. From college he joined the National Advertising Dept. of Scripps-Howard newspapers, where he remained seven years. In Jan., 1942, with a varied background of selling in his wake Chick joined the spot sales division of the Blue Network, but after a year entered the Navy for three years. Returning in 1945 to the Blue Network, which by that time had become ABC, Chick was subsequently made sales manager of WJZ and WJZ-TV, and in 1950 was promoted to general manager of WJZ-TV.



DOTY

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HARRISON M. DUNHAM, general manager of KTTV, Los Angeles, was born in Grand Rapids and moved to California at the age of twelve. He is a "fifth generation" attorney, having taken his law degree at Harvard, following his graduation from the University of California at Los Angeles. Harrison joined the law firm of Elliott & Aberle, upon graduation, and two years later was made a partner. In 1939 the Douglas Aircraft Corporation retained the firm and Harrison was named assistant general counsel to the firm. He resigned in 1942 to become general counsel for the Growers Association, Fresno, and a year later purchased a cannery, resigned from the Growers Associations and founded Northern California Canneries. In 1946, Harrison sold his firm and founded two San Francisco food distribution companies. Three years later he sold one company, liquidated the other and then joined the Los Angeles Times in February, 1949, as assistant general counsel.



DUNHAM

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C. RICHARD EVANS, general manager of KSL and KSL-TV, Salt Lake City, Utah, joined the station's staff as a technician in 1927 while still in his teens and stayed around to watch it expand its facilities until it has become one of the most popular radio and TV outlets in Utah. During the war Dick took time out to work for the government on an engineering research product at Columbia University, and with William Lodge and William Wright, now engineering heads at CBS, he perfected an anti-submarine weapon, still being used by the U. S. Navy. Returning to Salt Lake City in 1943 Dick became KSL's chief engineer, and later was made assistant general manager of the station in 1948. Several months later he was promoted to general manager of the radio outlet and in 1949 when the station went on the air with TV, Dick also assumed the general manager duties of KSL-TV. He is a member of the Accoustical Society of America, the Institute of Radio Engineers and is on the executive committee of the Utah Society of Professional Engineers.



EVANS

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FOX

S. S. FOX, president and general manager of KDYL and KDYL-TV, Salt Lake City, Utah, is known throughout the industry as one of the real pioneers of both media. Sid began operation of KDYL when it was the 13th licensed broadcasting station in the country and one of the very few west of the Mississippi. Back in 1938 there was talk of something new called "television." Sid put his ear to the ground and purchased demonstration equipment for use in department stores and at the State Fair, to acquaint the people with what they might expect from this new field. Demonstrations were started in Sept., 1939. With World War II blocking progess. Sid ordered full speed ahead, following V-J Day, and KDYL-TV took to the air on April 19, 1948,—the first TV station between St. Louis and Los Angeles to be on the air regularly. Sid's early years of experience in film and show business made him particularly adaptable to TV and the KDYL-TV operations have been characterized with a flair for showmanship.

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GRUBB

GAYLE V. GRUBB, general manager of KGO-TV, San Francisco, is one of the nation's honest-to-goodness pioneers of broadcasting. Even during his student days at Nebraska University, Gayle was gearing his future to a successful executive career in the entertainment field. He edited his college paper, wrote stories and cartoons, acted in little theatre plays and organized and led an orchestra. In 1924 his path led to radio, KFAB, Lincoln, Neb., where he was manager, program director, entertainer, stenographer, song writer and janitor. Later in 1928 he joined WKY, Oklahoma City, as g.m. and built that station into one of the top radio properties in the country. His outstanding record of WKY led to his appointment in 1945 by ABC as g.m. of the network-owned KGO in San Francisco. In May, 1949, when ABC opened its TV station, KGO-TV, Gayle found himself once more in a pioneer role. Starting out with a 5-day, 15-hour programming week, KGO-TV is now televising 7 days a week with 60 plus hours of programming.

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HOLT

THAD HOLT, president and treasurer of the Voice of Alabama, Inc., operators of WAPI, WAFM and WAFM-TV, Birmingham, Ala., was born in Sumterville, Ala. After graduation from Colorado College, he entered the advertising and sales work field and remained there for 20 years. Among the companies Thad was associated with were: Fawcett Advertising Agency and the Wofford Oil Company, as advertising and sales manager. He entered the radio field in 1937 with WAPI, Birmingham. In 1946 he started the first FM operation in Alabama with WAFM, and opened up Alabama's first TV station in 1949 with WAFM-TV. Well-known in Alabama circles, Thad has served as State Director of FERA, WPA, CWA and the NYA. In addition he was at one time assistant national administrator of the WPA in Washington. Thad, a Phi Beta Kappa, was also at one time vice-president and half owner of Famous Features Syndicate in New York.

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STANLEY E. HUBBARD, general mgr. and co-founder of KSTP and KSTP-TV, Minneapolis-St. Paul, Minn., has the distinction of getting in on the ground floor of three of the fastest growing industries of modern times: aviation, radio and TV. While a student at Minnesota, in 1910, he built one of the first amateur radio transmitters in the state. Following World War I service, Stan established Hubbard Field at Louisville. A few months later he organized the first commercial airline in the U. S.



HUBBARD

and laid out their routes still used by airlines today. In 1924, Stan started WAMD in Minneapolis. The station call-letters were changed to KSTP in 1928. In June, 1939, he purchased one of the first television cameras and began experimenting with the medium. On April 27, 1948, KSTP-TV, under Stan's guidance, began full commercial operation, housed in the station's ultra-modern radio city building and the only structure in the area built exclusively for radio-TV production.

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RICHARD B. HULL, radio and TV director for WOI, Iowa State College, is a man who has come a long way in a little time. Not only is he responsible for the first educationally owned TV station in he U. S., but currently he is also TV chairman for NAEB and director of Region IV of that group. Dick has served 3 terms as president of the National Association of Educational Broadcasters, and in 1946 and '47 was president of the Iowa Radio News Editors. After graduation from Iowa State in 1938 he served as radio



HULL

specialist for the University of Minnesota's Agricultural Extension Service and worked with WCCO, KSTP, WTCN, and KUOM, all in Minn. At WOI-TV, where he was named director in 1946, Dick has instituted a three-fold policy. First, to give the Ames-Des Moines area a complete network program service; secondly to train limited numbers of students in actual TV station situations and thirdly to conduct continuing programs of research on TV audience impact.

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GEORGE S. JOHNSON, general manager and chief engineer for KOB-TV, Albuquerque, N. M., first became interested in radio when he had an opportunity to experiment with a neighbor's wireless set. With passing years this interest grew and in 1922 he had obtained his Amateur Operator's license in San Diego, Calif. In 1928, George graduated from the University of Colorado, and immediately entered the radio department of the General Electric Company in Schenectady, N. Y.,



JOHNSON

where he stayed for three years. In 1932, George left this position to become chief engineer for KOB, where he built the station's first 10 kilowatt transmitter, and installed the first 50 kilowatt transmitter in 1941. When KOB applied for a TV station in 1946 George was made general manager and chief engineer. Today he still retains these duties and is also chief engineer for KOB-AM. He was born in Spokane, Washington on March 16, 1906.

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KLAUS LANDSBERG, vice-president of Paramount TV Productions, is certain to figure prominently whenever TV pioneers both in Europe and America are discussed. Though only in his early thirties, Klaus is recognized as one of the leading authorities in the TV fields. He has been actively engaged in this work for over 16 years, and he has started more TV programmingtrends than any other single individual in the nation. In 1937, Klaus was appointed laboratory engineer and assistant to Dr. Korn, the inventor of picture telegraphy, in Berlin, Germany. Coming to America in 1938, Klaus went to work for Farnsworth TV, Inc., as development engineer and the next year was with NBC. It was during this period that Klaus helped make possible the first public demonstration of TV at the World's Fair. After working with DuMont laboratories he was sent to Hollywood to organize W6XYZ, the Paramount Picture TV station in 1941. This TV outlet was on the air 5 years on an experimental basis before it became KTLA.



LANDSBERG

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H. P. LASKER, general manager of WLW-D, Dayton, Ohio, was born and educated in Europe. His first job was working in transportation advertising in France and England, which gave him the experience needed to take on the duties of director of transportation advertising for WLW, when he came to this country. Pete held that post for the Crosley interests for ten years before being appointed sales manager for the TV outlet in Dayton. A little over a year ago he was appointed to his present post. Pete is a devotee of sports and is a leader at the many staff parties on the skating rinks, swimming pools and tennis courts. "The harder you work the body," Pete says, "the harder you can work the mind." While he was born and educated abroad, Pete is constantly crusading for directness of speech and action in the true American tradition and believes the job's the thing. Recently his program director asked Pete to appear on a three-city newscast, during the height of an ice-storm, on skates—and Pete did.



LASKER

☆ ☆ ☆

JAMES LEONARD, general manager of WLW-C, Columbus, Ohio, laid the groundwork for his career in radio through his association with the University of Florida's station, WRUF, as announcer, producer and sportscaster in 1934. Two years after his graduation Jim joined the staff of WLW in Columbus, and the combination was so good it's lasted all this time. At WLW, Jim became one of the station's outstanding stars, gaining national recognition through his announcing, singing, MC work, and participation on various dramatic programs. In 1944, he accepted the position of program director of WSAI also a part of the Crosley Corporation, and during this time he also taught special radio courses at Cincinnati's College of Music, and was instrumental in the development of new talent in that city. In accepting the position of general manager of WLW-C in 1949, Jim assumed the responsibility of establishing Columbus' first TV station and has made it pay off.



LEONARD

☆ ☆ ☆

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CECIL D. MASTIN, general manager of WNBF and WNBF-TV, Binghamton, N. Y., was born in Fairport, N. Y. He entered Syracuse University to study law but after two years he left to pursue the study of voice in New York. He produced a vaudeville act, Mastin and Melvin, and gained theatrical experience from about five years with three different acts which he wrote and produced. "Cec" went to Binghamton in 1915 and established a successful voice studio there. In addition to his teaching, "Cec" instituted several concert courses and



MASTIN

founded the Binghamton Civic Music Series in 1926, and also founded the Binghamton Choral Society. With business experience gained as a partner in a local music store, "Cec" became program director of WNFB in 1929. When the station was bought by the Wiley B. Jones Advertising Agency in 1932, he became general manager. In 1942, FM was added and "Cec," who had been active in early development of FM, added WNBF-FM to his chores. WNBF-TV was launched on Dec. 1, 1949.

☆ ☆ ☆

JOHN McCORMICK, general manager of WTAM-WNBK, Cleveland, Ohio, is a prime example of a man who eats, breathes and sleeps television. His introduction to this industry began in 1929 when he joined the staff of radio station WGBS in N. Y. as an announcer. Since that time he has been connected with practically every phase of radio and TV with the possible exception of engineering. He was named program director, WGBS, and remained with them when the station came under the Hearst banner and changed its



McCORMICK

call letters to WINS. In 1934 John became program and production manager at WKRC, Cincinnati, and manager in 1936. In 1938 he transferred to WCCO, manager, and in Feb. 1940, he was called to NBC to serve with their Chicago network sales division. John has also seen service as radio director of the Republican National Committee under Herbert Brownell in Washington, D. C. from Feb. 1945 until May 1946, at which time he returned to NBC sales in Chicago. John came to WTAM-WNBK in 1948.

☆ ☆ ☆

JOHN M. OUTLER, Jr. was born in Metcalf, Ga., and after attending local schools was graduated from Young Harris College and later from Emory College. John's first job was classified advertising manager of the Augusta Herald. In 1916 he joined the Atlanta Journal staff, handling real estate advertising from 1916 until he enlisted in the Army in 1917. John returned to the Journal in 1919 as automobile editor—a position he held until 1926 when he became manager of the paper's Roto Advertising Department. John entered ra-



OUTLER

dio as business manager of WSB in 1930 and became general manager in 1944. With the inauguration of TV in 1948 he assumed the double duties of general manager of both the AM and TV operations, As manager of the South's largest radio station and first TV outlet, John has been a spokesman for local station TV interests and particularly for local programming in the medium. He has been a member of the Standards of Practice Committee of the NAB as well as chairman of the Sales Manager's Executive Committee.

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PANGBORN

ARDEN X. PANGBORN, newly appointed general manager of WOAI and WOAI-TV, San Antonio, Texas, entered the radio field back in 1940 when he left his post as managing editor of the Portland "Oregonian" to assume managership of KGW and, KEX, the then Red and Blue outlets in the Northwest city. A sports writer at 18, he gave up his job with the "Oregonian" to work his way through the University of Oregon and returned to the paper in 1929. He became managing editor in 1938 and during his newspaper years also wrote for the pulps. The next year "Pang" entered the radio field and within twelve months was elected Pacific Coast representative on the first NBC planning and advisory committee. Later, "Pang" returned to his post of managing editor of the "Oreganian," a position he held until his recent appointment to the general manageship of the AM and TV outlets of Southland Industries, Inc.

☆ ☆ ☆



ROGERS, JR.

W. D. ROGERS, JR., vice-president and general manager of KEYL-TV, San Antonio, Texas, has been prominent in Southwest advertising circles for many years. He was formerly general sales and advertising manager of the Coca-Cola Bottling Co. of West Texas, and served as president of the Lubbock Advertising Club and the Lubbock Sales Executives Club. Active also in the Lions Club, Dub is past director of the Lubbock Lions Club, recognized as the largest in the nation and the fourth largest in the world. During World War II, he served in the Air Force for three years until his discharge. Moving to San Antonio in Feb., 1950, he assumed active management of KEYL which was then still under construction. At a meeting in Chicago, Jan., 1951, he was elected to the TV board of directors of KEYL. He is an alumnus of Baylor University, and a member of the Masonic Lodge.

☆ ☆ ☆



RUWITCH

LEE RUWITCH, vice-president and general manager of WTVJ, Miami, was born in Escanaba, Michigan. He has been associated with the station since August, 1948, when the WTVJ was still in the construction stage. At the time, Lee was rounding out his second year as executive assistant to Col. Mitchell Wolfson, co-founder of the station. Following his graduation from the University of Minnesota, Lee was associated with Joseph Ruwich & Sons Department Store in Norway, Michigan. During the war he served three-and-a-half years in the Navy, mostly in the South Pacific, emerging as a Lieutenant. During the past year, Lee has traveled thousands of miles visiting other TV operations to secure first-hand information and to study personnel and operating methods of both large and small outlets. As a result. WTVJ has grown in stature during the year. Lee was named general manager of the station in 1949 and in January, 1950, he was elevated to vice-president.

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OWEN SADDLER, general manager of KMTV, Omaha, Neb., can look back upon colorful diversified career whenever he wants to. He has been an English Instructor at two universities, a newspaper reporter, and has spent three years in the legal department of E. . Du Pont de Nemours & Co. Add to this 13 years in radio and TV with the May Broadcasting Co., and you find a well-assimilated man. His first experience with radio came in 1938 when he was still working for his Ph.D. at Northwestern U. At that time he met the late Earl May, founder of KMA and a radio pioneer, who lured him to the station in 1938. Owen became assistant to the president and, in 1945, became general manager. He has carried over into TV all the enthusiasm he has developed working in radio. He has managed KMTV since its inception in Omaha, Sept. 1, 1949, and at present many TV executives consider KMTV as a model TV operation.



SADDLER

☆ ☆ ☆

FRANK P. SCHREIBER, manager and treasurer of WGN, Inc., operators of WGN, WGNB and WGN-TV, has been with the parent Tribune Company for thirty years. During this period he has taken an active and important part in the growth of WGN to a place of prominence in the midwest AM field and has guided the development of WGN-TV in the television field. Frank joined the Tribune in 1918 as a sports writer. In 1926 he was named assistant sports editor and by 1928 was made assistant general purchasing agent. Three years later he joined WGN as director of public relations. In 1940, Frank was named station manager. He has more than a professional interest in WGN's network, Mutual. In fact, Frank feels more like a parent of the network since he was present at the birth of the web in 1936 when WGN formed the Quality Network, which, a short time later, became Mutual. Frank is a native Chicagoan, graduate of Northwestern University, and a red-hot sports fan.



SCHREIBER

☆ ☆ ☆

VICTOR A. SHOLIS, vice-president and director of WHAS and WHAS-TV, Louisville, Ky., was born in Scotland of Lithuanian parents. After this novel beginning he came to Chicago and in 1929 became a U. S. citizen through the naturalization of his father. Attending the University of Illinois he graduated summa cum laude in 1931 with a B.S. degree in journalism. In 1934 he joined the Chicago Daily Times, where he became political editor. He served in this capacity until 1939 when he became a special assistant to Secretary of Commerce Harry Hopkins. He resigned from the Dept. of Commerce and became a director of the Clear Channel Broadcasting Service in Washington in 1941. After serving three years in the Army he returned to CCBS, but resigned in 1947 to accept the post of director at WHAS. At this 50,000-watt clear-channel station he has set a pace for outstanding local and public service programming, and recently became the second Kentuckian ever to receive the American Cancer Society's award for meritorious service.



SHOLIS

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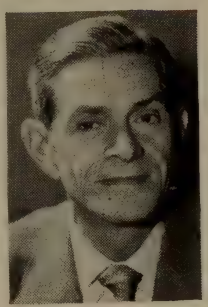
FRANKLIN SNYDER, vice-president and station manager of WXEL, Cleveland, was born in Pittsbough. After graduation from the Carnegie Institute of Technology, where he majored in architecture, he joined the Jones & Laughlin Steel Corporation in the construction engineering department. In 1938, Frank and several of his friends formed the Quality Laboratories, a company engaged in the manufacture and sale of drugs and cosmetics. This organization lasted five years and Frank went on to the Dravo Corporation, a shipbuilding firm. In 1944, he transferred to the Magnetic Metals Co., where he served in a sales position. At the conclusion of the war the firm converted to the manufacturing of radio and TV parts. As a result of his business contacts, he became friendly with Herbert Mayer, president of Empire Coil Co., who was in the process of developing a TV station in Cleveland. Resigning from Magnetic Metal in 1949, Frank helped construct and organize WXEL and finally assumed active management.



SNYDER

☆ ☆ ☆

HARRY L. STONE, general manager of KPHO and KPHO-TV, Phoenix, Arizona, is a veteran of 27 years in the radio business. A believer in the idea that network programs need not originate in New York, Chicago or Los Angeles, Harry set about finding a format early in life that would warrant national recognition. Out of one of his brainstorms came "Grand Ole Opry," still a top Hooper show coast-to-coast. Harry also has to his credit such talent discoveries as Eddy Arnold, Roy Acuff, Minnie Pearl and Ernest Tubb, and was instrumental in giving Dinah Shore her first start. Though he is far from being a songwriter by trade he recently collaborated with a friend and produced "Chattanooga Shoeshine Boy" which swept the nation. Formerly vice-president and general manager of WSM and WSM-TV. Nashville, Tenn., he assumed the general managership of KPOH-AM-TV this past year. Harry's main objective appears to be the creation of local live shows for both radio and TV worthy of local acclaim, and produced for national recognition.



STONE

☆ ☆ ☆

KENNETH W. STOWMAN, television sales manager of WFIL-TV, Philadelphia, is a veteran of 25 years in the broadcasting field. He joined the WFIL staff in 1945 as assistant to the general manager, following three and a half years with the U. S. Navy. Before assuming his present position in 1948, Ken directed WFIL-TV operations for more than a year, beginning in February, 1947. During this period the station went on the air for the first time. In the mid-twenties. Ken left a job as radio editor of a Philadelphia newspaper to join the staff of a local radio station. Since then he has been associated with the medium, except for his Navy hitch. While in the service he was a lieutenant on the staff of Rear Admiral C. E. Rosendahl, chief of the Naval Airship Training Command at Lakehurst, N. J. Ken studied business administration at Temple University before entering on his career and is a member of the Poor Richard Club and the 50 Club, as well as a board member of T & A of Philadelphia.



STOWMAN

☆ ☆ ☆

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HARRY BANNISTER, general manager of WWJ, Detroit, has AM, FM as well as TV activities under his guidance. Harry entered radio in 1931 as a salesman for WMBC in the Motor City. Later he went with WJR and in 1933 he joined WWJ as a salesman. Harry became sales manager for the station in 1935 and was appointed general manager in 1941. He is a former member of the board of directors of the NAB and is a member of the Stations Planning and Advisory Committee of NBC.



BANNISTER

Before entering radio, Harry was associated with E. I. duPont de Nemours and with Brewer Co. He also did a five-year stint with the American Druggist syndicate. In all jobs he was in sales or sales supervizing. On the more personal side, Harry, at his own admittance, is the best gin rummy player and worst crap shooter in radio or TV. He also admits that he plays a violent game of croquet every week-end, in sun, snow, sleet or ice.

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P. A. SUGG, vice-president of the WKY Radiophone Company and manager of WKY and WKY-TV, Oklahoma City, Okla., became interested in radio back in 1920 when the medium was still a gadget, and has been in it ever since. In 1929 he entered commercial radio with KPO, San Francisco, and two years later moved to NBC where he served as control supervisor in charge of technical network operations. A Navy reservist, Bud was called to active duty in 1940, and had a major role



SUGG

in the development of radar during the war. He served aboard the U.S.S. California, and later was on the staff of Adm. Nimitz, commander of the Pacific Fleet. Released from active duty in 1945 he became manager of WKY on Jan. 1, 1946, and divided his attention between management of the AM station and direction of preparations for the advent of TV in Oklahoma. WKY-TV went on the air commercially June 6, 1949, with a weekly schedule of about 15 hours of programming.

☆ ☆ ☆

HAAN J. TYLER, manager of KFI-TV, Los Angeles, Calif., became interested in the radio field because of an old hobby, quartet singing, which had placed him before the microphone for over 5 years with the Edgewater Four around Chicago. He started as a partner in the Broadcasting Checking Bureau, which ceased to exist as broadcasting facilities increased and became more dependable. In 1934 he joined the John H. Dunham Company as an account executive, handling such



TYLER

accounts as O'Henry Candy Bars, Crackerjacks and Campfire Marshmallows. Moving to the coast in 1939 he opened an office for Free & Peters, radio representatives in L. A., and a year later became commercial mgr. of KSFO. Early in 1943, Haan moved to Earle C. Anthony, Inc., as account executive for KFI. In 1947 he became sales manager for KFI, and the following year was promoted to program director and coordinator of TV, and finally manager of KFI-TV in Oct., 1948.

☆ ☆ ☆



TELEVISION STATIONS

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Alphabetically Listed
by States, Cities and Call Letters

☆

Personnel

☆

Facilities

☆

Licensee

NINETEEN FIFTY-ONE



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Of *The United States*

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WSM-TV	Nashville, Tenn.	1114
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WSYR-TV	Syracuse, N. Y.	1108
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TV STATIONS

1950—1951

The following list of Television Stations reveals that 107 *stations are operating in* 63 *markets. This is an increase of six stations over the* 101 *stations operating in* 59 *cities last year. The total number of TV sets in use as of April* 1, 1951, *was* 12,171,500.

ALABAMA

WAFM-TV

BIRMINGHAM—1949—ABC-CBS
PARAMOUNT

Channel: 13.....AP: 13.6 Kw.....VP: 26 Kw.
Owned-Oper. By.....Voice of Alabama, Inc.
Business-Studio Address...Protective Life Bldg.
Phone Number 3-8116
Transmitter Location.....Radio Park-Red Mt.
Air Time.....98 hours weekly
News Service .....INS
Representative .....Radio Sales
Membership .....NARTB
Ch. of the Board.....Ed Norton
Pres., Gen. Mgr.....Thad Holt
Sta. Mgr., Pgm. Dir.....Lionel F. Baxter
Commercial Manager.....C. P. Persons, Jr.
Film Production.....Burtt McKee, Jr.
Chief Engineers....Jimmy Evans, N. H. Hurley
Manager of Operations.....E. H. Mitchell
Consulting Engr.....A. D. Ring & Co.

WBRC-TV

BIRMINGHAM—1949—NBC-DuM

Channel: 4.....AP: 7.25....VP: 14.25 Kw.
Owned-Oper. By.....Birmingham Bcstg. Co.
Business-Studio Address.....WBRC Bldg.
Phone Number 4-7741
Transmitter Location.....Red Mountain
Air Time.....63 hrs. weekly
News Service.....AP, INS
Representative.....Paul H. Raymer Co.
Membership .....NARTB
President.....Eloise Smith Hanna
General Manager.....G. P. Hamann
Commercial Manager.....Don D. Campbell
Program Director.....M. D. Smith
Promotion Director.....John Orr
Dir. or News & Special Events.DavenportSmith
Production Manager ..... W. D. Smith
Publicity Director..... .....John Orr
Dir. of Remotes.....Millard Almon
Chief Engineer.....G. P. Hamann

ARIZONA

KPHO-TV

PHOENIX—1949—
ABC-CBS-NBC-DuM

Channel: 5....AP: 8.7 Kw.....VP: 17.5 Kw.
Owned-Oper. By.....Phoenix Television, Inc.
Studio Address.....631 North First Ave.
Phone Number 4-7367
Transmitter Location.....618 North Central
Air Time .....70 hrs. weekly
News Service.....INS
Representative .....Petry & Co.
Pres. & Gen. Mgr.....John C. Mullins
Sta. Mgr. & Prog. Dir.....Ronald C. Oxford
Commercial Mgr.....Gil Lee
Dir. of News & Spec. Events.....Art Sprinkle
Chief Engineer.....George L. McClanathan

CALIFORNIA

KECA-TV

HOLLYWOOD—1949—ABC

Channel: 7.....AP: 15 Kw.....VP: 30 Kw.
Owned-Oper. By....American Bcastg Co., Inc.
Business-Studio Address.....ABC-TV Center
Phone Number.....NOrmandy 3-3311
Transmitter Location.....Mt. Wilson
Air time.....73 hours weekly
News Service.....AP, INS, UP
Representative .....ABC Spot Sales
President .....Robert E. Kintner (ABC)
General Manager.....F. Samuels
Station Manager.....Richard Moore
Commercial Manager....William K. McDaniel
Program Director.....John I. Edwards
Promotion Director.....John Hansen
Dir. of News and Special Events
James T. Vandiveer
Production Manager.....E. Carlton Winckler



Southern Californians depend on KTTV for news, sports and outstanding television entertainment every day. KTTV now occupies Hollywood's newest, most compact motion picture lot—facilities which mean better production, bigger audiences.

KTTV

Los Angeles Times Television

Publicity Director.....Jerry Ross
Film Editor.....George Boggs
Director of Remotes.....James T. Vandiveer
Chief Engineer.....P. G. Caldwell
Consulting Engineer.....Kear & Kennedy

KLAC-TV

HOLLYWOOD—1948

Channel: 13....Ap: 16.2 Kw.....VP: 30.8 Kw.
Owned-Oper. By.....KMTR Radio Corp.
Bus.-Studio Address...1000 N. Cahuenga Blvd.
Phone Number.....HUdson 2-7311
Transmitter Location.....Atop Mt. Wilson
Air Time.....96 hours weekly
News Service.....INS, UP
Representative.....Katz Agency Inc.
President .....Dorothy Schiff
Exec. V.P., Gen. Sta. Mgr.....Don Fedderson
Commercial Manager.....Dave Lundy
Program Director.....Fred Henry
Promotion Director.....Jack Miller
Dir. of News & Special Events....J. McNamara
Production Manager.....Don Forbes
Publicity Director.....Red Doff
Director of Film, Remotes.....Fred Henry
Chief Engineer.....Robert W. Conner
Consulting Engr.....Craven, Lohnes & Culver

KNBH

HOLLYWOOD—1949—NBC

Channel: 4.....Ap: 8 Kw.....VP: 15 Kw.
Owned-Oper. By...National Broadcasting Co.
Business-Studio Address.....1500 N. Vine St.
Phone Number .....Hollywood 9-6161
Transmitter Location.....Mt. Wilson
Air Time.....75 hours weekly
News Service.....AP, INS, UP
Representative.....NBC Spot Sale
General Manager.....Thomas B. McFadden
Commercial Manager.....Donald A. Norman
Program Director.....Robert V. Brown
Promotion Director.....Richard Eisiminger
Dir. of News & Spec. Events...Roger Sprague
Production Manager.....Edward H. Sobol
Publicity Director.....Robert Pelgram
Film Director.....Robert Guggenheim
Director of Remotes.....A. V. Cole
Chief Engineer.....Robert W. Clark

KTSL

HOLLYWOOD—1931—DuM
DON LEE

Channel: 2.....AP: 2.5 Kw.....VP: 15 Kw.
Owned-Oper....Thomas S. Lee Enterprises, Inc.
Business-Studio Address.....1313 N. Vine St.
Phone Number.....Hudson 2-2133
Transmitter Location.....3800 Mt. Lee Drive
Air Time.....20 hours weekly
News Service.....AP, INS
Representative .....Blair-TV, Inc.
Membership .....NARTB
President.....Willet H. Brown
VP Chg. TV.....Charles L. Glett
Sales Manager.....Robert B. Hoag
Executive Producer.....Cecil Barker
Promotion Director.....John Hurley
Dir. of News & Spec. Events.....Bill Symes
Production Supervisor.....R. P. Anderson, Jr.
Publicity Director.....Mark Finley
Director of Production.....Donald M. Hine
Director of Remotes.....Gilbert Wyland
Chief Engineer.....Harold Jury
Dir. of TV Research.....Harry R. Lubcke

KTTV

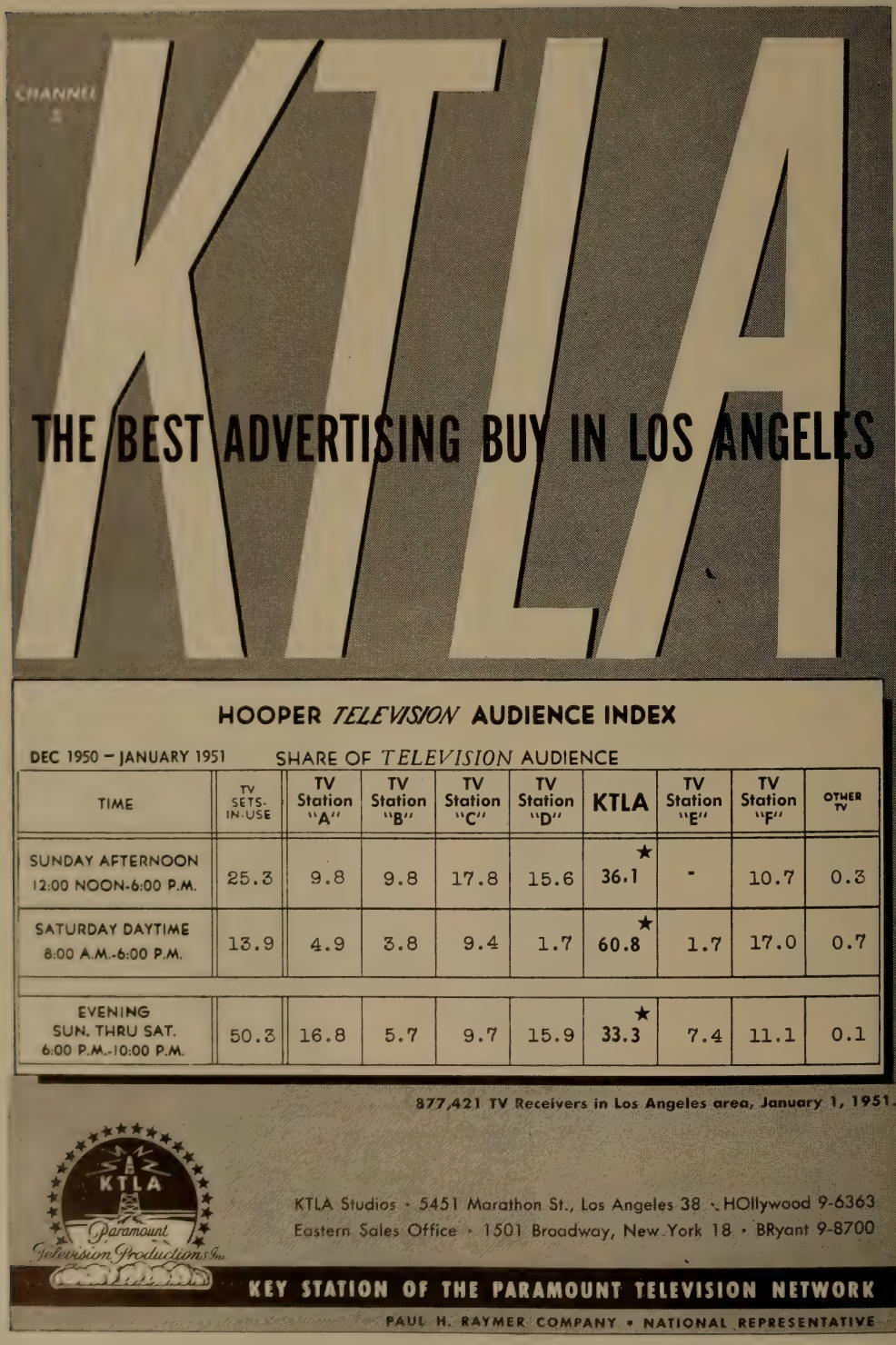
LOS ANGELES—1949—CBS

Channel: 11....AP: 16.6 Kw.....VP: 30.9 Kw.
Owned-Oper. By.....KTTV, Inc.
Business Address.....5746 Sunset Blvd.
Phone Number.....HUdson 2-7111
Transmitter Location .....Mt. Wilson
Air Time.....76½ hours weekly
News Service .....AP
Representative .....Radio Sales
President .....Norman Chandler
General Manager.....Harrison M. Dunham
Commercial Manager.....Frank G. King
Program Director .....Robert Purcell
Prom., Pub. Dir.....John R. Vrba
Dir. of News and Special Events..Bob Breckner
Production Manager.....Charles Koons
Film Director.....Tom Corradine
Director of Remotes.....Bob Breckner
Chief Engineer..... .....Joseph Conn
Consulting Engineer.....Caven, Lohnes and Culver, Washington, D. C.

KFI-TV

LOS ANGELES—1948

Channel: 9.....AP: 18 Kw.....VP: 34 Kw.
Owned-Oper. By.....Earle C. Anthony, Inc.
Business-Studio Address..141 N. Vermont Ave.
Phone Number .....Dunkirk 2-2121
Transmitter Location.....Mt. Wilson
Air Time.....15 hours weekly
News Service.....AP, UP
Membership .....TBA, NARTB
Station Manager.....H. J. Tyler
Program Director.....Kenneth Higgins
Commercial Manager.....John Bradley



HOOPER *TELEVISION* AUDIENCE INDEX

DEC 1950 – JANUARY 1951 SHARE OF *TELEVISION* AUDIENCE

TIME	TV SETS-IN-USE	TV Station "A"	TV Station "B"	TV Station "C"	TV Station "D"	KTLA	TV Station "E"	TV Station "F"	OTHER TV
SUNDAY AFTERNOON 12:00 NOON-6:00 P.M.	25.3	9.8	9.8	17.8	15.6	★ 36.1	-	10.7	0.3
SATURDAY DAYTIME 8:00 A.M.-6:00 P.M.	13.9	4.9	3.8	9.4	1.7	★ 60.8	1.7	17.0	0.7
EVENING SUN. THRU SAT. 6:00 P.M.-10:00 P.M.	50.3	16.8	5.7	9.7	15.9	★ 33.3	7.4	11.1	0.1

877,421 TV Receivers in Los Angeles area, January 1, 1951.

KTLA Paramount Television Productions Inc.

KTLA Studios • 5451 Marathon St., Los Angeles 38 • HOllywood 9-6363
Eastern Sales Office • 1501 Broadway, New York 18 • BRyant 9-8700

KEY STATION OF THE PARAMOUNT TELEVISION NETWORK

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

KTLA

LOS ANGELES—1947

Channel: 5.....AP: 15 Kk.....Vp: 30 Kw.
Owned-Oper...Paramaunt TV Productions, Inc.
Business Studio Address....5451 Marathon St.
Phone Number.....Hollywood 9-6363
Transmitter Location.....Mt. Wilson
Air Time.....50 hours weekly
News Service.....INS, UP
Representative .....Gris Rashbaum
Membership .....TBA
Gen. Mgr. & V-P, Paramount
T-V Prods.....Klaus Landsberg
Commercial Manager.....Harry Maynard
Senior Director.....Gordon Minter
Production Supervisor.....J. Gordon Wright
Director of News & Special Events....Jon Rice
Manager Studio Operations.Charles Theodore
Film Director.....Leland G. Muller
Director of Remotes.....John Silva
Chief Engineer .....Raymond Moore

KFMB-TV

SAN DIEGO—1949—ABC-CBS-NBC DUMONT

Channel: 8.....AP: 20.2 Kw.....VP: 20 Kw.
Owned-Oper. By.....Jack Gross Bcstg. Co.
Business Address.....1375 Pacific Blvd.
Phone Number .....Main 2114
Transmitter Location.....Mount Soledad
Air Time.....80 hours weekly
Representative .....Branham
News Service.....AP,.INS
Membership .....NARTB
President, General Manager....Jack O. Gross
Commercial Manager.....William Edholm
Prog. Dir., Dir. of Remotes....Alvin Flanagan
Prom., Pub. Dir.....Neil Morgan
Prod. Mgr.....Bill Fox
Chief Engineer..... .....Thornton Chew
Consulting Engineer.....George Davis

KGO-TV

SAN FRANCISCO—1949—ABC

Channel: 7.....AP: 13 Kw.....VP: 27 Kw.
Owned-Oper. By.....American Bcstg. Co.
Business Address.....155 Montgomery St.
Phone Number.....Exbrook 2-6544
Transmitter Location..Mt. Sutro, ABC TV Ctr.
Air Time.....60 hours weekly
News Service.....AP, INS, UP
Representative.... .....ABC Spot Sales
President (ABC).....Robert E. Kintner
Gen., Sta. Mgr.....Gayle V. Grubb
Commercial Manager.....Vincent Francis
Program Director.....Bloyce Wright
Promotion Director.....Maury Baker
Dir. of News and Spe. Events.. ....Vic Reed
Production Manager.....Russell Baker
Publicity Director.....Maury Baker
Film Director.....Phyllis Towner
Director of Remotes.....Bill Hollenbeck
Chief Engineer..... .....A. E. Evans
Consulting Engineer.....Keary & Kenneddy

KPIX

SAN FRANCISCO—1948—CBS DUMONT-PARAMOUNT

Channel: 5....AP: 15.4 Kw.....VP: 29.9 Kw.
Owned-Oper. By.....KPIX, Inc.
Bus. Studio Address.....Mark Hopkins Hotel
Phone Number.....EXbrook 2-4567
Trans. Location.....Roof, Mark Hopkins Hotel
Air Time.....53 hours weekly
News Service.....INS, UP
Representative .....Katz
Membership .....NARTB
President..... .....Wesley I. Dumm
V.P., Gen. Mgr.....Philip G. Lasky
V.P.—Sales .....Colin Selph
Commercial Manager.....Lou Simon
Program Director.....Sanford Spillman
Promotion Dir.....Kay Mulvihill
Dir. News & Spec. Events...Forrester Mashbir
Film Director .....Tom Stanford
Technical Director.....A. E. Towne
Consulting Engineer Universal Research Labs

KRON-TV

SAN FRANCISCO—1949—NBC

Channel: 4.....AP: 7.7 Kw.....VP: 14.5 Kw.
Owned-Oper. By.....The Chronicle Pub. Co.
Business Studio Address.....901 Mission St.
Phone Number.....GArfield 1-1100
Transmitter Location..TV Peak, San Bruno Mt.
Air Time..... .....70 hours weekly
News Service.....AP
Representative.....Free and Peters
Membership .....NARTB
General Manager.....Charles Thieriot
Director of Television.....Harold P. See
Sales Director.....Norman Louvau
Program Director.....Patric Crafton
Promotion Director.....Don Knight
Dir. of News and Spe. Events..A. H. Constant
Publicity Director.....Dave Ohman
Chief Engineer.....R. A. Isberg
Film Director.....B. Kotrich

CONNECTICUT

WNHC-TV

NEW HAVEN—1948

ABC-CBS-MBS-NBC-DuM

Channel: 6.....AP: .957 Kw.....VP: 1.82 Kw.
Owned-Oper. By....The Elm City Bcstg. Corp.
Business-Studio Address.....1110 Chapel St.
Phone Number 6-9826
Transmitter Location.....Gaylord Mt.
Air Time .....91 hours weekly
News Service.....AP, INS
Representative .....Katz
Membership .....NARTB
President.....Patrick J. Goode
Sec.-Treas. .....Aldo De Dominicis
Station Manager.....James T. Milne
Commercial Manager.....Vincent J. Callanan
Prod. Mgr., Progr. Dir.....David K. Harris
Dir. of News & Spec. Events..... ... .
Publicity Director.....Marion Hosko
Dir. of Rem., Chf. Engr....Vincent DeLaurentis

DELAWARE

WDEL-TV

WILMINGTON—1949—NBC-DuM

Channel: 7.....AP: 5 Kw.....VP: 1 Kw.
Owned-Oper. By.....WDEL, Inc.
Business-Studio Address.....10th & King Sts.
Air Time.....58 hours weekly
Phone Number 7268
Transmitter Location.....New Castle County
News Service .....UP
Representative .....Meeker
Membership .....NARTB
Station Executive.....Clair R. McCollough
Station Manager.....J. Gorman Walsh
National Sales Manager.....J. Robert Gulick
Program Director.....James Adshead
Technical Director.....J. E. Mathiot

DISTRICT OF COLUMBIA

WMAL-TV

WASHINGTON, D. C.—1947—ABC

Channel: 7.... AP: 12 Kw.....VP: 22 Kw.
Owned-Oper. By The Evening Star Bcstg. Co.
Business Address.....724 14th St., N.W.
Phone Number.....National 5400
Transmitter.....Campus American Univ.
Air Time.....65 hours weekly
Newspaper Affiliation.....The Evening Star
Representative.....ABC Spot Sales
Membership .....NARTB
News Service.....AP, INS, UP
President .....S. H. Kauffmann
V.P. & Gen. Mgr.....K. H. Berkeley
Commercial Manager.....Ben B. Baylor, Jr.
Program Director.....Charles Kelly
Promotion Director.....Howard Bell
Director of News & Spec. Events Bryson Rash
Publicity Director.....Mary Pauline Perry
Film Director.....Charles Bloomquist
Chief Engineer.....Frank Harvey

WNBW

WASHINGTON—1947—NBC

Channel: 4....AP: 10.5 Kw.....VP: 20.5 Kw.
Owned-Oper. By.....National Bcstg. Co., Inc.
Business-Studio Address....724 14th St., N.W.
Phone Number.....REpublic 4000
Transmitter Location....Wardman Park Hotel
Air Time.....45 hours weekly
News Service.....AP, INS, UP
Representative.... .....NBC Spot Sales
Membership .....TBA, NARTB
President.....Joseph H. McConnell
Washington Vice-Pres.....Frank M. Russell
General Manager.....William R. McAndrew
Asst. Gen. Mgr.....George Y. Wheeler
Director of Programs.....Eugene Juster
Commercial Manager.....Mahlon Glascock
Engineer in Charge.....Donald Cooper
Business Manager.....George Sandefer
Program Manager.....Ralph Burgin
Sales Prom. Mgr.....Tom Geoghegan
Publicity Manager.....Walter Jay Royen

WTOP-TV

WASHINGTON—1949—CBS

Channel: 9....AP: 14.4 Kw.....VP: 27.3 Kw.
Owned-Oper. By.....The Washington Post
Business Address.....Warner Building

Always More
on
Channel Four

W
N
B
W

NBC

WASHINGTON

• • U. S. TV STATIONS • •

Phone Number.....Me. 3200
Transmitter Location.....40th & Brandywine
Transmitter Location....40th and Brandywine St., N.W.
Air Time.....100 hours weekly
Newspaper Affiliation.....Washington Post
News Service.....AP
Membership .....NARTB
General Manager.....John Hayes
Commercial Manager.....George Hartford
Progr. Prod. Director.....E. I. Halbert
News, Pub. & Prom. Director..Cody Pfanstiehl
Production Manager.....E. I. Halbert
Film Director.....C. D. Dyatt
Chief Engineer.....L. A. Wilkinson

WTTG

WASHINGTON—1945—DuM

Channel: 5....AP: 10.5 Kw.....VP: 17.5 Kw.
Owned-Oper. By..Allen B. DuMont Labs., Inc.
Business-Studio Address...12th & E. Sts., N.W.
Phone Number.....STerling 5300
Transmitter.....5217 19th Rd., N.; Arlington
Air Time.....40-45 hours weekly
News Service .....Transradio
Representative.....DuMont Spot Sales
Membership .....TBA
President.....Dr. Allen B. DuMont
General Manager.....Walter Compton
Commercial Manager.....Harold E. Sheffers
Program Director.....Roger Coelos
Prom., Pub. Dir.....Clarke Thornton
Dir. of Spec. Events & Remotes.Donald G. Roper
Film Director.....Jules Huber
Chief Engineer.....Malcolm M. Burleson

FLORIDA

WMBR-TV

JACKSONVILLE—1949
ABC-CBS-NBC-DuM

Channel: 4.....AP: 7.4 Kw.....VP: 14.8 Kw.
Owned-Operated By.....Florida Bcstg. Co.
Business Address.....B. O. Box 5187
Phone Number 9-4477
Transmitter Location.....Southampton & Vine
Air Time.....84 hours weekly
News Service .....UP
Representative .....Avery-Knodel
President .....Frank King
Gen., Sta. Mgr.....Glenn Marshall, Jr.
Program Director.....Bernie Adams
Prod. Mgr.....John Sever
Chief Engineer.....Ernest Vordermark
Consulting Engineer.....Andrew Ring

WTVJ

MIAMI—1948—ABC-CBS-NBC-DuM

Channel: 4.....AP: 1.1 Kw.....VP: 2.2 Kw.
Owned-Oper. By.....Wometco Theatres
Business-Studio Address.....17 3rd St., N.W.
Transmitter Location.....Everglades Hotel
Air Time.....76½ hours weekly
News Service.....UP
Representative.....Free & Peters
President.....Mitchell Wolfson
V.P., Gen., Sta. Mgr.....Lee Ruwitch
Commercial Manager.....John S. Allen
Pgm. Dir., Dir. of News & Spec. Events Clyde H. Lucas
Pub. & Promotion Director.....Lyn Morrow
Film Director.....Labe B. Mell
Dir. of News & Special Events...Ralph Renick
Program Coordinator.....John A. Shay
Chief Engineer.....Earl W. Lewis

GEORGIA

WAGA-TV

ATLANTA—1947—CBS-DuM

Channel: 5.....AP: 9.5 Kw.....VP: 18 Kw.
Owned-Operated By.....Fort Industry Co.
Bus.-Studio Address.1032 W. Peachtree, N.W.
Phone Number.....Emerson 2541
Trans. Location.....1018 W. Peachtree, N.W.
Air Time.....71½ hours weekly
News Service.....AP
Representative.....Katz
President.....George B. Storer
General Manager.....James E. Bailey
Sta. Mgr.....Geo. B. Storer, Jr.
Commercial Manager.....John W. Collins, Jr.
Program Director.....William R. Terry
Promotion Director.....Lidie Lee
Production Manager.....M. Sidney Lasher
Publicity Director.....N. A. Cannon
Chief Engineer.....Paul B. Cram
Consulting Engineer.....A. Earl Cullum, Jr.

exclusive coverage of south florida's gold coast....

NBC - CBS - ABC - DUMONT

Represented by FREE & PETERS, INC.

WTVJ channel 4 MIAMI

17 N.W. 3rd ST., MIAMI, FLORIDA

WSB-TV

ATLANTA—1948—ABC-NBC

Channel: 8....AP: 12:5 Kw.....VP: 23.8 Kw.
Owned-Oper. By....The Atlanta Newspapers, Inc.
Address .....1801 W. Peachtree
Phone Number.....Atwood 3827
Air Time.....90 ohurs weekly
Newspaper Affiliations..Atlanta Newsp., Inc.
News Service.....UP
Representative .....Petry
Membership .....NARTB
Managing Director.....J. Leonard Reinsch
General Manager.....John M. Outler, Jr.
Commercial Manager.....Frank Gaither
Program Director.....Marcus Bartlett
Promotion Director.....Vincent Piano
Dir. of News & Spec. Events.....James Bridges
Production Manager.....Mark Toalson
Publicity Director.....Wayne Anderson
Film Director.....Jean Hendrix
Chief Engineer.....C. F. Daugherty

ILLINOIS

WBKB

CHICAGO—1940—CBS

Channel: 4.....AP: 7.5 Kw.....VP: 11 Kw.
Owned-Operated By....Balaban & Katz Corp.
Bus.-Studio Address.....190 North State St.
Phone Number.....RAndolph 6-8210
Transmitter Location.....33 North LaSalle St.
Air Time.....112 hours weekly
News Service.....UP, INS
Representative .....Weed
Membership .....TBA
General Manager.....John H. Mitchell
Comptroller.....Mathew E. Vieracker
Program Manager.....S. C. Quinlan
Dir. of News & Spec. Events.....Ulmer Turner
Publicity Director.....John Davis
Production Manager.....William Ryan
Film Director.....George Rice
Dir. of Remotes.....Phil Ruskin
Chief Engineer.....William P. Kusack

WENR-TV

CHICAGO—1948—ABC

Channel: 7.....AP: 2.4 Kw.....VP: 4.35 Kw.
Owned-Operated By.....American Bcstg. Co.
Business-Studio Address....20 N. Wacker Dr.
Phone Number.....ANdover 3-7800
Transmitter Location.....Atop Opera Bldg.
Air Time.....77¼ hours weekly
News Service.....AP, INS, UP
Representative.....ABC Spot Sales
Membership .....NARTB
V.P. in Chg.....John H. Norton, Jr.
General Manager.....James Stirton
Sta., Comm. Mgr.....Roy McLaughlin
Program Director.....Fred Killian
Promotion Director.....Dean D. Linger
Dir. of News & Spec. Events .Cornelius O'Dea
Publicity Director.....Elliott Henry
Film Director.....Polly Thompson
Chief Engineer.....Edward C. Horstman

WGN-TV

CHICAGO—1948—DuM

Channel: 9.....AP: 7.3 Kw.....VP: 11.2 Kw.
Owned-Operated By.....WGN, Inc.
Business Address.. ....441 N. Michigan Ave
Phone Number .....SUperior 7-0100
Transmitter Location.....Tribune Tower
Air Time.....100 hours weekly
Newspaper Affiliation.....Chicago Tribune
News Service.....AP, UP
Representative.....Keenan & Eickelberg
President.....Col. Robert R. McCormick
General Manager.....Frank P. Schreiber
Director of Operations.....Vernon R. Brooks
Commercial Manager..William A. McGuineas
TV Sales Manager.....George S. Harvey
Program Director.....Jay E. Faraghan
Director of News.....Spencer Allen
Facilities Manager.....George F. Petterson
Promotion Director.....Charles A. Wilson
Publicity Director.....James Hanlon
Film Director.....Elizabeth Bain
Director of Remotes.....Donald Cook
Chief Engineer.....Carl J. Meyers

(See Page 1100)

WNBQ

CHICAGO—1949—NBC

Channel: 5.....AP: 11.8 Kw.....CP: 21.8 Kw.
Owned-Operated By.....National Bcstg. Co.
Business-Studo Address....Merchandise Mart
Phone Number.....SUperior 7,8300
Transmitter Location.....Civic Opera Bldg.
Air Time.....82 hours weekly
News Service.....AP, INS, UP
Representative.....NBC Spot Sales
Membership .....NARTB
President of NBC.....Joseph McConnell
V.P. & Gen. Mgr.....I. E. Showerman
Station Manager.....Jules Herbuveaux
Commercial Manager.....John J. McPartlin
Program Director.....Arthur Jacobson
Promotion Director.....John Keys
Dir. of News & Spec. Events...William B. Ray
Publicity Director.....Jack Ryan
Film Director.....Isabel Cooney
Chief Engineer.....Howard C. Luttgens

Daytime Television Gets Results

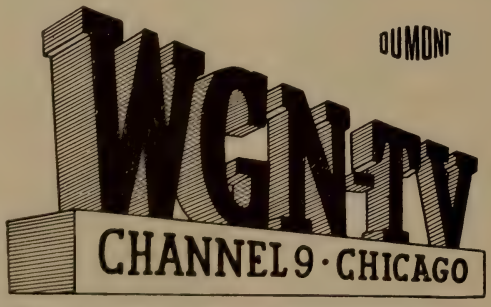
(on WGN-TV, that is)

Since WGN-TV first blazed the way in Chicago television with regularly scheduled daytime programs, advertisers' result stories have been streaming in:

> One daytime sponsor says, "We experienced a considerable increase in our Chicago volume right from the start—33⅓%. Our sales are still climbing and are now 50% ahead of last year."
>
> An agency writes that WGN-TV delivered the highest mail response of any of the 28 stations carrying their program. The mail count was higher than either New York or Los Angeles, both of whom currently have more television sets than Chicago.

These are just two of the many daytime result stories on WGN-TV. If you want results for your products—you need WGN-TV in Chicago.

As one advertiser wrote, "I only wish there were fifty WGN-TVs in this country."



The Chicago Tribune Television Station

WHBF-TV

ROCK ISLAND—1950—ABC-CBS DuM

Channel: 4.....AP: 5.5 Kw.....VP: 11.0 Kw.
Owned-Oper. By.....Rock Island Bcstg. Co.
Bus.-Trans. Address...Telco Bldg., 231 18th St.
Phone Number.....R. I. 6-5441
Air Time.....43 hours weekly
News Service .....INS
Representative .....Avery-Knodel, Inc.
Membership .....NARTB
President.....Ben H. Potter
Gen., Sta. Mgr.....Leslie C. Johnson
Commercial Manager.....Maurice Corken
Program Director.. .....Forest W. Cooke
Promotion Director.....(Miss) Fern Hawks
Prod. Mgr., Dir. of News and Spe. Events
Charles F. Harrison
Publicity Director.....(Miss) Fern Hawks
Film Director.....Bunny Smith
Chief Engineer.....Robert J. Sinnett
Consulting Engineer.....E. C. Page

INDIANA

WTTV

BLOOMINGTON—1949 ABC-CBS-NBC-DuM

Channel: 10....AP: 3.31 Kw.....VP: 6.38 Kw.
Owned-Oper. By.....Sarkes Tarzian, Inc.
Address.....535 S. Walnut St.
Phone Number 2-3366
Air Time.....40 hours weekly
News Service .....AP
Representative.....Robert Meeker Assoc.
General Manager.....Glenn Van Horn
Sales & Prom. Mgr.....Robert Lemon
Program Assistant.....Robert Petranoff
Production Manager.....Jim Ratcliffe
Film Director.....Al Fiscus
Dir. of & Spec. Events Pub. Dir...Lyle Warrick
Chief Engineer.....Morton L. Weigel
Consulting Engineer.....Kear & Kennedy

WFBM-TV

INDIANAPOLIS—1949 ABC-CBS-NBC-DuM

Channel: 6....AP: 18.1 Kw.....VP: 28.2 Kw.
Owned-Operated By.....WFBM, Inc.
Business-Studio Address..48 Monument Circle
Phone Number.....Lincoln 8506
Transmitter Location....Merchants Bank Bldg.
Air Time.....82 hours weekly
News Service .....AP,.INS
Representative .....Katz
Membership .....TBA, NARTB
Pres., Gen. Mgr.....Harry M. Bitner, Jr.
Comm. Mgr., Pub. Dir.....William F. Kiley
Program Director.....Frank O. Sharp
Promotion Director.....David F. Milligen
Dir. of News & Spec. Events....Gilbert Forbes
Prod. Mgr., Film Dir.....Hugh L. Kibbey
Chief Engineer.....Harold S. Holland

IOWA

WOI-TV

AMES—1950

Channel: 4.....AP: 10.4 Kw.....VP: 13 Kw.
Owned-Operated By.....Iowa State A & M
Bus.-Studio Address..Service Bldg., Iowa State College
Phone Number.....2500 Extension 281
Transmitter Location.....Ames
Membership .....NARTB
President.....Charles E. Friley
General Membership.....Richard B. Hull
Station Manager.....Robert Mulhull
Program Director.....Chris Donaldson
Production Manager.....Edward Wegener
Film Director.....Maurice Brunsvold
Chief Engineer.....L. L. Lewis

WOC-TV

DAVENPORT—1949—NBC

Channel: 5....AP: 12.5 Kw.....VP: 22.9 Kw.
Owned-Oper. By..... ..Central Bcstg. Co.
Business Address.....805 Brady St.
Phone Number 3-3661
Transmitter Location .....Bettendorf
Air Time.....82 hours weekly
News Service ....UP
Representative.....Free & Peters, Inc.
Membership .....NARTB
President.....Col. B. J. Palmer
Vice-Pres. & Treas.....D. D. Palmer
Exec. Vice-Pres..... Ralph Evans
Secretary.....William D. Wagner
Vice-President .....Paul Loyet
Gen., Sta. Mgr..... .....Ernest Sanders
Commercial Manager.....Mark Wodlinger
Program Director.....Charles Freburg
Promotion Director.....Fred Reed
Dir. of News and Spe. Events....Bob Redeen
Telvision Director..... .....Don Bohl
Publicity Director.....Paul Ives
Film Director.....Ken Wagner
Director of Remotes.....Charles Freburg
Chief Engineer..... ..Paul Arvidson
Consulting Engineer.....A. D. Ring & Co.

KENTUCKY

WAVE-TV

LOUISVILLE—1948—ABC-NBC-DuM

Channel: 5.....AP: 4 Kw.....VP: 7 Kw.
Owned-Operated By.....WAVE, Inc.
Address.....334 East Broadway
Phone Number.....Wabash 2201
Air Time.....70 hours weekly
News Service.....AP, INS
Membership .....NARTB
Representative.....Free & Peters
President.....George W. Norton, Jr.
General Manager.....Nathan Lord
Commercial Manager.....Ralph Jackson
Program Director.....George Patterson
Director of Television.....John Boyle
Prom., Pub. Dir.....Robert Elverman
Dir. of News.....James Caldwell
Production Manager.....Burt Blackwell
Film Director.....Irving Lively
Dir. of Remotes.....Walter K. Witherbee
Chief Engineer.....Wilbur Hudson
Consulting Engineer.....Ring & Clark

WHAS-TV

LOUISVILLE—1950—CBS

Channel: 9.....AP: 7.2 Kw..... VP: 9.6 Kw.
Owned-Oper. By.....WHAS, Inc.
Address .....6th & Broadway
Phone ....Wabash 2211
Representative .....Petry
News Service ....AP, UP
Director.....Victor A. Sholis
Sales Director.....Neil D. Cline
Promotion Manager.....Richard Hughes

LOUISIANA

WDSU-TV

NEW ORLEANS—1948
ABC—CBS—NBC—DuM

Channel: 6....AP: 15.0 Kw.....VP: 31.0 Kw.
Owned-Operated By....WDSU Bcstg. Services
Business-Studio Address.....520 Royal St.
Phone Number.....TUlane 4371
Transmitter Location....Hibernia Bank Bldg.
Air Time.....75 hours weekly
News Service.....AP, UP
Representative .....Blair
Membership .....NARTB
Partners.....Edgar B. Stern, Edgar B. Stern, Jr.
Gen. Sta. Mgr.....Robert D. Swezey
Commercial Manager.....A. Louis Read
Program Pub. Dir.....Ray Rich

the Finest in Facilities and Programming

WDSU-TV
NEW ORLEANS

Affiliated with
ABC • CBS • NBC • DUMONT
NETWORKS

Represented by BLAIR-TV INC.

Prom., Pub. Dir.....Marion Annenberg
Dir. of News & Spec. Events.....Mel Leavitt
Film Director.....Rose Wetzel
Chief Engineer.....Lindsey Riddle
Consulting Engineer.....E. C. Page

MARYLAND

WAAM-TV

BALTIMORE—1948—ABC-DuM

Channel: 13.....AP: 14.0 Kw....VP: 26.0 Kw.
Owned-Operated By....WAAM, Incorporated
Business Address.....3725 Malden Ave.
Phone Number.....MOhawk 7600
Transmitter Location.....3725 Malden Ave.
Air Time.....80 hours weekly
News Service.....Transradio, UP
Representative.....Harrington, Righter and Parsons, Inc.
Exec. Vice-Pres.....Norman C. Kal
General Manager.....Kenneth Carter
Asst. Gen. Mgr.—Sales.....Armand Grant
Prog., Film Dir.....Herbert Cahan
Promotion Director.....Harriet George
Dir. of News and Pub.....Joel Chaseman
Production Manager.....Tony Farrar
Director of Engineering.....Benjamin Wolfe
Chief Engineer.....Glenn Lahman
Consulting Engineer.....Kear and Kennedy

WBAL-TV

BALTIMORE—1948—NBC

Channel: 11....VP: 36.2 Kw.....AP: 47.2 Kw.
Owned-Operated By.....Hearst Radio, Inc.
Business-Studio Address.....2610 N. Charles
Phone Number.....Hopkins 3000
Transmitter Location..Violet and Cottage Ave.
Air Time.....80 hours weekly
News Service.....INS, UP
Representative.....Edward Petry
Membership.....TBA
President.....Charles B. McCabe
Manager.....Harold C. Burke
Business Manager.....D. L. Provost
Commercial Manager.....Leslie Peard
Program Director.....Willie K. Freiert
Production Director.....Victor Campbell
Prom., Pub. Dir.....Tom White
Dir. of News & Spec. Events...Galen Fromme
Film Director.....Mel Quinn
Chief Engineer.....John Wilner

WMAR-TV

BALTIMORE—1947—CBS

Channel: 2.....AP: 10 Kw.....CP: 16 Kw.
Owned-Operated By.....The A. S. Abell Co.
Business-Studio Address.....Sun Bldg.
Phone Number.....MUlberry 5670
Transmitter Location.....Mathieson Bldg.
Air Time.....80 hours weekly
Newspaper Affiliation.....Sunpapers
News Service.....AP, Transradio
Representative.....Katz
Membership.....TBA, NARTB
President.....Paul Patterson
V.P., Dir. of Radio.....Ewell K. Jett
Commercial Manager.....Ernest A. Lang
Program Director.....Robert B. Cochrane
Production Manager.....Edwin B. Mick
Promotion Director.....Gustavus Ober
Publicity Director.....Suzanne Gebhart
Film Dir., Dir. of News .. David V. R. Stickle
Chief Engineer.....Carlton G. Nopper

MASSACHUSETTS

WBZ-TV

BOSTON—1948—NBC

Channel: 4....AP: 7.07 Kw.....VP: 15.61 Kw.
Owned-Oper. By....Westinghouse Radio Stations, Inc.
Address.....1170 Soldiers Field Rd.
Phone Number.....ALgonquin 4-5670
Air Time.....75-80 hours weekly
News Service.....AP, UP
Representative.....NBC Spot Sales
President.....Walter Evans
Vice-President.....Walter E. Benoit
Gen. Sales Mgr.....Edwin R. Borroff
Station Manager.....W. C. Swartley
Sales Manager.....C. Herbert Masse
Program Manager.....W. Gordon Swan
Publicity Manager.....W. A. Davis
Film Librarian.....Carl Lawton
Technical Supervisor.....Sidney V. Stadig
Chief Engineer.....W. H. Hauser

WNAC-TV

BOSTON—1948—ABC-CBS-DuM
YANKEE

Channel: 7....AP: 13.3 Kw.....VP: 26.6 Kw.
Owned-Aperated By..General Tire & Rub. Co.
Business-Studio Address....21 Brookline Ave.
Phone Number.....COmmonwealth 6-0800
Transmitter Location.....Medford
Air Time.....Varies
News Service.....UP
Representative.....Edward Petry
Membership.....NARTB
President.....William O'Neil
Exec. V.P. & Gen. Mgr.....Linus Travers
V.P. in chg. TV.....George Steffy
Vice-President.....Thomas O'Neil
Promotion Director.....Charles Curtin

Dir. of News & Spec. Events..Leland Bickford
Publicity Director.....Phyllis Doherty
Film Director.....James Pike
Director of Remotes.....Clarence Stone
Chief Engineer.....Harry Whittemore
Technical Director.....Irving Robinson

MICHIGAN

WJBK-TV

DETROIT—1948—CBS-DUMONT

Channel: 2....AP: 7.51 Kw.....VP: 14.26 Kw.
Owned-Operated By.....Fort Industry Co.
Business-Studio Address.....500 Temple
Phone Number.....Temple 3-7900
Transmitter Location.....8009 Lyndon
Air Time.....82 hours weekly
News Service .....INS
Membership .....NARTB
Representative .....Katz
President.....George B. Storer
Program Director.....E. Hal Hough
Gen., Comm. Mgr.....Richard E. Jones
Production Manager.....Lanny Pike
Prom. Mgr., Pub. Dir.....Joyce M. Chapman
Dir. of News & Special Events..Larry Ruppel
Film Director.....Bob Striker
Director of Remotes.....Ted Beimel
Chief Engineer.....Paul Frincke
Consulting Engineer.....Earl Cullum

WWJ-TV

DETROIT—1947—NBC

Channel: 4....AP: 8.5 Kw.....VP: 17.4 Kw.
Owned-Operated By....Evening News Assoc.
Business-Studio Address....622 W. Lafayette
Phone Number.....WOodward 2-2000
Transmitter Location.....Penobscot Bldg.
Newspaper Affiliation.....The Detroit News
News Service .....UP
Representative .....Hollingbery
Membership .....TBA
General Manager.....Harry Bannister
Sta. Mgr.....Willard E. Walbridge
Program Director.....Melvin C. Wissman
Promotion Director.....Jake Albert
Dir. of News & Spec. Events...Tom McMahon
Production Manager.....Walter Koste
Publicity Director.....John Gnau
Film Director.....Douglas Wright
Chief Engineer.....Russell Williams
William L. Foss

WXYZ-TV

DETROIT—1948—ABC

Channel: 7....AP: 13.9 Kw.....VP: 27.9 Kw.
Owned-Operated By...Amer. Broadcasting Co.
Business Address.....1700 Stroh Bldg.
Phone Number.....WOodward 3-8321
Studio-Transmitter Location...Maccabees Bldg.
Air Time.....105 hours weekly
News Service .....AP
Representative.....ABC Spot Sales
Membership .....NARTB
President (ABC).....Robert Kintner
Gen. Mgr., Pres. of WXYZ, Inc.
James G. Riddell
Commercial Manager.....Len Kamins
Program Director.....John Pival
Prom. Pub. Dir.....Hal Neal
Production Manager.....Ed Sanchez
Dir. of Spec. Events & Remotes..Don Hallman
Film Director.....Ken Simms
Chief Engineer.....Charles Kocher

WLAV-TV

GRAND RAPIDS—1949—ABC
CBS-NBC-DuM

Channel: 7.....AP: 10Kw.....VP: 20 Kw.
Owned-Oper. By.....Leonard A. Versluis
Business Address.....6 Fountain St. N.E.
Phone Number.....GLendale 6-5461
Transmitter Location.....E. 92nd St.
Air Time.....87 hours weekly
News Service .....UP
Representative.....The John E. Pearson Co.
Owner.....Leonard A. Versluis
Gen., Comm. Mgr.....Hy M. Steed
Program Director.....Hal Kaufman
Production Manager.....Dave Hoyle
Chief Engineer.....Lee G. Stevens
Consulting Engineer.....George Davis

WKZO-TV

KALAMAZOO—1950
ABC-CBS-NBC-DuM

Channel: 3....AP: 8.0 Kw.....VP: 16.0 Kw.
Owned-Operated By.....Fetzer Bcstg. Co.
Address.....124 W. Michigan Ave.
Phone Number 3-1223
Transmitter Location..Mr. Nr. Plainwell, Mich.
Air Time.....63 hours weekly
Representative .....Avery-Knodel, Inc.
Membership .....NARTB
Pres.., Gen., Sta. Mgr.....John E. Fetzer
Commercial Mgr.....John W. O'Harrow
Prod. Supervisor.....Harry E. Travis
Prom., Pub. Dir.....John W. O'Harrow
Dir. News & Spec. Events.Dr. Willis F. Dunbar
Chief Engineer.....Carl E. Lee
Consulting Engineer.....Paul F. Godley

WJIM-TV

LANSING—1950—ABC-CBS-DuM
NBC

Channel: 6.....AP: 9.3 Kw.....VP: 18.7 Kw.

Owned-Oper. By.....WJIM, Inc.
Address.....Bank of Lansing Bldg.
News Service .....INS
Phone 2-1333
Representative .....H-R Representative
General Manager.....Harold F. Gross
Sta. Mgr., Prog. Dir.....Howard K. Finch
Commercial Manager.....Roger S. Underhill
Film Director.....Eddie O'Brien

MINNESOTA

KSTP-TV

ST. PAUL-MINNEAPOLIS—1948

NBC

Channel: 5....AP: 17.3 Kw.....VP: 24.7 Kw.
Owned-Operated By.....KSTP, Inc.
Bus., Trans. Lo...3415 University Ave., St. Paul
Phone Number .....Prior 2717
Air Time..... .....101½ hours weekly
News Service .....AP, UP
Representative .....Edward Petry
Membership .....NARTB
Pres., Gen. Mgr.....Stanley E. Hubbard
V.P., Treas., Asst. Mgr.....K. M. Hance
V.P. in Chg. Sales.....Miller C. Robertson
Program Director.....Del Franklin
Promotion Director.....Joseph C. Cook
TV Film Director.....Richard Kepler
Chief Engineer..... ..John McMahon
Consulting Engineer.....Andrew D. Ring

WTCN-TV

MINNEAPOLIS—1949

ABC-CBS-DuM

Channel: 4....AP: 9.2 Kw.....VP: 17.9 Kw.
Bus.-Studio Address..Radio City—50 S. 9th St.
Phone Number....Lincoln 0552; NEstor 8661
Owned-Oper. By.....Minnesota Bcstg. Corp.
Transmitter Location.....Foshay Tower
Air Time.....40 hours weekly
News Service.....AP, UP
Representative.....Free & Peters
Membership .....NARTB
President.....W. J. McNally
Gen., Sta. Mgr.....F. Van Konynenburg
Commercial Manager.....Robert N. Ekstrum
Program Director.....Judy Bryson
Prom., Pub. Dir.....Clifford J. Rian
Dir. of News & Spec. Events, Prod. Mgr.
Max Karl
Film Director.....Harry C. Jones
Director of Remotes.....Sherman Headley
Chief Engineer.....John M. Sherman

MISSOURI

WDAF-TV

KANSAS CITY—1949

ABC-CBS-NBC-DuM

Channel: 4.....AP: 11 Kw.....VP: 22 Kw.
Owned-Oper. By.....Kansas City Star Co.
Business Address.....1729 Grand Ave.
Phone Number.....Harrison 1200
Studio-Trans. Location....31st & Summit Sts.
Air Time.....68 hours weekly
Newspaper Affiliation..The Kansas City Star
News Service .....AP
Representative .....Petry
General Manager.....Dean Fitzer
Commercial Manager.....E. M. Russo
Program Director.....Bill Bates
Chief Engineer.....Joseph Flaherty

KSD-TV

ST. LOUIS—1947

ABC-CBS-NBC-DuM

Channel 5....AP: 8.0 Kw.....VP: 16.1 Kw.
Owned-Oper. By...The Pulitzer Publishing Co.
Address.....1111 Olive St.
Phone Number.....MAin 1111
Air Time.....90 hours weekly
Newspaper Affiliation..St. Louis Post-Dispatch
News Service.....AP, INS
Representative.....Free & Peters
Membership .....TBA, NARTB
President .....Joseph Pulitzer
Gen., Sta. Mgr.....George M. Burbach
Program Director.....Harold Grams
Chief Engineer.....J. E. Risk
Sales Manager.....Guy E. Yeldell
Promotion Director.....David Pasternak

NEBRASKA

KMTV

OMAHA—1949—ABC-CBS

Channel: 3...AP: 8,400 Kw....VP: 16,700 Kw.
Owned-Oper. By.....May Bcstg. Co.
Bus.-Trans. Address..TV Ctr., 2615 Farnam St.
Phone Number.....HArney 9233
Air Time.....70 hours weekly
News Service .....UP
Representative .....Katz Agency
President.....Edward W. May
Gen., Sta. Mgr.....Owen Saddler
Commercial Manager.....Howard Peterson
Program Director.....Glenn Harris
Pub., Prom. Dir.....Joe Baker

Dir. of News and Spe. Events.....Hugh Bader
Production Director.....Lew Jeffrey
Film Director.....Bill Lund
Chief Engineer.....R. J. Schroeder
Consulting Engineer.....Wm. L. Foss

WOW-TV

OMAHA—1949—NBC-DuM

Channel: 6....AP: 8.5 Kw.....VP: 16.2 Kw.
Owned-Oper. By....Radio Station WOW, Inc.
Business Address.....280 Insurance Bldg.
Phone Number.....WEbster 3400
Studio-Transmitter Location..3509 Farnham St.
Air Time.....66 hours weekly
News Service.....AP, INS, UP
Representative.....Blair TV
Membership.....NARTB
President.....Francis P. Matthews
General Manager.....Frank P. Fogarty
Sales Mgr.....Robert M. Dooley
Program Director.....Ray Olson
Promotion, Publicity Director....Bill Wiseman
Dir. of News & Spec. Events.....Ray Clark
Production Manager.....Soren Munkhof
Chief Engineer.....Wm. J. Kotera
Consulting Engineer.....A. D. Ring & Co.

NEW JERSEY

WATV

NEWARK—1948

Channel: 13....AP: 25 Kw.....VP: 50 Kw.
Owned-Oper. By.....Bremer Bcstg. Corp.
Business-Studio Address....Television Center
Phone Number.....N. Y., BArclay 7-8216; N. J., MItchell 2-6400
Transmitter Location.....East Orange, N. J.
Air Time.....100 hours weekly
News Service.....AP
Representative.....Weed
Pres., Gen. Mgr.....Irving R. Rosenhaus
Vice-President.....Edmund S. Lennon
Program Director.....George Green
Promotion Director.....James Sondheim
Pub. Relations Director....Roland Trenchard
Film Director.....Robert Paskow
Director of Remotes.....Herbert Green
Vice-Pres., Engineering.....Frank V. Bremer

NEW MEXICO

KOB-TV

ALBUQUERQUE—1948
ABC-CBS-NBC-DuM

Channel: 4.....AP: 25 Kw.....VP: 5 Kw.
Owned-Oper. By.....Albuquerque Bcstg. Co.
Bus.-Stud. Address....234 So. 5th or Box 1319
Phone Number.....3-4411
Transmitter.....905 So. Buena Vista Blvd.
Air Time.....30 hours weekly
Membership.....TBA, NARTB
News Service.....AP
Pres., Gen. Mgr.....T. M. Pepperday
Sta. Mgr., Chief Engineer..George S. Johnson
Program Director.....Dorothy B. Smith
Prom., News & Spec. Events Dir., Prod. Mgr.....Bud Neilson

NEW YORK

WNBF-TV

BINGHAMTON—1949
ABC1CBS-NBC-DuM

Channel 12....AP: 12 Kw.....VP: 11.7 Kw.
Owned-Oper. By.....Clark Associates, Inc.
Business Address.....P. O. Box No. 48
Phone Number.....2-3461
Transmitter Location.....Ingraham Hill
Air Time.....45 hours weekly
News Service.....UP, Telenews
Representative.....Bolling
President.....John C. Clark
General Manager.....C. D. Mastin
Station Manager.....L. L. Rogers
Commercial Manager.....Stanley N. Heslap
Radio, Pgm. Dir.....E. M. Scala
Promoton Director.....E. R. McCloskey
Chief Engineer.....L. H. Stantz
Consulting Engineer.....Jansky & Bailey

WBEN-TV

BUFFALO—1948—ABC-CBS-NBC DuM

Channel: 4....AP: 10.2 Kkw.....VP: 16.2 Kw.
Owned-Oper. By.....WBEN, Inc.
Phone Number.....MOhawk 0930
Studio, Transmitter Location.....Hotel Statler
Air Time.....82 hours weekly
News Service.....AP, INS
Representative.....Harrington, Righter & Parsons, Inc.
President.....Edward H. Butler
Vice-President.....Alfred H. Kirchofer
General Manager.....C. Robert Thompson
Sales Manager.....Nicholas J. Malter
Program Director.....George R. Torge
Promoton Director.....Joseph A. Haeffner
News and Spec. Events, Asst. Pgm. Dir. Edward J. Wegman
Film Director.....Quintin P. Renner
Executive Producer.....Frederick A. Keller
Technical Director.....Ralph J. Kingsley
Asst. Technical Dir.....R. Glenn Beerbower

WABD

NEW YORK—1944—DuM

Channel: 5....AP: 9.45 Kw.....VP: 14.25 Kw.
Owned-Oper. By.....Allen B. Du Mont Laboratories, Inc.
Business-Trans. Address....515 Madison Ave.
Phone Number.....MUrray Hill 8-2600
Air Time.....64 hours weekly
News Service .....INS
Membership .....TBA, NARTB
Director.....Mortimer W. Loewi
General Manager.....Chris J. Witting
Administrative Asst....Clarence G. Alexander
Administrative Asst.....Norman W. Drescher
Director of Sales.....Tom S. Gallery
Pgm., Prod. Dir.....James L. Caddigan
Engineering Director.....Rodney D. Chipp
Dir. of Sports & Spec. Events
Leslie G. Arries, Sr.
Sta. Relations Mgr.....Robert Jamieson
Pub. Rela. & Pub. Dir.....Gerald Lyons
Advertising, Sales Prom. Dir..Charlotte F. Stern
Network Traffic Mgr.....George Faust
Teletranscription Dept. Mgr..Edward C. Carroll
Network Research Dept. Mgr.
Melvin A. Goldberg
Film Dept. Mgr.....Andrew Jaeger
N. Y. Oper. Mgr.....Milton Morel
Mgr. of WTTG, Washington, D. C.
Walter Compton
Mgr. of WDTV, Pittsburgh.....Donald Stewart

WCBS-TV

NEW YORK—1941—CBS

Channel: 2....AP: 10 Kw.....VP: 13.7 Kw.
Owned-Oper. By.....Columbia Bcstg. System
Business Address.....485 Madison Ave.
Phone Number.....PLaza 5-2000
Transmitter Location.....Chrysler Tower
Air Time.....85 hours weekly
News Service .....AP, INS, UP
Representative .....Radio Sales
Chairman of the Board.....William S. Paley
President .....Frank Stanton
General Manager.....G. Richard Swift
Asst. to Gen. Mgr.....Clarence Worden
Sales Manager.....George Dunham
Program Director.....Richard Doan
Asst. Pgm. Dir.....Jack Lescoulie
Promotion Manager.....Robert G. Patt
Asst. Promotion Mgr.....N. H. LeBlang
Chief Engineer.....Paul Wittlig

WJZ-TV

NEW YORK—1948—ABC

Channel: 7....AP: 15 kw.....VP: 30 Kw.
Owned-Oper. By..American Broadcasting Co.
Business Address.....7 W. 66th St.
Phone Number.....Trafalgar 3-7000
Transmitter Location.....Empire State Bldg.
Air Time.....65 hours weekly
News Service.....AP, INS, UP
Representative .....ABC
President (ABC).....Robert E. Kintner
General Mgr.....C. L. Doty
Program Director.....Alexander Stronach
Promotion Director.....Phil Bernstein
Dir. of News & Spec. Events.....Tom Velotta
Production Manager.....Charles Holden
Publicity Director.....Earl Mullin
Film Director.....Nat Fowler
Chief Engineer.....Frank Marx
Consulting Engineer..... Kear & Kennedy

WNBT

NEW YORK—1941—NBC

Channel: 4.....AP: 4.27 Kw.....VP: 5.2 Kw.
Owned-Oper. By.....National Bcstg. Co.
Business Address.....30 Rockefeller Plaza
Phone Number.....CIrcle 7-8300
Transmitter Location.....Empire State Bldg.
Air Time.....89 hours weekly
News Service.....AP, INS, UP
Representative.....NBC Spot Sales Dept.
Membership .....TBA
President.....Joseph H. McConnell
General Manager.....Ted Cott
Commercial Manager.....John H. Reber
Program Director.....Ivan Reiner
Promotion Director.....Leonard Safir
Dir. of News & Spe. Events..George Wallach
Publicity Director.....Wini Schaefer

WOR-TV

NEW YORK—1945—MBS

Channel: 9.....AP: 11.0 Kw.....VP: 9.0 Kw.
Owned-Oper. By.....General Teleradio, Inc.
Business Address.....1440 Broadway
Phone Number.....LOngacre 4-8000
Transmitter Location.....N. Bergen, N. J.
Air Time.....100 hours weekly
News Service .....UP
Station Representative..... Carter-Kettell, Keenan & Eckelberg
Membership .....TBA
President.....Theodore C. Streibert
V.P. Chg. of Sales.....R. C. Maddux
TV Operations Mgr.....Eugene S. Thomas
V.P., Pgm. Dir.....Julius F. Seebach, Jr.
Promotion Director.....Joseph Creamer
Dir. of News & Special Events...Dave Driscoll
Production Manager.....Phillip L. Tomalin
Publicity Director.....Robert Blake
Film Director.....Milford Fenster
Chief Engineer.....J. R. Poppele
Consulting Engineer.....George C. Davis

WPIX

NEW YORK—1948

Channel: 11....AP: 2.5 Kw.....VP: 3.6 Kw.
Owned-Oper. By.....WPIX, Inc.
Address.....220 E. 42nd St.
Phone Number.....MU 2-1234
Transmitter Location.....Empire State Bldg.
Air Time.....91 hours weekly
News Service .....AP
Newspaper Affiliation....N. Y. Daily News
Station Representative.....Free & Peters
Membership .....TBA
President.....F. M. Rlynn
V.P., Gen. Mgr.....G. Bennett Larson
Sales Manager.....Walter Duncan
Program Manager.....Warren Wade
Advertising Manager.....Victor Forker
Public Relations Manager.L. A. Hollingsworth
Production Manager.....Ardien Rodner
Chief Engineer.....Tom Howard
Film Director.....Tony Azzato
Consulting Engineer.....A. D. Ring

WHAM-TV

ROCHESTER—1949
ABC-CBS-NBC-DuM

Channel: 6....AP: 8.6 Kw.....VP: 16.7 Kw.
Owned-Oper. By.....Stromberg Carlson Co.
Business Address.....201 Humboldt St.
Phone Number.....Culver 7240
Transmitter Location..Pinnacle Hill, Brighton
Air Time.....65 hours weekly
News Service .....UP
Representative .....Hollingbery
Membership .....NARTB
Vice-Pres., Gen. Mgr.....William Fay
Commercial Manager....John W. Kennedy, Jr.
Program Director.....Carles W. Siverson
Promotion Pub. Director.....Armin N. Bender
Director of News.....David E. Kessler
Production Manager.....John Crosby
Film Director.....David Manning
Director of Remotes.....George Driscoll
Chief Engineer.....Kenneth Gardner

WRGB

SCHENECTADY—1939
ABC-CBS-NBC-DuM

Channel: 4....AP: 8.16 Kw.....VP: 16.32 Kw.
Owned-Oper. By.....General Electric Co.
Business-Studio Address.60 Washington Ave.
Phone Number.....Schenectady 4-2211
Transmitter Location.....New Scotland
Air Time.....70 hours weekly
News Service .....Telenews
Representative.....NBC Spot Sales
Membership .....NARTB
V.P., Mgr. of Bcstg.....R. S. Peare
Asst. Mgr. of Bstg.....B. J. Rowan
Station Manager.....R. B. Hanna, Jr.
Supervisor of Sales.....Robert F. Reid
Program Director.....Albert G Zink
Asst. Station Manager.....R. W. Welpoff
Dir. of News & Spec. Events..Wm. T. Meenam
Production Managers.T. A. Baughn, Ted Beebe
Dir. of Prom. & Pub.....Bill Givens
Chief Engineer.....Willard J. Purcell

WHEN

SYRACUSE—1948—ABC-CBS-DuM

Channel: 8.....AP: 7.5 Kw.....VP: 15 Kw.
Owned-Oper. By.Meredith Syracuse TV Corp.
Address.....101 Court St.
Phone Number.....3-1126
Air Time.....77 hours weekly
News Service .....UP
Representative .....Katz
Membership .....TBA
President.....E. T. Meredith, Jr.
Gen., Sta. Mgr.....PYaul Adanit
Commercial Mgr.....W. H. Bell
Dir. of News & Spec. Events., Pub. Dir....E. F. Ryan
Program Director.....Jean M. Slade
Production Manager.....Albert Rein
Dir. of Remotes, Film.....D. L. Conway
Chief Engineer.....H. E. Crow

WSYR-TV

SYRACUSE—1950—NBC

Channel: 5....AP: 12.5 Kw.....VP: 23.5 Kw.
Owned-Oper. By....Central N. Y. Bcstg. Corp.
Business Address.....Syracuse Kemper Bldg.
Phone Number 3-7111
Transmitter Location.....Sentinel Heights
Air Time.....70 hours weekly
News Service .....INS
Representative...Headley-Reed, Kettell-Carter
Membership .....NARTB
President.....H. C. Wilder
V.P., Gen. Sta. Mgr.....E. R. Vadeboncoeur
Commercial Manager.....W. R. Alford, Jr.
Program Director.....William V. Rothrum
Promotion Director.....John F. Hurlbut
Production Manager.....Arnold Wilkes
Publicity Director.....John F. Hurlbut
V.P. & Chief Engineer...Armand G. Belle Isle
Consulting Engr....Crown, Lohnes and Culver

WKTV

UTICA—1949—ABC-CBS-NBC-DuM

Channel: 13.....AP: 6.5 Kw.....VP: 13 Kw.
Owned-Oper. By....Copper City Bcstg. Corp.
Business Address.....P. O. Box 386
Phone Number 3-0404
Transmitter Location .....Deerfield
Air Time.....92 hours weekly
News Service .....UP

Representative.....Donald Cooke, Inc.
President.....Myron J. Kallet
General Manager.....Michael C. Fusco
Comm., Prom. Mgr.....John J. MacDavitt
Program Director.....Jack Fredericks
Dir. of News & Spe. Events, Prod. Mgr.
Edwin Whittaker
Film Director.....Joseph Casaletta
Chief Engineer.....DeForest T. Layton, Jr.
Consulting Engineer.....George P. Adair

NORTH CAROLINA

WBTV

CHARLOTTE—1949
ABC-CBS-NBC-DuM

Channel: 3....AP: 8.2 Kw.....VP: 16.3 Kw.
Owned-Oper. By..Jefferson Standard Bcstg. Co.
Business-Studio Address.....Wilder Bldg.
Phone Number 3-8833
Transmitter Location....Spencer Mt., Gastonia
Air Time.....73 hours weekly
News Service.....INS, UP
Representative.....CBS Radio Sales
Membership .....TBA, NARTB
President.....Joseph M. Bryan
General Manager.....Charles H. Crutchfield
Sta. Mgr., Pgm. Dir.....Larry Walker
Commercial Manager.....Keith M. Byerly
Promotion Director.....J. R. Covington
Dir. of News & Spec. Events....Jack Knell
Production Manager.....Charles E. Bell
Publicity Director.....Mrs. Carson Brown Merry
Film Director.....Miss Jerry Patterson
Chief Engineer.....M. J. Minor
Consulting Engineer.....A. D. Ring

WFMY-TV

GREENSBORO—1948
ABC-CBS-NBC-DuM

Channel: 2....AP: .84 Kw.....VP: 1.68 Kw.
Owned-Operated By....Greensboro News Co.
Address.....212 N. Davie St.
Phone Number 3-8611
Air Time.....75 hours weekly
News Service.....UP
Representative..Harrington, Righter & Parsons
Membership .....TBA, NARTB
Station Manager.....Gaines Kelley
Commercial Manager.....Robert M. Lambe
Program Director.....Gomer R. Lesch
Chief Engineer.....William E. Neill
Consulting Engineer.....Craven, Lohnes, & Culver

OHIO

WCPO-TV

CINCINNATI—1949—ABC-DuM

Channel: 7.....AP: 10 Kw.....VP: 21 Kw.
Owned-Oper. By..Scripps-Howard Radio, Inc.
Business Address.....3903-5 Carew Tower
Phone Number.....CApital 0777
Studio-Transmitter Location...2345 Symmes St.
Air Time.....89 hours weekly
News Service .....UP
Representative.....The Branham Co.
President.....Jack R. Howard
V.P., Gen. Mgr.....W. C. Watters
TV Director.....Harry LeBrun
Comm., Asst. Gen. Mgr.....J. P. Sm'th
Pgm., Prod. Dir.....Ed Weston
Prom., Pub. Dir.....Fred Giesel
Dir. of News & Spec. Events.....Bob Otto
Film Director.....Elizabeth Conaty
Director of Remotes.....M. Bowden
Chief Engineer.....Grant Makinson

WKRC-TV

CINCINNATI—1949—CBS

Channel: 11..AP: 12.5 Kw.....VP: 24.5 Kw.
Owned-Oper. By.....Radio Cincinnati, Inc.
Business Address.....Times-Star Bldg.
Phone Number.....Garfield 1331
Trans. Location..Highland & Dorchester Aves.
Air Time.....113 hours weekly
News Service .....AP
Representative.....The Katz Agency, Inc.
Membership .....NARTB
Exec. Vice-Pres.....Hulbert Taft, Jr.
Gen., Comm. Mgr.....U. A. Latham
Local Comm. Mgr.....Don L. Chapin
Program Manager.....Rod Mitchell
Prom., Pub. Dir.....Fred Gregg
Director of News.....David L. Nichols
Comm. Prod. Mgr.....Syd Cornell
Production Manager.....George Brengel
Film Director.....Richard W. Ostrander
Service Manager.....Warren F. Warner
Chief Engineer.....George A. Wilson

WLW-T

CINCINNATI—1948—NBC

Channel: 4....AP: 19.5 Kw.....VP: 23.5 Kw.
Owned-Operated By....Crosley Bcstg. Corp.
Address.....140 W. Ninth St.
Phone Number.....Cherry 1822
Air Time.....115-120 hours weekly
News Service .....INS, UP
Representative..WLW Sales—N. Y., Chicago, Hollywood, Dayton & Columbus
Membership .....TBA, NARTB

Chairman of the Board.....James D. Shouse
President.....R. E. Dunville
V.P. & Gen. Mgr.....R. E. Dunville
Dir. of TV Oper. & Gen. Mgr...John T. Murphy
Commercial Manager...William J. McCluskey
Program Director.....Lin Mason
Dir. Sales Prom.....Edward G. Feinthel
News Editor.....Terry Flynn
Mgr. Sales Service.....James Hill
Dir. Pub. Rela. & Pub.....James J. Cassidy
Dir. of Film Procurement.....Russell Landers
Chief Engineer.....Calvin Bopp
Consulting Engineer.....Weldon & Carr

WEWS

CLEVELAND—1947—ABC-CBS

Channel: 5....AP: 8.15 Kw.....VP: 16.3 Kw.
Owned-Oper. By...Scripps-Howard Radio, Inc.
Business-Studio Address.....1816 E. 13th St.
Phone Number.....TOwer 1-5454
Transmitter.....7080 State Rd., Parma, O.
Air Time.....106 hours weekly
Newspaper Affiliation.....Scripps-Howard Newspapers
News Service.....UP
Representative.....Branham
President.....Jack R. Howard
Vice-Pres., Gen. Mgr.....James C. Hanrahan
Station Director.....J. Harrison Hartley
Program Director.....Donald E. Pierce
Advertising Manager.....Floyd E. Weidman
Dir. of News & Spec. Events, Pub. Dir.....F. E. Weldman
Dir. of Remotes.....Ernest Sindelar
Technical Director.....Joseph B. Epperson

WNBK

CLEVELAND—1948—NBC

Channel: 4...AP: 20.26 Kw....VP: 39.22 Kw.
Owned-Oper. By.....National Bcstg. Co.
Business-Studio Add ess....815 Superior Ave.
Phone Number.....CHerry 1-0942
Transmitter Location.....Brecksville, O.
Air Time.....66 hours weekly
News Service.....AP, UP
Representative.....NBC Spot Sales
Membership.....NARTB
President (NBC).....Joseph H. McConnell
General Manager.....John McCormick
Station Manager.....Joseph A. Jenkins
Pgm., Prod. Mgr.....Philip L. Worcester
Dir. of News & Spec. Events.....Edward R. Wallace
Prom., Pub. Dir.....Albert M. Henderson
Film Director.....Albert L. Odeal
Engineer-in-Charge.....S. E. Leonard
Oper. Sup.....Andrew L. Hammerschmidt

WXEL

CLEVELAND—1949
ABC-CBS-DuM

Channel: 9....AP: 13.0 Kw.....VP: 21 Kw.
Owned-Oper. By.....Empire Coil Co., Inc.
Address.....Pleasant Valley & State Rds.
Phone Number.....VIctory 3-8400
Air Time.....90 hours weekly
News Service.....UP
Representative.....Katz
President, Gen. Mgr.....Herbert Mayer
Station, Comm. Mgr.....Franklin C. Snyder
Promotion Director.....Barbara Snyder
Commercial Manager.....R. C. Wright
Dir. of News & Spec. Events..Robert Rowley
Co-ordinator.....William Barth
Film Director.....Edwin Abbott
Production Manager.....John Safer
Chief Engineer.....Thomas Friedman

WBNS-TV

COLUMBUS—1949—CBS

Channel: 10...AP: 12.15 Kw....VP: 24.3 Kw.
Owned-Operated By.....Columbus Dispatch Printing Co.
Business Address.....33 N. High St.
Phone Number.....Fletcher 2611
Transmitter Location.....495 Olentangy Blvd.
Air Time.....93 hours weekly
Newspaper Affiliation....Columbus Dispatch
News Service.....AP
Station Representative.....Blair
Membership.....TBA, NAB
Dir. of Televion.....Richard A. Borel
Sta. Mgr., Film Dir.....Edward H. Bronson
Sales Director.....Robert D. Thomas
Promotion Director.....Jerome R. Reeves
Dir. of News and Spec. Events...Chester S. Long
Director of Remotes.....Leo Deker
Chief Engineer.....Lester H. Nafzger
Consulting Engineer.....Jansky & Bailey

WLW-C

COLUMBUS—1949

Channel: 3....AP: 12.8 Kw.....VP: 15.2 Kw.
Owned-Operated By.....Crosley Bcstg. Corp.
Business Address...3165 Olentangy River Rd.
Phone Number.....Jefferson 5441
Trans. Location.....3165 Olentangy River Rd.
Air Time.....115 hours weekly
News Service.....UP
Station Representative....WLW Sales Offices
President.....Robert E. Dunville
Gen., Sta. Mgr.....James Leonard
Commercial Mgr.....C. George Henderson
Program Director.....Tom A. Gleba
Promotion Director.....Juanita Wilcox
Production Manager.....Walter S. Jacobs
Publicity Director.....Juanita Wilcox
Film Director.....Ronald Buchanan
Director of Remotes.....Walter S. Jacobs
Chief Engineer.....Charles Sloan

WTVN

COLUMBUS—1949—ABC-DuM

Channel: 6....AP: 3.5 Kw.....CP: 6.0 Kw.
Owned-Oper. By.....Picture Waves, Inc.
Address.....50 W. Broad St.
Phone Number.....FLetcher 1529
Trans. Location.....Le Vegue Lincoln Tower
Air Time.....60 hours weekly
News Service .....AP
Representative .....Headley-Reed
President .....Edward Lamb
Gen., Station Manager.....John Rossiter
Commercial Manager.....Roger J. LaReau
Program Director.....Colin Male
Dir. of News & Spec. Events..Barbara Slocum
Production Manager.....Nick Luppino
Film Director.....Dean Nack
Chief Engineer.....Joseph Gill
Consulting Engineer.....Rubin Compton

WHIO-TV

DAYTON—1949—ABC-CBS-DuM

Channel: 13....AP: 12.6 Kw.....VP: 26.6 Kw.
Business Address.....45 S. Ludlow St.
Owned-Oper. By...Miami Valley Bcstg. Corp.
Phone Number.....ADams 2261
Transmitter Location....1414 Wilmington Ave.
Air Time.....93 hours weekly
News Service.....INS, UP
Membership .....NARTB
President.....James M. Cox, Jr.
General Manager.....J. Leonard Reinsch
Station Manager.....Robert H. Moody
Commercial Manager.....Harvey Young, Jr.
Program Director.....Jack Hodgkinson
Promotion Director.....Helen Drennen
Dir. of News & Spe. Events..Stuart D. Strand
Production Manager.....Don Wayne
Publicity Director.....Helen Drennen
Film Director.....George Skipper
Director of Remotes.....Robert Crotinger
Chief Engineer.....Ernest L. Adams
Consulting Engineer.....McIntosh & Inglis

WLW-D

DAYTON—1949—NBC

Channel: 5.....AP: 8 Kw.....VP: 16 Kw.
Owned-Oper. By.....Crosley Bcstg. Corp.
Business-Studio Address....Television Square, 4595 S. Dixie Highway
Phone Number.....Walnut 2101
Transmitter....W. Carrollton & Frytown Rd.
Air Time.....118½ hours weekly
News Service .....UP
Representative....WLW Offices, New York, Chicago, Hollywood
Membership .....TBA, NARTB
Station Manager.....H. Peter Lasker
Commercial Manager.....Wm. J. Williamson
Asst. Mgr., Pgm. Mgr.....A. Donovan Faust
Prom. Pub. Dir.....Dorothy A. Sanders
Dir. of Special Events.....Neal VanEllis
Director of News.....Dave Murray
Prod. Mgr., Film Dir.....Charles Vaughan
Film Director.....Dick Cook
Chief Engineer.....Howard Lepple

WSPD-TV

TOLEDO—1948

ABC1CBS-MBS-NBC-DuM

Channel: 13....AP: 14.4 Kw.....VP: 27.4 Kw.
Owned-Oper. By.....The Fort Industry Co.
Business-Studio Address.....136 Huron St.
Phone Number.....Adams 3175
Transmitter Location.....26 Superior St.
Air Time.....55 hours weekly
News Service.....AP, INS, UP
Representative .....Katz
Membership .....TBA, NARTB
President.....George B. Storer
(New Centre Bldg., Detroit, Mich.)
General Manager.....Ely Flanigan
Program Director.....Glenn Jackson
Promotion-Publicity Dir.....Rick Gowrley
Dir. of Special Events.....Bob Evans
Film Director.....Elaine Phillips
Director of Remotes.....Chris Montrose
Chief Engineer.....William Stringfellow

OKLAHOMA

WKY-TV

OKLAHOMA CITY—1949

ABC-CBS-NBC

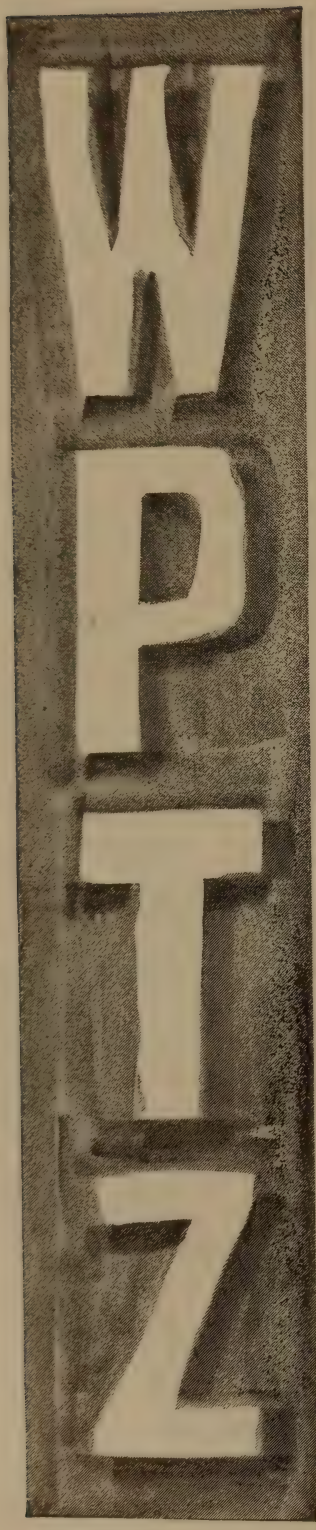
Channel: 4....AP: 6.2 Kw.....VP: 12.1 Kw.
Owned-Oper. By.....WKY Radiophone Co.
Phone Number.....3-4306
Studio Address.....P. O. Box Britton Brand
Transmitter Location.....6 mi. north of city, E. of Britton
Air Time.....72 hours weekly
News Service.....AP, UP
Representative .....Katz
Pres., Gen. Mgr.....E. K. Gaylord
Station Manager.....P. A. Sugg
Commercial Manager.....Robert Chapman
Administrative Manager.....Hoyt Andres
Program Director.....Robert Olson
Promotion Director.....Eugene B. Dodson
Dir. News & Spe. Events.....Ewing Canaday
Film Director.....Kieth Mathers
Production Supervisor.....Robert Swysgood
Chief Engineer.....H. J. Lovell

KOTV

TULSA—1949

ABC-CBS-NBC-DuM-PARAMOUNT

Channel: 6.....AP: 8.5 Kw.....VP: 16.5 Kw.



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PHILADELPHIA

NBC TELEVISION AFFILIATE

PHILCO

TELEVISION BROADCASTING CORPORATION

1800 Architects Building
Philadelphia 3, Pennsylvania

Owned-Oper. By....Cameron Television, Inc.
Business Address.....3rd & Frankfort St.
Phone Number 2-9233
Transmitter Location...National Bank of Tulsa Bldg.
Air Time.....73 hours weekly
News Service.....INS, UP
Station Representative.....Adam Young
Membership .....TBA, NARTB
President.....George E. Cameron, Jr.
General Manager.....Maria Helen Alvarez
Commercial Manager.....John B. Hill
Program Director.....James M. Orchard
Dir. of News, Prom., Pub.....Robert Freeland
Production Manager....G. Donald Thompson
Film Director.....Craig Ramsey
Director of Remotes.....George Chyka
Chief Engineer.....George Jacobs

PENNSYLVANIA

WICU

ERIE—1949—ABC-CBS-NBC-DuM

Channel: 12.....AP: 1.5 Kw.....VP: 2 Kw.
Owned-Oper. By.....Dispatch Incorporated
Business-Trans. Address.....3514 State St.
Phone Number.....4-0174, 4-0175, 4-0176
Air Time.....87 hours weekly
News Service .....AP
Representative .....Headley-Reed
President .....Edward Lamb
Gen., Comm. Mgr.....Herbert S. Stewart
Promotion Director.....Richard S. Johnson
Pgm., News & Spe. Events Dir.....Don Lick
Production Manager.....Al Swinhart
Publicity Director.....Richard S. Johnson
Film Director.....John W. Cook
Chief Engineer.....Michael Csop
Consulting Engineer.....Robin Compton

WJAC-TV

JOHNSTOWN—1949
ABC-CBS-NBC-DuM

Channel: 13....AP: 3.7 Kw.....VP: 6.5 Kw.
Owned-Operated By.....WJAC, Inc.
Business Address.....329 Main St.
Phone Number 9-1965
Transmitter Location.....Laurel Hill Mountain
Air Time.....27 hours weekly
Newspaper Affiliation..The Johnstown Tribune
News Service .....AP
Representative .....Headley-Reed
Membership .....NARTB
President.....Walter W. Krebs
Station Manager.....Alvin D. Schrott
Program Director.....Frank P. Cummins
Chief Engineer.....Nevin L. Straub
Consulting Engineer.....McNary & Wrathall

WGAL-TV

LANCASTER—1949
ABC-CBS-NBC-DuM

Channel: 4.....AP: 1 Kw.....VP: 1 Kw.
Owned-Operated By.....WGAL, Inc.
Business-Transmitter Address.....8 King St.
Phone Number 5251
Studio Address.....24 S. Queen St.
Air Time.....83 hours weekly
News Service .....UP
Representative .....Meeker
Membership .....NARTB
President.....Clair R. McCollough
Station Manager.....Harold E. Miller
Gen. Sales Mgr.....J. Robert Gulick
Program Director.....Paul Rodenhauser
Technical Director.....J. E. Mathiat

WCAU-TV

PHILADELPHIA—1947—CBS

Channel: 10.....AP: 14 Kw.....VP: 25 Kw.
Owned-Operated By.....WCAU, Inc.
Business-Studio Address....1622 Chestnut St.
Phone Number.....LOcust 7-7700
Transmitter Location.....12 S. 12th St.
Newspaper Affiliation..The Evening Bulletin
News Service.....AP, UP
Representative .....Radio Sales
Pres., Gen. Mgr.....Donald W. Thornburgh
V.P., Asst. Gen. Mgr.....Joseph L. Tinney
V.P. & TV Director.....Charles Vanda
Operations Director...Thomas Freebairn-Smith
V.P. & Prom. & Pub. Dir.....Robert N. Pryor
Director of News.....Alfred T. Ringler
Film Director.....Helen Buck
V.P. & Technical Diector.....John G. Leitch

WPTZ

PHILADELPHIA—1941—NBC

Channel: 3.....AP: 8.0 Kw.....VP: 16.0 Kw.
Owned-Oper. By.Philco Television Bcstg. Corp.
Business Address.....1800 Architects Bldg.
Phone Number.....LOcust 4-2244
Transmitter Location...1300 E. Mermaid Lane, Wyndmoor
Air Time.....96 hours weekly
News Service .....UP
Station Representative.....NBC Spot Sales
Membership .....TBA
Vice-Pres., Gen. Mgr.....Ernest B. Loveman
Asst. Gen. Mgr.....Rolland V. Tooke
Comm. Mgr....Alexander W. Dannenbaum, Jr.
Mgr. of Pgm. Operations.....Preston Stover
Pub., Prom. Dir.....John J. Kelly
Chief Engineer.....Raymond J. Bowley
Consulting Engineer.....George C. Davis

WFIL-TV

PHILADELPHIA—1947—ABC-DuM

Channel: 6.....AP: 13.5 Kw.....VP: 27 Kw.
Owned-Oper. By..Philadelphia Inquirer Div. of Triangle Publications, Inc.
Business Address.....46th & Market Sts.
Phone Number.....EVergreen 2-4700
Transmitter Location .....Roxborough
Air Time.....75 hours weekly
Newspaper Affiliation.....The Philadelphia Inquirer
News Service .....AP
Station Representative .....Katz
Membership....TBA, NAB, TV Assn. of Phila.
General Manager.....Robert W. Clipp
Oper. Asst. to Gen. Mgr...John D. Scheuer, Jr.
Admin. Asst. to Gen. Mgr....Donald W. Kellett
TV Sales Mgr.....Kenneth W. Stowman
Program Director.....Jack Steck
Promotion Director.....George A. Koehler
Director of News.....William C. Driscoll
Mgr. of Operations.....Felix Meyer
Publicity Director.....Joseph E. Dooley
Film Director.....Walter Tillman
Chief Engineer.....Louis E. Littlejohn
Consulting Engineer....Chambers & Garrison

WDTV

PITTSBURGH—1949
ABC-CBS-NBC-DuM

Channel: 3.....AP: 8.3 Kw.....VP: 16.6 Kw.
Owned-Operated By....Dr. Allen B. Du Mont Laboratories, Inc.
Business Address.....Chamber of Commerce Bldg.
Phone Number.....Express 1-1071 to 1078
Transmitter Location.....4101 Grizella St.
Air Time.....96½ hours weekly
News Service .....UP
Representative .....DuMont Network
Membership .....TBA
President.....Dr. Allen B. Du Mont
Gen., Sta. Mgr.....Donald A. Stewart
Sales Director.....Larry Israel
Film Director.....Harry G. Munson
Chief Engineer.....Raymond Rodgers

RHODE ISLAND

WJAR-TV

PROVIDENCE—1949
NBC-NERN

Channel: 11.....AP: 15 Kw.....VP: 30 Kw.
Owned-Operated By.....The Outlet Co.
Business-Studio Address....176 Weybosset St.
Phone Number.....Gaspee 1-1071
Transmitter Location.....Rehoboth, Mass.
Air Time.....42 hours weekly
News Service .....AP
Representative .....Weed
Transcription Service .....World
Chmn. of Bd.....Mortimer L. Burbank
Gen., Sta., Comm. Mgr.....John J. Boyle
Program Director.....M. Sothern Abbott
Production Manager.....Jomes Orchard
News Director.....Ben Boyden
Chief Engineer.....Thomas C. J. Prior

TENNESSEE

WMCT

MEMPHIS—1948
ABC-CBS-NBC-DuM

Channel: 4....AP: 7.12 Kw.....VP: 13.6 Kw.
Owned-Operated.....Memphis Publishing Co.
Business-Studio Address....Goodwyn Institute Bldg., P. O. Box 311
Phone Number 8-7464
Transmitter Location.....Thomas Rd.
Air Time.....24 hours weekly
News Service.....INS, UP
Representative .....Branham
Membership .....NARTB
President .....Enoch Brown
Gen. Station Mgr.....H. W. Slavick
Commercial Manager.....J. C. Eggleston
Program Director.....Wilson Mount
Prom., Pub. Dir.....Walter E. Frase
Dir. of News & Spec. Events...Ralph Haskins
Production Manager.....Jay Scott
Film Director.....Charles Caldwell, Jr.
Director of Remotes.....Wilson Mount
Chief Engineer.....E. C. Frase, Jr.

WSM-TV

NASHVILLE—1950—ABC-CBS-DuM

Channel: 4.....AP: 7.2 Kw.....VP: 14.4 Kw.
Owned-Oper. By.....Natl. Life & Accident Ins. Co.
Business Address.....301 7th Ave.
Phone Number 6-7181
Transmitter Location..14th Ave., S., & Compton Ave.
Air Time.....65 hours weekly
News Service.....AP, INS
Representative .....Edward Petry
Membership .....TBA, NARTB
President.....John H. DeWitt, Jr.
Commercial Manager.....Irving Waugh
Program Director.....Jack Stapp
Pub., Publ. Relns., Prom. Dir. William R. McDaniel
Pgm., News & Spe. Events.....Jack Stapp
Production Manager.....Jim McMurry
Film Director.....Miss Montrey Ashburn
Pgm., Remotes Dir.....Jack Stapp
Chief Engineer.....Aaron Shelton
Consulting Engineer.....George Reynolds

TEXAS

KRLD-TV

DALLAS—1949—CBS

Channel: 4.....AP: 7.5 Kw.....VP: 15 Kw.
Owned-Operated By.....KRLD Radio Corp.
Business Address.....Herald Square
Phone Number.....RAndolph 6811
Transmitter Location.....1101 Patterson St.
Air Time.....60 hours weekly
Newspaper Affiliation....Daily Times Herald
News Service.....AP, INS, UP
Representative .....Branham
Membership .....NARTB
President.....J. W. Runyon
Managing Director.....Clyde W. Rembert
Assistant Manager.....J. W. Crocker
Commercial Manager.....William A. Roberts
Program Director.....Roy S. George
Pub., Prom. Dir.....A. J. Putman
Dir. of News and Spec. Events....Ves. R. Box
Production Manager.....Ed Hallack
Film Director.....Nick Mueller
Director of Remotes.....Millman Rochester
Chief Engineer.....Roy M. Flynn
Consulting Engineer.....Craven, Lohnes and Culver

WFAA-TV

DALLAS—1949
ABC-NBC-DuM-PARAMOUNT

Channel: 8....AP: 13.5 Kw.....VP: 27.1 Kw.
Owned-Operated By.....A. H. Belo Corp. (Dallas Morning News)
Business Address.....1122 Jackson St.
Phone Number.....RIverside 9631
Transmitter Location.....3000 Hines Blvd.
Air Time.....50 hours weekly
Newspaper Afiliation.....The Dallas Morning News
News Service .....UP
Representative .....Petry
Membership .....TBA
President.....E. M. (Ted) Dealey
General Manager.....Martin B. Campbell
Commercial Mgr.....Natl.: Ralph W. Nimmons
Local: Alex Keese
Program Director.....Bert Mitchell
Promotion Director....Mrs. Wynona Portwood
Dir. of News and Spec. Events...Lawrence E. DuPont
Proudction Manager.....E. Ashley Dawes
Publicity Director.....Harry L. Koenigsberg
Film Director.....Douglas Thompson
Director of Remotes.....Lawrence E. DuPont
Chief Enginer.....J. Raymond Collins
Technical Supervisor.....Carlos Dodd
Consulting Engineer.....A. Earl Cullum

WBAP-TV

FORT WORTH—1948—ABC-NBC

Channel 5:.....AP: 16.4 Kw.....VP: 8.2 Kw.
Owned-Operated By..Carter Publications, Inc.
Address.....3900 Barnett St.
Phone Number.....LOckwood 1981
Air Time.....75 hours weekly
News Service .....AP
Newspaper Affiliation.....Fort Worth Star-Telegram
Representative.....Free & Peters
Membership .....NARTB
President .....Amon Carter
Director .....Harold Hough
Station Manager.....George Cranston
Commercial Manager.....Roy Bacus
Program Director.....Bob Gould
Prom., Pub. Dir.....Thaine Engle
Dir. of News & Spec. Events...James A. Byron
Production Manager.....Tommy Thompson
Film Director.....Lynn Trammell
Director of Remotes.....Sid Smith
Chief Engineer.....R. C. Stinson
Consulting Engineer.....A. D. Ring

KPRC-TV

HOUSTON—1949—ABC-CBS
NBC-DuM

Channel: 2.....AP: 7.5 Kw.....VP: 15 Kw.
Owned-Oper. By.....Houston Post Co.
Address .....Lamar Hotel
Air Time.....80 hours weekly
Representative .....Petry
Commercial Manager.....Terry Lee
Production Director.....Frank Partin
Chief Engineer.....Paul Huhndorf

KEYL

SAN ANTONIO—1950
ABC-CBS-DuM

Channel: 5.....AP: 9.0 Kw.....VP: 17.9 Kw.
Owned-Oper. By...San Antonio TV Company
Business Address.....Transit Tower
Phone Number.....Garfield 8151
Transmitter Location.....Transit Tower
Air Time.....Approx. 30 hours weekly
News Service.....UP & Acme Telephoto
Representative .....Blair
Membership .....TBA
V-P, Gen. Mgr.....W. D. Rogers, Jr.
Commercial Manager.....Frank Junell
Program Director.....W. B. Robb
Dir. of News and Prom.....Mort Dank
Film Director.....Tom Maloney
Director of Remotes.....Glenn Hill
Chief Engineer.....William Jackson
Consulting Engineer.....McIntosh & Inglis

WOAI-TV

SAN ANTONIO—1949
ABC-CBS-NBC

Channel: 4....AP: 10.8 Kw.....VP: 21.6 Kw.
Owned-Oper. By....Southland Industries, Inc.
Address.....1031 Navarro St.
Phone Number.....Garfield 4221
Air Time.....45 hours weekly
News Service.....AP, INS
Representative .....Petry
Pres., Gen. Mgr.....Hugh A. L. Halff
Asst. Gen. Mgr., Sales.....Jack Keasler
Prom. Mgr. .....Dallas Wyant
Program Director.....J. R. Duncan
Production Manager.....Dick Perry
Dir. of News & Spec. Events..Austin Williams
Film Manager.....Hull Youngblood
Publicity Director.....Imogene Stanley
Director of Remotes.....Ed Hyman
Director of Engineering.....C. L. Jeffers
Consulting Engineer.....A. D. Ring

UTAH

KDYL-TV

SALT LAKE CITY—1948—NBC

Channel: 4.....AP: 4 Kw.....VP: 2 Kw.
Owned-Oper. By..Intermountain Bcstg. & TV Corp.
Business Address.....143 S. Main
Phone Number 5-2991
Studio Address...TV Playhouse, 68 Regent St.
Transmitter Location.....Walker Bank Bldg.
Air Time.....30 hours weekly
Station Representative .....Blair-TV
Membership .....NARTB
President, General Manager.....S. S. Fox
Director of TV.....John Baldwin
Commercial Manager.....George A. Proval
Program Director.....Dan Rainger
Promotion Director.....Del Leeson
Dir. of News & Spec. Events....Emerson Smith
Film Director.....Lee Auslander
Director of Remotes.....Wal Lambourne
Chief Engineer.....Allan Gunderson

KSL-TV

SALT LAKE CITY—1949
ABC-CBS-DuM

Channel: 5.....AP: 9.6 Kw.....VP: 18.4 Kw.
Owned-Oper. By..Radio Service Corp. of Utah
Business Address.....145 Motor Ave.
Phone Number 5-4641
Transmitter Location.....Union Pacific Bldg.
Air Time.....52 hours weekly
News Service .....AP, UP
Representative .....Radio Sales
Membership .....NARTB
President.....J. Reuben Clark, Jr.
General Manager.....C. Richard Evans
Dir. TV Operations.....D. Lennox Murdoch
Sales Manager.....E. M. Halliday
Program Director.....Wayne Richards
Promotion Director.....Sherrill Taylor
Dir. of News & Spe. Events.....Max Roby
Production Manager.....Alden Richards
Publicity Director.....Sherrill Taylor
Film Director.....Scott Clawson
Director of Remotes.....Wayne Richards
Chief Engineer.....Vincent Clayton
Consulting Engineer.....A. Ring

VIRGINIA

WTAR-TV

NORFOLK—1950
ABC-CBS-NBC-DuM

Channel: 4...AP: 2,124 Kw....VP: 24,248 Kw.
Owned-Operated By.....WTAR Radio Corp.
Business Address.....720 Boush St.
Phone Number 56711
Air Time.....80 hours weekly
Transmitter Location...720 Boush St., Norfolk
Newspaper Affiliation..Norfolk Newspapers, Inc.
News Service .....AP
Representative .....Petry
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Campbell Arnoux
Commercial Manager.....John W. New
Sales Manager.....Robert M. Lambe
Prod., Pgm. Dir.....Winston Hope
Pub., Prom. Dir.....Fred Lowe
Director of News.....Emileigh Maxwell
Film Director.....Harry L. Nicholas
Chief Engineer.....Dick Lindell
Consulting Engineer.....Jansky & Bailey

WTVR

RICHMOND—1947—NBC

Channel: 6....AP: 6.4 Kw.....VP: 12.16 Kw.
Owned-Oper. By.....Havens & Martin, Inc.
Address....3301 W. Broad St., P. O. Box 5229
Phone Number 5-8611
Transmitter Location.....Staples Mill Rd.
Air Time.....63 hours weekly
News Service .....Transradio
Station Representative.....Blair TV
Pres., Gen., Sta. Mgr.....Wilbur M. Havens
Comm. Mgr., Prom. Dir...Walter A. Bowry, Jr.
Prod., Pgm. Dir.....Conrad Rianhard, Jr.
Dir. of News & Spec. Events.....John Shand
Consulting Engineer.....McNary & Wrathall

WASHINGTON

KING-TV

SEATTLE—1948
ABC-CBS-NBC-DuM

Channel: 5.....AP: 3 Kw.....VP: 5 Kw.
Owned-Operated By.....King Bcstg. Co.
Business Address.....Smith Tower
Phone Number.....MUtual 1090
Transmitter Location.....301 Galer
Air Time.....60 hours weekly
News Service.....AP, UP
Representative .....Blair-TV
President.....Henry B. Owens
Sta., Gen. Mgr.....Hugh Feltis
Commercial Manager.....Al Hunter
Program, Publicity Director.....Lee Schulman
Director of Remotes.....Clare Hanawalt
Chief Engineer.....George A. Freeman
Consulting Engineer.....Robert A. Ferguson

WEST VIRGINIA

WSAZ-TV

HUNTINGTON—1949
ABC-CBS-NBC-DuM

Channel: 5.....AP: 8.5 Kw.....VP: 12 Kkw.
Owned-Operated By.....WSAZ, Incorporated
Address.....W. Virginia Bldg.
Phone Number 3-9441
Transmitter Location.....Eighth Street Road
Air Time.....90 hours weekly
Newspaper Affiliation...Huntington Pub. Co.
News Service .....AP
Station Representative .....Katz
President.....Col. J. H. Long
General Manager.....Marshall L. Rosene (AM & TV)
Comm., Sta. Mgr.....Lawrence H. Rogers II
Program Director.....James H. Ferguson
Promotion Director.....Jack Gary
Dir. of News and Spec. Events..Ronald Miller
Prod. Mgr., Film Dir.....Naseeb S. Tweel
Publicity Director.....Emily Jo Howard
Director of Remotes.....John L. Jiruska
Chief Engineer.....Leroy E. Kilpatrick
Consulting Engineer.....William L. Foss

WISCONSIN

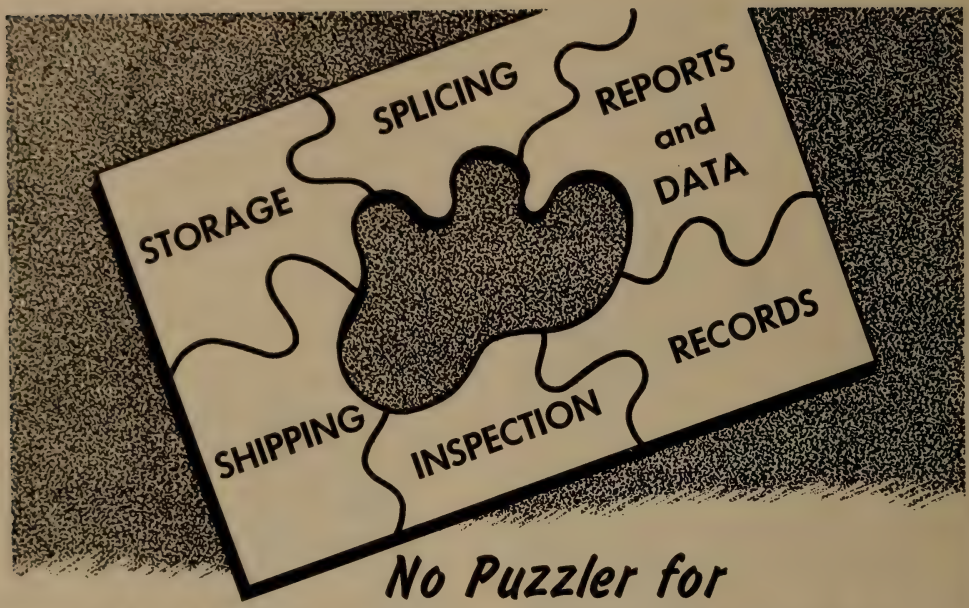
WTMJ-TV

MILWAUKEE—1947—ABC-CBS NBC-DuM

Channel: 3....AP: 10.2 Kw.....VP: 16.1 Kw.
Owned-Oper. By.....The Journal Co.
Business Address.....333 W. State St.
Transmitter Location.....720 E. Capitol Drive
Phone Number.....MArquette 8-6000
News Service .....AP
Air Time.....80 hours weekly
Representative.....Harrington, Righter & Parsons, Inc.
Membership .....TBA
V.P., Gen. Mgr. of Radio, The Journal Co. Walter J. Damm
Asst. Gen. Mgr.....L. W. Herzog
Station Manager.....R. G. Winnie
Asst. to the Manager.....George Comte
Asst. to the Mgr.....George Nicoud
Program Manager.....James Robertson
Local Sales Manager.....Neale V. Bakke
Mgr. Radio & TV Engng.....Phillip Laeser
Mgr., Public Service Bcstrs., Prom. Bruce Wallace
News Editor.....Jack Krueger

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Call Bonded, the world's largest film service organization servicing and shipping over 5,000,000 reels of film yearly for the film and television industries.

Bonded's Television Film Service Division is organized to handle as many film service operations as you require—storage, inspection, shipping, splicing, keeping records and preparing reports and data on all your film—at a nominal fee.

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JUdson 6-1030
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SERVING FILM AND RELATED INDUSTRIES FOR OVER 20 YEARS



TELEVISION FILM PRODUCERS

Personnel

☆

Phone Numbers

☆

Addresses

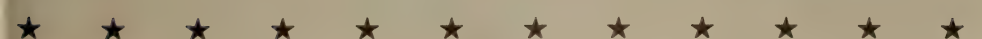
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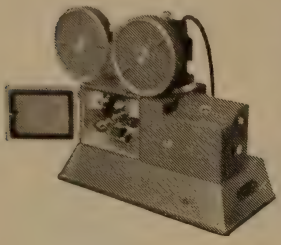
Contacts of 35 & 16 mm. Film Producers

☆

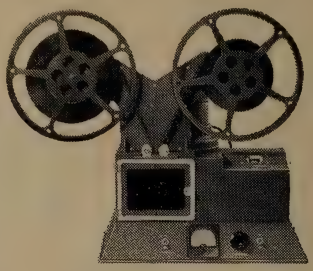
Services Offered

NINETEEN FIFTY-ONE



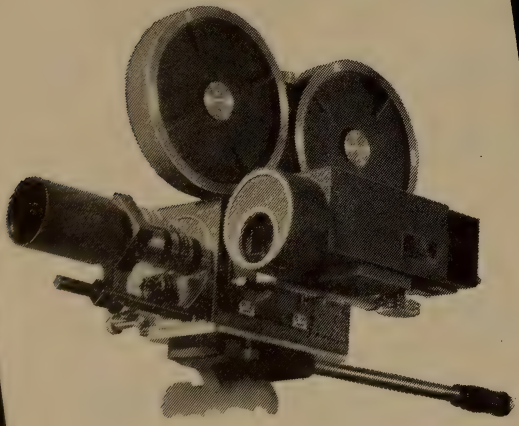


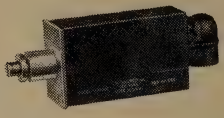
The 16 mm. sound-on-film portable Recording System combines the highest fidelity in 16 mm. recording practice with wide flexibility and simplicity of operation. The system is completely portable and is capable of recording either negative or direct positive variable area and variable density sound tracks.



The 16 mm. Film Phonograph unit provides the finest quality in high fidelity re-recording and playback. The unique optical system, giving an unusually narrow reproducing image with high light output, accomplishes a material reduction in photocell hiss—essential for quality reproduction.

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Standard equipment includes: 235° dissolving shutter, automatic fade control, view-finder, sunshade and filter holder, one 400 foot gear-driven film magazine, a 60-cycle 115-volt synchronous motor, one 8-frame handcrank, power cable and a lightweight carrying case.

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Services Offered—Producer of films for television—commercials and shows: Complete planning, writing, producing and directing of all kinds of motion pictures; industrial and educational films: animations; TV consultant to agencies.

●

A. F. Films, Inc.

1600 Broadway, New York 19, N. Y.
Phone: CIrcle 7-2850

President .....Nicolas Bongard
Director .....Rosalind Kossoff

Services Offered — Distribution of short educational films internationally produced. TV films for distribution in U. S. and Canada.

●

All-Scope Pictures, Inc.

407 Yucca Vine Bldg., Hollywood 28, Calif.
Phone: HOllywood 9-6386

President.....Gordon S. Mitchell
Vice-Pres. & Treas.....E. Z. Walters
Secretary .....E. Maples
Chairman of Bd.....G. L. Carrington

Services Offered—Producer of sponsored films education, advertising and TV. Also specialize in one minute and 20 second spot commercials for TV. Have very fine animation department.

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Allen & Allen Productions

3947 W. 59 Place, Los Angeles 43, Calif.
Phone: AX 3-3314

Directing Mgr.....George E. Allen
Dir. of Production.....William H. Allen
Chief, Editorial Div.....Benjamin L. Haab
Asst. Prod.-Mgr.....H. A. Bold

Services Offered—Producers of 35mm. & 16mm. Entertainment, Adventure, Educational, Documentary and Novelty films. Rental and sale of films to sponsors, TV-chains and stations Are Producers of series, titled, Wild Life Pictures. One, two & three reels.

●

Ambassador Films, Inc.

118 W. 57 St., New York 19, N. Y.
Phone: CIrcle 7-1900

Pres. & Exec. Producer.....Eugen Sharin
Secretary .....Irwin Belenken
Story Editor.....Steven Vas
Director .....Leopold Hainisch

Services Offered—Short subjects produced for TV. Exclusive contracts with: Vienna Philharmonic Orchestra, Vienna Choir Boys, La Scala Opera of Milan, Salzburg Marionettes.

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American Film Co.

1329 Vine St., Philadelphia 7, Pa.
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Gen. Sales Mgr.....Jack H. Harris

Services Offered—We serve 35 and 16mm. film to TV stations, also cutting, editing, and photographing of events of all kinds. We also handle any form of advertising through the American advertising agency headed by Jack H. Harris at the above address.

●

Animated Video Films Inc.

1001 N. Vermont Ave., Los Angeles 27, Calif.
Phone: NOrmandy 32884

Production .....Ace Gamer
Direction & Story.....Dick Huemer
Chg. of Animation.....Pete Burness
Chg. of Layouts & Backgrnds..Bob Gribboek
Chg. of Camera dept.....Jack Buehre
Chg. of Ink & Paint dept.....Betty Brenon

Services Offered — Animated and live action TV films, industrial films, educational films.

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Animation House, Inc.

347 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 2-8184

Sales Director.....Irving Bunnelle

Services Offered—TV Commercials, live action , stop motion, animations, black and white, color, 35mm or 16mm.

●

Evan J. Anton Productions, Ltd.

20 E. 42 St., New York 17, N. Y.
Phone: MUrray Hill 7-6315

President.....Evan J. Anton
Vice-Pres. .....Vera Kay
Secy.-Treas. .....Florence Anton

Services Offered—Producers of TV commercials, animation, documentary, medical, and institutional films for TV application. Sound and color, film clips, slides, editing and recording.

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Archer Productions, Inc.

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President.....Lars E. Calonius

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General Manager.....Carl Ritchie
Animation Director.....Nicholas Gibson
Art Director.....John Ployardt

Services Offered—TV commercial films and entertainment films to order. Animated TV commercials and entertainment films to order. Distribution of films to TV stations. Film packagers for TV.

•

Art Reels Co.

510 Cathedral Parkway, 5E New York, N. Y.
Phone: MOnument 6-2271

Producer-Dir.....Stephen L. Sharff
Editor .....Lucille Pelham
Writer .....Peter Packer
Prod. Asst.....Bill Shafir
Cameraman .....Stan Patkowski

Services Offered—TV films and live programs, TV commercials, puppets and stop motion animation.

•

Associated Artists Productions, Ltd.

4444 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-4754

President .....Eliot Hyman
Vice-Pres. & Sales Mgr.....Paul Diamond

Services Offered—Production and distribution of film programs for TV.

•

Atlas Film Corp.

1111 S. Blvd., Oak Park, Ill.
Phone: Euclid 6-3100

President.....K. W. Lineberry
Vice-Pres. & Gen. Mgr.....L. P. Mominee
V.-P. Chg. Prod.....Albert S. Bradish
V.-P. Chg. Sales.....Edward Schager
V.-P. Chg. Adv. & Prom..Frederick K. Barber
Advertising Mgr.....H. C. Maloney

Services Offered — Production of 16mm. and 35mm. motion pictures and slidefilms —in color or black and white, with RCA Sound. Complete and modern facilities for all laboratory procesing. Mobile sound truck, studio rental facilities. Film vaporating. TV commercial productions.

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Audio Productions, Inc.

630 Ninth Avenue, New York 19, N. Y.
Phone: COlumbus 5-6771

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Sales Mgr.....Phillips Brooks Nichols
Gen. Mgr.....Herman Roessle
Production Mgr.....P. J. Mooney

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Services Offered—Producers of TV commercials and business and education films —black-and-white and color.

Bailey Films, Inc.

1133 N. Highland, Hollywood 38, Calif.
Phone: HIllside 7949

President.....Albert R. Bailey
Vice-President.....Delmar F. Hancock
Secretary-Treasurer.....Virginia B. Ryder

Services Offered—Have a number of 10-20 minute shorts on animals, children's stories, cartoons, and puppet pictures, documentary films.

Basch Radio & Television Productions

(See Program Producers.)

Bengal Pictures

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Phone: Empire 2-1984

Dir. of Photography.....Phil E. Cantonwine
Director .....Robert Derteano
Research.....Cheri Le Blanch
Narration & Story.....Larry Chandler
Narrator .....Perry King
Narrator .....William Udel
Story.....Cheri Le Blanch

Services Offered—TV pictures made to order. TV subjects for sponsors, rent and outright sale.

Albert Black Television Prods.

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Phone: COlumbus 5-5885-6

Owner .....Albert Black

Services Offered—Live and film package shows for television.

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Phones: CIrcle 5-4582-3

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Vice-Pres. & Secy.....Paul A. Bray
Vice-Pres. & Sales Mgr.....E. F. Stevenson
Treasurer .....M. Bray
Director.....L. G. Lambert
Asst. Production Mgr.....R. N. Chindblom

Services Offered—Producers and distributors of all types of films for TV use including technical animation and cartoons. Owns extensive library of films available for TV.

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Having carefully watched all television programming for the past four years, we have come to the conclusion that television is only as good as its programs and, for this reason, the television industry will have to stop using old, dated films and old-time vaudeville. In order for television to grow, many new ideas, both in films and live shows, will have to be carefully planned and produced by men with the know-how.

Television is going through its growing pains the same as we had in the early stages of motion pictures, legit theatre and vaudeville, and for this reason, we feel that our organization is best suited to fill the very real television need.

If you have a programming problem, we invite you to take advantage of our years of know-how.

Dir., Film & Pub. Div....Katharine N. Parker
Deputy .....Lester Schoenfeld
Asst. Pub. Div.....Dorothy Danish
Services Offered — Rental of educational and documentary sound films.

•

William F. Broidy Productions, Inc.

4376 Sunset Drive, Hollywood 27, Calif.
Phone: NOrmandie 2-9181
President.....William F. Broidy
Vice-President .....Wesley Barry
Treasurer .....Earl Revoir
Secretary .....Barnett Shapiro
Services Offered—We produce films for television. We will film for others supplying our motion-picture trained personnel and know-how, and we package shows.

•

Al Buffington Productions

6711 Sunset Blvd., Hollywood 28, Calif.
Phone: HOllywood 9-8367
Sales & Program Mgr...Albert B. Buffington
Chg. Talent & Writing.....James Wilmas
Staging Mgr.....Milford Capman
Gen. Mgr. Eastern Office..Maurice F. S. Penn
Services Offered—Live package show, both national and local, AM and TV. Filming of commercial film for TV. Making of radio transcriptions.

C & G Film Effects Co.

1600 Broadway, New York 19, N. Y.
Phone: PLaza 7-2098
Partners.....Hugo A. Casolaro, Milton M. Gottlieb
Services Offered—Not Producers. Services to producers include: Titling, spot commercials, animation, optical & trick effects, slide films, black & white or color, 35mm. or 16mm.

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Campus Film Productions

161 Remsen St., Brooklyn 2, N. Y.
Phone: TR 5-6296-7-8
Exec. Pro.....Nat Campus
Administrative Asst.....Lee Bobker
Services Offered — Producers of sound color motion pictures for advertising, industry, public relations, welfare, and business. Full sound recording studio, film phonographs, sound-on-film, synchronous magnetic tape recorder, Fairchild disc recorders, etc. Films to meet every need and every budget.

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EDWIN REHBERG, *Executive Director*
IRVING BUNNELLE, *Director of Sales*

347 MADISON AVE. MURRAY HILL 2-8184 N. Y. 17, N. Y.

Program Dir.....Kenneth Nelson
Office Manager.....Larry A. Robbins
Eastern Rep.....Alvin King
Southern Rep.....William Stubblefield
Western Rep.....Jack Barton
Services Offered—Producers and distributors TV film programs and producers and distributors transcribed music Library for TV.

•

Caravel Films, Inc.

730 Fifth Ave., New York 19, N. Y.
Phone: CIrcle 7-6111
President.....David I. Pincus
Services Offered—Industrial and TV films to order.

•

China Film Enterprises of America, Inc.

11 W. 42nd St., New York 18, N. Y.
Phone: LO 5-6840
President .....Hsing-Ching Weng
Vice-Pres.....W. M. Choue Seto
Services Offered—Rent and produce 16mm. short films for TV purposes.

•

Christian Films

625 No. Mansfield Ave., Hollywood 36, Calif.
Phone: YOrk 1783
Prod.-Dir....Rev. H. K. Rasbach, B.D., A.B.
Dir. of Photography.....Grant H. Stone
Musical Dir.....Eddison Von Ottenfeld
Script Advisor.....Frank Tashlin
Services Offered—Complete radio, TV productions (live or film), third-dimensional animated subjects, recordings and transcriptions; 16mm., 35mm. and transcribed recordings of St. Olaf, Hollywood Cathedral Choir. Wartburg Choir, and the Chapel Choir of Capital University. (Affiliated with Vonna Records).

•

Cineffects, Inc.

115 W. 45 St., New York 19, N. Y.
Phone: CIrcle 6-0951
President .....Nathan Sobel
Secretary-Treasurer .....Isaac Hecht
Services Offered—Special optical effects, photography of titles, animation, trailers, song reels, slide films, TV presentations in 16 and 35mm. black and white and 16mm. Kodachrome.

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Cinema Service Corp.

106 West End Ave., New York 23, N. Y.
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Prod. Supervisor.....H. Bloom
Electrical Dept.....James Pratt
Construction Dept.....R. Peterson
Editing Dept.....Ruth Gordon
Script Dept.....Matilda Blumberg
Sales .....M. Gordon

Services Offered—Complete studio with both 35mm and 16mm camera and sound equipment. Also lighting and location facilities.

•

Cinescope Films

42-45 160th St., Flushing, N. Y.
Phone: FLushing 8-1935

President .....George L. George

Services Offered—Industrial, documentary, theatrical and TV films to order.

•

Cinetel Corp.

119 W. 57th St., New York 19, N. Y.
Phone: JUdson 2-4813

President .....Ed Woodruff

Services Offered—TV films.

•

Cine-Tele Productions

1161 No. Highland Ave., Hollywood 38, Calif.
Phone: Hillside 7475

Executive Producer .....Harry J. Lehman
Secretary .....Jacques R. Lehman
Camerman .....Danny Rouzer
Film Editor .....Chas. Van Eng, Jr.

Services Offered—Producing films for television, film commercials, color films, semi-animation and producer services. Lab. services.

•

Cineque Colorfilm Labs, Inc.

424 E. 89th St., New York, N. Y.
Phone: SAcramento 2-5837

President .....Sam Marcus
Secretary .....Edward London
Lab. Mgr.....Oscar Fagin

Services Offered—Creators and producers of slides, slide films, color or black and white. Processing, supplicating, 16 and 35mm film—color prints—color transparencies—originals shot or duplicated.

•

Geo. W. Colburn Laboratory Inc.

164 No. Wacker Dr., Chicago 6, Ill.
Phone: STate 2-7316

President.....George W. Colburn
Secretary-Treas.....John E. Colburn

Services Offered—16mm film technical and laboratory services. Photography, processing, edge-numbered work prints, editing and conforming, sound recording, re-recording, titling, animation, printing.

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Phone: CIrcle 5-6456

President.....Mortimer D. Sackett
Vice-President.....Jerome S. Hyams
Treasurer .....S. Sackett
Secretary .....A. Goldstein

Services Offered—TV producers and distributors.

•

Courneya Productions

1566 North Gordon, Hollywood, Calif.
Phone: Granite 5920

Owner-Producer .....Jerry Courneya
Production Mgr.....James Fleming
Scripts .....Larry Clemons
Editor (Film) .....Ernie Leadley

Services Offered—Novelty, Sport, Comedy, Short Subjects, Sponsor Tailored Films and Commercials.

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Crafton Brothers, Inc.

3210 W. Lawrence Ave., Chicago, Ill.
Phone: Juniper 8-0396

President .....David M. Crafton
Secretary-Treas. .....Lou Grafton

Services Offered—TV stills, shorts and commercials.

Bing Crosby Enterprises, Inc.

9028 Sunset Blvd., Los Angeles, 46, Calif.
Phone: CRestview 1-1171

Dir. of TV Sales.....Charles B. Brown

Services Offered—Package programs, production, TV sales.

•

Crystal Pictures, Inc.

1564 Broadway, New York 18, N. Y.
Phone: PLaza 7-1530

President .....Melvin M. Hirsh

Services Offered—TV films, rentals.

•

D. P. M. Productions, Inc.

62 W. 45th St., New York 19, N. Y.
Phone: MU 2-0040

President.....Dorothy P. Maulsby
Secretary-Treas. .....Helen Rosenfeld
Production Mgr.....Maurice T. Groen
Cameraman.....Earl B. Brink
Narrator .....Peter Allen

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Delbridge & Gorrell

301 Fox Theatre Bldg., Detroit 26, Mich.
Phone: Woodward 3-6990
Manager .....Bill O'Halloran
Asst. Mgr., TV Dept.....Ralph Bowen
Production .....Jack Terry
Services Offered—Production of live and filmed TV shows.

•

Dephoure Studios

782 Commonwealth Ave., Boston 15, Mass.
Owner .....Joseph Dephoure
Services Offered—Producers of TV Films, Spot Commercials, Animation, Printing 16 mm) and Processing.

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Depicto Films, Inc.

254 W. 54th St., New York 19, N. Y.
Phone: COlumbus 5-7621
President .....John Hans
Vice-President .....Ladson Butler
Associate Producer .....Murray Knowlton
Asst. to Pres., Chg of Prod.....Jack Lane
Services Offered—Complete commercial and TV film, slidefilm and slide production, including art, writing, visualizing, animation, location and studio shooting.

•

Dryer & Weenolsen Productions

57 W. 58th St., New York 19, N. Y.
Phone: PLaza 5-5998
Owner .....Sherman H. Dryer
Vice-Pres. .....Robt. Weenolsen
Services Offered—TV films, commercials. Live radio & TV programs.

•

The Jean Dubois Company

927 21st St., Denver 2, Colo.
Phone: East 8122, Main 5401
Owner, Gen. Mgr.....Jean M. F. Dubois
Secretary .....Lillian E. Dubois
Photographer.....Edmund Cooper
Services Offered—TV Shorts, Newsreels, Commercial Shorts, complete TV films, excepting cartoons and animation.



Dudley Pictures Corp.

9903 Santa Monica, Beverly Hills, Calif.,
Phone: CR 1-7258
501 Madison Ave., New York, N. Y.
Phone: EL 5-1076

President .....Carl Dudley
Secy.-Treas. .....Gene Barnes
Prod. Dept. .....Leo Pepin
Writer-Producer .....Herman Boxer
Camera Dept. .....Edward Hutton, Edwin Olsen, Keith Covey, Ed Drews
Editing Dept. .....Norman Suffern, Ernest Flook
Printing Dept. .....Joe Raue, Manuel Chaidez

Services Offered—Producers of color commercial, theatrical and TV films—Releasing "This Land of Ours" and "This World of Ours," "Classroom Quiz," "International Detective," etc.

•

Educational Films Corp. of America

1501 Broadway, New York 18, N. Y.
Phone: PEnnsylvania 6-1780

President .....Earl W. Hammons
Production .....Jack Caldwell
Script .....Roy McCune
TV Script .....Henry Marcuse

Services Offered—Films for theatrical release, for educational purposes, television shows live or on film. Producing on the West Coast and in New York.

•

Emerson Film Corp.

c/o Republic Studios
4024 Radford Ave. No. Hollywood, Calif.
Phone: Sunset 2-1121

Producer-Director .....Walter Colmes
Assoc.-Prod., Film Editor .....Jason Bernie
V.P. Product Development .. Donald Hoffman
General Sales Manager .....William Norins
Story Editor .....Russ Burton
Cameraman .....Walter Strenge

Services Offered—Complete production for TV, Educational, and Feature Films. Currently producing films for Encyclopaedia Britannica Films, and TV Films for Union Television Corp.

•

Endorsements, Inc. (TV)

9172 Sunset Blvd., Hollywood 46, Calif.
Phone: Crestview 6-1272
500 Fifth Ave., New York 18, N. Y.
Phone: Chickering 4-7257

President (N. Y.) .....Jules Alberti
Vice-Pres. .....Dr. Harold S. Wadro
Sec.-Treas. .....Hazel F. McCabe
Chg. Prod. .....William C. Burton

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QUICK, EFFICIENT, IMAGINATIVE
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DEPENDABLE SERVICE

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Services Offered—Endorsements and testimonials live and film for TV.

●

Excelsior Pictures Corp.

723 Seventh Ave., New York 19, N. Y.
Phone: CIrcle 5-6157
President .....Walter Bibo
Services Offered—Rent various features and shorts.

●

Fair Deal Motion Picture Ser.

2040 Chatterton Ave., New York 61, N. Y.
Phone: TAlmadge 9-6728
Owner & President.....Louis D. Colson
Services Offered—We offer package film shows for TV use.

●

Jerry Fairbanks, Inc.

6052 Sunset Blvd., Hollywood 28, Calif.
Phone: HUdson 2-1101
157 E. 69 St., New York 21, N. Y.
Phone: TRafalgar 9-3352
Chmn. Bd. of Dir.....Frank E. Mullen
Pres. & Exec. Prod.....Jerry Fairbanks
V.P. in Chg. Sales.....William Gernannt
V.P. in Chg. East. Prod....Robert Lawrence
Production Manager.....Herbert Multon
E. Production Mgr.....George Justin
Production Supervisor.....Arnold Wester
E. Production Coord.....Margery Luce
Scenario Dept. Head.....Lou Lilly
E. Chief Film Editor.....Richard Meyer
E. Studio Manager.....Louis Mucciolo
E. Asst. Studio Mgr.....George Harrington
Musical Director.....Edward Paul
Publicity Director.....Reavis Winckler
Art Director.....Oscar Yerg
Casting Director.....Ken Dyson
Sound Director.....Lawrence Aicholtz
E. Scenic Designer.....Adolf Aldrich
E. Chief Accountant.....Philip Kornblum
Services Offered—Producers of all types of films for television, including package programs, agency shows, spot announcements, and special featurettes. Also commercial and theatrical motion picture producers.

●

Federated Television Productions, Inc.

41 E. 41st St., New York 17, N. Y.
Phone: MUrray Hill 2-7125
President.....Hubert V. Chain
Vice-President.....William Haussler
Secretary .....Robert Bell
Treasurer.....John Nickerson III
Asst. to Pres.....Mabel C. Haeberly
Services Offered—Custom built video film programs and commercials—filmed in our



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JUdson 6-5480

own studios with our own equipment—sound and cameras. Syndicated film series.

●

Paul J. Fennell Co.

1159 N. Highland Ave., Hollywood 38, Calif.
Phone: Gladstone 1657
40 E. 40th St., New York 16, N. Y.
Phone: MUrray Hill 9-4268
President-Dir.....Paul J. Fennell
Technical Dir.....John E. Burks
Eastern Rep.....Milton R. (Mickey) Dubin
Services Offered—Specialty—Films for TV with emphasis on Animation.

●

Filmeffects of Hollywood

1153 N. Highland Ave., Hollywood 38, Calif.
Phone: Hollywood 9-5800
Business Mgr.....Charles Leeds
Sales Mgr.....Gilbert Scott
Engineer .....Albert Ferriot
Production .....Virgil St. Claire
Services Offered—Specialized 35mm and 16mm laboratory services for motion pictures and television. Special effects, blow-ups, enlargements, color release printing, slide film duplication experimental projects.

●

Film Equities Corp.

1501 Broadway, New York 8, N. Y.
Phone: LOngacre 4-8234
President.....Arthur A. Mayers
Secretary .....Sydney A. Mayers
Treasurer .....Martin Mermelstein
TV Director .....C. Lazar
Services Offered—Film producers, open end films, feature films, educational shorts, cartoons, sport reels, serials, series films, special spots featuring top name personalities.

●

Film Makers, Inc.

1600 Broadway, New York 19, N. Y.
Phone: REgent 7-7549
President .....J. H. Lenauer
Services Offered—TV film production.

●

Films For Industry, Inc.

135 W. 52nd St., New York 19, N. Y.
Phone: PLaza 3-2800
Pres., Prod. Mgr.....Joseph McCaffery
V.P. in Chg. Sales.....Brewster Righter
Services Offered—TV packaging, commercials, sound studios, animation, stop motion.

●

Films of the Nations, Inc.

62 W. 45th St., N. Y.19, N. Y.
Phone: Murray Hill 2-0040
Pres.....Henry M. Moolman
V.-Pr.....Birger Nordholm, Jos. P. Bourdrez

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VM
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MUrray Hill 2-2060

Treasurer .....Henry Pillichody
Secretary.....William Rosenfeld
Exec. Dir. .....Maurice T. Groen
Services Offered—Producers and distributors of 16mm. sound films, color or black and white, featuring films made for foreign governments, showing their countries, people, industries, handicrafts, history and culture.

•

Larry Finley Productions Inc.

8983 Sunset Blvd., Hollywood 46, Calif.
Phone: BR 2-5841
President .....Larry Finley
Producers .....Larry I. Kolpack, David Sievers, Mary Secher
Musical Director.....Nat Brusiloff
Services Offered—Filmed TV programs, also commercial TV films.

•

Five Star Productions

6526 Sunset Blvd., Hollywood 28, Calif.
Phone: HOllywood 9-5280
Exec. Producer.....Harry Wayne McMahan
Production Dir.....Chet Glassley
Technical Dir.....Taylor Byars
Dir. Creative Copy.....Charles F. Chaplin
Casting .....Judy McMahan
Secretary-Treas.....Bernice C. McQuown
Services Offered—In business ten years, Five Star Productions work in the five audio-visual fields; Radio Productions ("Sons of the Pioneers," "Barnyard Jamboree" transcribed); motion pictures—short subjects and institutional commercials; TV film spots (40 per cent of all local and regional advertisers); slide films and animatic films.

•

Hardie Frieberg Television Enterprises, Inc.

270 Park Ave., New York 17, N. Y.
Phone: MUrray Hill 8-0230
President .....Hardie Frieberg
Treasurer .....Bernard Samuels
Secretary .....Fluff Blome
Services Offered—Program production, talent, live and film TV programs.

•

Gainsborough Associates

(See Program Producers)

•

Gallagher Films

111 S. Washington St., Green Bay, Wis.
Phone: Adams 2554
President .....J. C. Gallagher
Services Offered—TV film production, recording and talent.

DISCARDED:
The Law of Chance and Probability

Quality film production demands an integrated, experienced organization as offered by Dynamic Films:

- √ technical leadership
- √ original scripts and story boards
- √ two sound stages
- √ complete recording and re-recording on synchronous tape, disc and film
- √ editing and editing facilities
- √ animation department
- √ casting and rehearsal
- √ comfortable screening rooms
- √ distribution and exhibition supervision
- √ scientific audience testing

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PRODUCTIONS
INC.

GORDON VAN DOVER, Pres.

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"Chuckwagon Jamboree"
"Strange Wills"
"Taylor-Made Spots"

6700 Sunset Blvd.
Hollywood 28, Calif.
HU. 2-1089

William J. Ganz Co.

40 E. 49th St., New York 17, N. Y.
Phone: ELdorado 5-1443

President .....William J. Ganz
TV Consultant & Producer.....Paul Alley
Chg. of Production.....E. J. Spiro
Chg. of Distribution.....Herbert Dietz
Office Manager.....Jean Pomerance

Services Offered—Producers of motion pictures, slide films and films for TV, theatrical and non-theatrical audiences. Also, distributors of motion pictures through The Institute of Visual Training.

•

General Business Films, Inc.

565 Fifth Ave., New York 17, N. Y.
Phone: PLaza 9-8170

President .....William Van Praag
Vice-President .....Otto H. Sutter
Secretary .....Nancy Gould
Sales Mgr. .....Arthur Otto

Services Offered—Industrial films, slide films, TV commercials.

•

General Film Prod Corp.

25 W. 45th St., New York 19, N. Y.
Phone: LUxemburg 2-1700

Manager .....Elbert S. Kapit

Services Offered—TV films, rentals.

General Television Enterprises, Inc.

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone: GL 4146

President.....Gordon W. Levoy
Vice-President.....Edith C. Levoy
Secretary.....A. Albert Spar

Services Offered—Distribution and packaging of motion pictures produced especially for TV. Plan involves sale of successive rights to a series, or if desired outright to any individual sponsor. Programs prepared for request of any particular sponsor, or for general spot sale distribution.

•

General Television Corp.

1501 Broadway, New York 18, N. Y.
Phone: LOngacre 4-8234

TV Director.....Robert H. Wormhaudt

Services Offered—Educational shorts nature study shorts.

•

Jack Goetz

1790 Broadway, New York, N. Y.
Phone: CO 5-1776

Owner .....Jack Goetz

Services Offered—Lab. service for all TV requirements. Produce program shorts and trailers.

Serving
the best
in film fare
to stations
everywhere!

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• IMAGINATION
• COOPERATION
• SELF CONTAINED FACILITIES

Three Virtues
That can assure
the success of
your

TELEVISION FILMS

Ted NEMETH Studios
729 Seventh Ave., N. Y. 19, N. Y.
CIrcle 5-5147-48

Guerin Enterprises, Inc.

427 N. Euclid Ave., St. Louis 8, Mo.
Phone: Rosedale 5592

President.....Fort B. Guerin, Jr.
Vice-President.....Thomas J. Shands
Produc. Mgr. .....Jerome J. Kleiman

Services Offered—Television and commercial movies. New process color and sound for TV. News service in movies and around the country location shooting for TV, also feature length movies.

•

Hack Productions

535 N. Laurel Ave., Los Angeles 48, Calif.
Owner .....Herman Hack

Services Offered—This series features The Frontier Parson, Herman Hack. They are youth program films, mostly for churches and schools. They are sold on lease fee and the retnals are handled by Film Rental Libraries. TV write for details.

•

Hafner-Vetter

3 E. 57th St., New York 22, N. Y.
Phone: PLaza 3-4840

Partners...Les Hafner, Charles F. Vetter, Jr.

Services Offered—Producing unit of Motion Picture Stages, Inc.; films for TV and theatrical release.

The Jam Handy Organization

2821 E. Grand Blvd., Detroit 11, Mich.
Phone: TR-5-2450; *N. Y. Phone*: CO 5-7144

President .....Jamison Handy
Executive Vice-Pres.....Oliver Horn
V.-P. Training Devices.....John Campbell
V.-P. Service Devel.....Everett Schafer
V.-P. Sales Devel.....George B. Finch
V.-P. Automotive Contacts...Wm. G. Luther
Secretary .....Avery W. Kinney
Treasurer .....Allan E. Gadelman
Dir., Pub. Impressions.....Anne Jioffre
Washington Repr. .....Harry C. Watts
Contact (TV) .....William Uskali

Services Offered—Producers of commercial films and spots; industrial films, slidefilms, sales training programs.

•

Hannum Television Productions

567 Seventh Ave., New York 18, N. Y.
Phones: CH. 4-3447, LA. 4-4652

President .....Bob Hannum
Script Editor.....Georgette Carneal
Production Mgr.....Ralph Porter
Casting Dir.....Shaque Hampar
Fashion Coordinator.....Lillian Ross

Services Offered—TV program production, film production, film and animated commer-

Most Modern, Up-to-Date Studios, Completely Equipped

LIP-SYNC SHOOTING

1750 sq. ft. stage area, lighting equipment, stock sets, flats and props, dressing rooms.

Control Room, 16mm Maurer Recording Channels & Re-Recording Facilities, Fairchild sync-disc recorders & playbacks.

COMPLETE PRODUCTION CREW • MAURER CAMERA EQUIPMENT
ALL SHOOTING ACCESSORIES

Serving: Colgate-Palmolive-Peet, Viceroy Cigarettes, Barbasol

MANNON SOUND STAGES

112 WEST 89th STREET, NEW YORK, N. Y. TRafalgar 3-1800

cials, TV Art Service for commercials, titles, sets, and production design.

•

Hawley-Lord, Inc.

316 W. 57 St., New York 19, N. Y.
Phone: JUdson 6-3750

President .....Andre Lord
Secretary .....Gordon Shadwick
Treasurer .....Lewis Abbott

Services Offered—One reel sports and nature study short subjects available for TV rental through Sterling TV Co., Inc.

•

Sam Hayes Productions

6000 Sunset Blvd., Hollywood 28, Calif.
Phone: Hollywood 9-4584
New York Office: Claude Barrere,
Phone: Murray Hill 6-0238

Pres. & Gen. Mgr.....Sam Hayes
Sales Director.....R. A. Carmichael
Sec.-Treas. .....June H. Buller

Services Offered—Producers of short subjects and commercials for television on 16mm film. Currently marketing: "A Family Quiz," Christie Comedies.

•

Leslie Helhena

932 N. La Brea Ave., Hollywood 38, Calif.
Phone: GRanite 3174

Owner-Producer.....Leslie Helhena

Services Offered — Complete production facilities for filming spot announcements open end commercial and entertainment films.

•

Hile-Damroth, Inc.

320 Broadway, New York 7, N. Y.
Phone: WO 4-2478

President.....James L. Hile

Services Offered—One-minute video commercials live or semi-animation.

•

Hollywood 35 mm Film Co.

1626 No. Wilcox Ave., Hollywood 28, Calif.
Phone: HIllside 7191

Partners.Ben Teitelbaum, Harry Teitelbuam

Services Offered—Suppliers of reels, cans, shipping cases and motion picture supplies and equipment.

•

Paul Hoefler Productions

7934 Santa Monica Blvd., Los Angeles 36, Calif.
Phone: Whitney 9045

Producer .....Paul L. Hoefler
Business Manager.....E. M. Bennett
Secretary .....Kay Buxton

Services Offered—Furnish one and two reel films of adventure, travel and special

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Distributor of
TELEVISION
SHORT SUBJECTS
in the World!

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See the new
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Sterling Television Catalog

STERLING TELEVISION CO., INC.
316 West 57th Street - New York 19
JUdson 6-3750, 1, 2

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LARGEST STOCK LIBRARY
IN THE WORLD

MAJOR RELEASES
AVAILABLE FOR

TELEVISION

1550 Cross Roads of the World
Hollywood, Calif.

Phone: Hempstead 3173

interest topics through our New York agent, Zach Bayn Films.

•

Lucille Hudiburg Productions

131 E. 51st St., New York 22, N. Y.
Phone: EL 5-3508

Producer .....Lucille Hudiburg
General Manager.....Walter Keane
Free-Lance Comm. Artist....George Keegan

Services Offered—Complete packages including: "Variety," "Drama," "Participation" "Fashion," and Puppet Shows. We also are TV and radio consultants and make films on assignment. Have a group of writers and a song writing unit available for other shows. Our puppet show "Peggy And Mr. Sniffin," is currently on WJZ-TV each Saturday 2:05 P.M

•

Impact TV Films

1153 N. Highland Ave., Hollywood 38, Calif.
Phone: Hollywood 9-5808

Manager .....Albert W. Hellenthal

Services Offered—TV film production.

•

IMPS, Inc. International Movie Producers' Service

515 Madison Ave., New York 22, N. Y
Phone: ELdorado 5-6620

President, Producer, Dir.....Ben Gradius
Supervising Editor.....Jean Oser
Production Supervisor.....Walter Sachs

Services Offered—IMPS produces documentary, commercial TV spots, and industrial films. We also maintain complete writing, editing, and production staff which can be used by sponsor who in turn acts as producer.

•

International Film Foundation, Inc.

1600 Broadway, New York 19, N. Y.
Phone: CI 6-9438

Executive Dir.....Julien H. Bryan
Associate Dir.....R. E. Blackwell

Services Offered—(1) Production of documentary films, (2) Distribution of documentary films including TV use, chiefly twenty minute shorts on the peoples of various countries, titled: "World Glimpses with Julian Bryan."

•

International Geographic Pictures

1776 Broadway, New York 19, N. Y.

Executive-Pres. .....J Allen Julier

Services Offered—Producers of educational motion pictures.

Tele-Craft

Film Editing Service

A Film Editorium with
Completely Equipped
Cutting Room

Competent Personnel

Serving The Television
And Motion Picture Field

A FEW OF THE ACCOUNTS WE ARE SERVICING

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KOOL — CELANESE CORP.
TINTAIR — CHASE & SANBORN COFFEE

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Tel. Circle 7-6606

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For Economy and Efficiency in
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GIANT SCREENS AND PROJECTORS PROVIDE

STILL - MOVING - SPECIAL EFFECTS BACKGROUNDS
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A Sure Cure for one of
TV's Biggest Headaches
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New York Rep. Audio-Video PL. 7-0780
5732 SUNSET BOULEVARD
Hollywood 28, Calif.
Phone: Hollywood 9-6211

International News Service
235 E. 45th St., New York, N. Y.
Phone: MU 7-8800
Mgr. INS-INP TV Dept.....Robert H. Reid
Services Offered—In association wtih Telenews Productions: Daily, weekly, sports newsreels; Also film features; INP photos; INS leased wire; Projectall balopticon.

International 16mm. Corp.
(See Program Producers)

International Tele-Film Productions, Inc.
331 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 7-9116
President .....Paul F. Moss
Services Offered—TV live and film package shows, recordings, talent.

Jason Comic Art
480 Lexington Ave., New York 17, N. Y.
Phone: PLaza 3-9370
Director .....Leon Jason
Services Offered—TV film, production, talent, puppet design.

Junior Programs, Inc.
22 Lawrence St., Newark 5, N. J.
Phone: Market 3-0770
Pres. & Exec. Dir.....Dorothy L. McFadden
Asst. Director.....Cecile Sherman
Services Offered—Package shows for children's audiences, also scripts, and consultant service for TV.

Bernard E. Karlen Productions
270 Park Ave., New York 17, N. Y.
Phone: PL 9-3107
Exec. Producer.....Bernard E. Karlen
Vice-Pres. .....Roland N. Karlen
Services Offered—Package program, both film and live. Production consultant, supply film clips for integrated shows, commercials and scripts.

Roger Kay Enterprises, Inc.
666 Fifth Ave., New York 19, N. Y.
Phone: MU 8-2164
Executive Producer .....Roger Kay
Agency Contact .....Ben Marquand
Legal Counsel .....Miller & Miller
Services Offered — Creators, producers, packagers of TV and radio programs, live, transcribed, and film. Consultants on programming. TV show doctoring. Commercials.

Victor Kayfetz Productions
130 E. 56th St., New York 22, N. Y.
Phone: MUrray Hill 8-1707
Executive Prod.....Victor F. Kayfetz
Staff Director .....Col. Ilia Tolstoy
Sales Manager.....John D. Flanagan
Prod. Consultant.....Rudy Vallee
Story Dept. Dir.....Elliott Curtiss
Animation Dir.....Wm. L. Steinel
Services Offered—Victor Kayfetz Productions produces motion pictures: TV program series, TV program films (filler material), TV commercial spot films. We own complete 16mm. and 35mm. production equipment and are staffed by experienced film, stage, and radio personnel. Animated motion pictures.

Herbert Kerkow, Inc.
480 Lexington Ave., New York 17, N. Y.
Phone: ELdorado 5-0683
President .....Herbert Kerkow
Services Offered—TV films.

F. W. Kline Productions, Inc.
8445 Melrose Ave., Hollywood 46, Calif.
Phone: MU 2361
President .....Fred W. Kline
Exec. Vice-Pres. .....Leonard Shane
Gen. Oper. Mgr.....Robert S. Howell
Asst. Gen. Operations Mgr...Barton Fellowes
Comptroller .....Louis Most
Services Offered—Complete television and radio, film and live program packaging. Origination of program, and production services are available. Film production includes total service from idea to completed film.

Kling Studios, Inc.
601 N. Fairbanks Court, Chicago 11, Ill
Phone: Delaware 7-0400
President .....Robert Eirinberg
Vice-President .....Lee Blevins
Executive Producer.....Jack H. Lieb
TV Director .....Fred Niles
Services Offered—Complete production of TV commercials, film package shows TV. Services include full recording facilities, 35mm. & 16mm. production, black-and-white, or color, and animation. Also, complete production of industrial and educational motion pictures, including creative writing.

Knickerbocker Productions, Inc.
1600 Broadway, New York 19, N. Y.
Phone: CIrcle 6-9850
President.....Howard A. Lesser
Vice-President.....Mary Morrissey
Secy.-Treas.....Harold M. Manser
Services Offered—Producers of all types of Motion pictures for screen and TV.

Albert Lang Productions Inc.
1320 Edgecliffe Dr., Los Angeles, 26, Calif.
Phone: Normandy 19536
President & Gen. Mgr.....Albert E. Lang
V.-P. & Secretary.....Olga Haney

Services Offered—Complete TV film service. Writing, producing, distributing TV commercial films. Shows packed and exploited "live" or filmed. Radio-TV programs transcribed and packaged. National distribution service.

•

Larsen Television Picture Corp.

Studios: 3177 N. Broadway, Chicago 14, Ill.
Phone: GRaceland 7-2673
Pres., in Chg. of Prod...Wm. Burton Larsen
Secretary .....L. Z. Larsen
Treasurer .....F. Wallace
West Coast Producer.....Seth B. Larsen
Services Offered—We create and produced 20 second and one minute TV commercials, 15 minute Interview shows, films of complete shows, syndicate TV film spots and sales promotion industrial films in color.

•

Gene Lester Productions

1487 N. Vine St., Hollywood 28, Calif.
Phone: Hillside 7287
Producer-Director .....Gene Lester
Charge of Tech. Pers.....John S. Nash
Comptroller-Office Mgr.....Charles O. Cross
Asst. Charge of Prod.....Martin Sperber
In Charge of Still Dept.....Gabor Rona
Services Offered—Production of Hollywood on the Line, for CBS-TV (Our own package). Production of TV Commercial spots. Consultant to other TV film producers.

•

Libra Film Distributors & Producers

6525 Sunset Blvd., Hollywood 28, Calif.
Phone: GL 7960; HE 1161
President .....Miss Loy Lester
V.-P., in Ch. of Prod.....Charles M. McCoy
Sec.-Treas. .....M. Briese
Exec. Director .....C. Mandell
Exec. Producer .....Charles M. McCoy
Exec. Producer .....John Leslie Hamilton
Exec. Producer .....William Troiano
Exec. Producer .....Miss Loy Lester
Services Offered—Extensive TV Film Production and Distribution. Complete professional Major Studio Facilities, Classifications—Technical, Advertising, Education, Public-Relations, Documentary Films. Pilot Films complete (series). Live Show scripts available (series).

•

Lion Television Pictures Corp.

(See Educational Films listing)
1501 Broadway, New York 18, N. Y.
Phone: PEnnsylvania 6-1780
President.....E. W. Hammons
Vice-Presidents.....Neil F. Agnew,
Robert M. Savini
Treasurer.....Charles L. Casanave
Secretary.....T. Newman Lawler
Services Offered—Financing TV shows and packages. Offering to TV stations packages of 13 Handy Andy episodes of 12½ minutes each.

•

Bob Loewi Productions, Inc.

(See Program Producers)

•

Loucks-Norling Studios

245 W. 55th St., New York 19, N. Y.
Phone: CO 5-6974
Partners .....J. A. Norling & Wil Marcus
Services Offered—Produce TV commercials—live action photography, cartoon animation, stop motion and special effects.

•

Mannon Sound Stages

112 W. 89th St., New York, N. Y.
Phone: TR 3-1800
Owner, Gen. Studio Mgr.....James Pagliaro
Sound Eng.....Larry Mezey
Services Offered—Sound studios for rental for TV pictures.

•

Master Motion Pictures Co.

50 Piedmont St., Boston, Mass.
Phone: HA 6-3592

Motion Picture Stages, Inc.

Complete Facilities for Motion Picture Production

- STAGE 1 — 35 x 55'
- STAGE 2 — 40 x 75'
- 35MM. CAMERA and SOUND EQUIPMENT
- INTERLOCK PROJECTION FOR DAILY RUSHES

Serving: March of Time, Louis De Rochemont, Roland Reed, Sarra, Inc., Leslie Roush, Transfilm, Archer Prod., etc.

3 East 57th Street PLaza 3-4840
New York, N. Y.

President .....Maurice Master
Studio Mgr.....Wilbert Hanson
Production Mgr.....Irving Ross
Services Offered—Industrial film producer, TV film commercials, film processing 16mm. and 35mm. film.

•

Mercury International Pictures, Inc.

1415 Coast Blvd., Corona del Mar, Calif.
Phones: Harbor 1212; Zenith 6009, L.A.
President .....V. E. Ellsworth
230 E. Ohio St., Chicago, Ill.
Walter B. Wenteel—Del. 73934
803 Fischer Studio Bldg., Seattle, Wash.
Wm. E. McKee—Seneca 2788
Services Offered—Complete production of films for television from script to final print including mediums of animation, puppet animation, live action, live sound in 16mm and 35mm.

•

Charles Michelson, Inc.

23 W. 47th St., New York 19, N. Y.
Phone: Plaza 7-0695
President .....Charles Michelson
Divisional Sales Mgr. Sidney Guber
Services Offered—Already produced OPEN-END TV FILM SERIES "CAPSULE MYSTERIES," "PARADOX," "CLUB CELEBRITY" for local station use. Gennett and Speedy-Q Sound Effect Libraries.

•

Carlton E. Morse Productions

1500 N. Vine St., Hollywood 28, Calif.
Phone: Hollywood 9-6161
President.....Carlton E. Morse
Services Offered—TV film programs, production.

•

Motion Picture Productions Inc.

(See Program Producers)

•

Motion Pictures Stages, Inc.

3 E. 57th St., New York 22, N. Y.
Phone: PLaza 3-4840
President.....C. F. Vetter, Jr.
V.P. Chg. Spec. Prod.....Burgess Meredith
Vice-President .....Max Kreindler
Vice-President .....Barrett Gallagher
Treasurer.....Martin L. Scott
Secy. .....Gerald Margolis
Tech. Supervisor.....Victor H. Komow
Services Offered—Complete motion picture production facilities, two sound stages, 35 ft. x 55 ft. and 40 ft. x 75 ft., 35 mm camera and sound equipment, interlock projection, etc. Mobile equipment and personnel for location production.

Movie Advertising Bureau

70 E. 45th St., New York 17, N. Y.
Phone: MUrray Hill 6-3717
Manager.....J. F. Barry
Services Offered—TV films.

•

Murphy-Lillis Productions, Inc.

59 Park Ave., New York 16, N. Y.
Phone: MUrray Hill 6-2142
President .....Owen Murphy
Vice-Pres. & Treas.....James M. Lillis
Production Chief.....Elwood Siegel
Film Editor.....Joseph Josephson
Services Offered—Complete motion picture production services; Commercial, advertising, and institutional films especially made for TV; Scripts, photography art and animation facilities; Special package entertainment shows, live and film.

•

Nassour Pictures, Inc.

5746 Sunset Blvd., Hollywood 28, Calif.
Phone: GR 7336
N. Y. Phone: HU 2-7111
Vice-Pres. .....Edward Nassour
President .....William Nassour
Secretary.....W. Lloyd Laumann
Services Offered—TV film shows.

•

Nation Wide Television Corp.

1501 Broadway, New York 18, N. Y.
Phone: LOngacre 4-8234
President .....Irvin Shapiro
Secretary .....A. Exelberth
Treasurer .....M. Mermelstein
TV Director.....Robert H. Wormhaudt
Services Offered—Feature films, streamliners.

•

Nelson Productions, Inc.

(See Program Producers)

•

Ted Nemeth Studios

729 7th Ave., New York 19, N. Y.
Phone: CIrcle 5-5147-8
Production Director.....Ted Nemeth
Art Dir.—Dir.....M. E. Bute
Services Offerer—Producers, distributors of film made specifically for TV producers of TV film spots and commercial films.

•

Official Films

Ridgefield, N. J.,
Phone: MOrsemere 6-8422
President .....Aaron Katz
Sales & Advtg. Mgr.....Jack Stewart
Services Offered—16 mm, shorts, cartoons, sports, streamline features, adventures and musicals.

Official Television, Inc.

25 W. 45 St., New York 19, N. Y.
Phone: LUxemburg 2-1700

President .....Aaron Katz
Exec. Vice-Pres.....Alex Rosenman

Services Offered—Distributors of films to TV, also package producers.

•

Newsreel Service

5 Centre Market Place, New York 13, N. Y.
Phone: CAnal 6-3284

Production Manager.....Howard Smythe
General Manager.....Charles Beckman
Chief Cameraman.....Larry Racies

Services Offered—Complete multi-camera and TV commercials, film inserts for live TV, sound and silent for 35 mm.

•

Olio Video Television Productions

131 W. 52nd St., New York 19, N. Y.
Phone: JUdson 6-0874

Director .....Harvey Cort

Services Offered—TV live and film production, film library of western and feature films.

•

Paul Parry Productions

7557 Sunset Blvd., Hollywood 46, Calif.
Phone: Granite 4774

Producer-Dir. .....Paul Parry
Writer .....Ed Martin
Cameraman-Editor .....Sam Martin
Sound .....F. Gallagher

Services Offered—Production of Commercials any specified length, production of scripts to order. Available to TV stations: One 27-minute Treasure Expedition Film, one 27-minute "human interest" film.

•

Polaris Pictures, Inc.

5859 W. 3rd St., Los Angeles 36, Calif.
Phones: YOrk 8058; WEbster 3-4608

President.....Juan C. Hutchison
Vice-President .....Perry King

Services Offered—Complete production of films for advertising, TV, public relations, education and employee training.

•

Post Pictures Corp.

115 W. 45th St., New York 19, N. Y.
Phone: LU 2-4870

President.....Harry A. Post
Secretary.....Eli W. Post
TV Sales.....Alan I. Post

Services Offered—Packages of features and short subjects. Film distributor film rental.

•

The Princeton Film Center, Inc.

Carter Road, Princeton, N. J.
Phone: Princeton 3550

Executive Director.....Gordon Knox
Director of Production....Norman Mathews
Business Manager.....Alfred F. Califano
Writer .....Ardis Smith
Writer .....Sumner Lyon
Director of Distribution...Sophie C. Hohne

Services Offered—Production and distribution facilities for television films of all types.

•

Producers Representatives, Inc.

1270 Ave. of the Americas, N. Y. 20, N. Y.
Phones: PLaza 7-6990-1-2

President.....Irving M. Lesser
Secy.-Treas. .....Seymour Poe
TV Manager.....Camilla Nelson

Services Offered—A complete motion picture distribution service to TV stations for features, westerns, serials and shorts and color shorts.

•

Rao Video, Inc.

366 Madison Ave., New York 17, N. Y.
Phone: VAnderbilt 6-3417

President.....Robert A. Orenbach
Associate Producer.....Carl LeBow
Associate Producer.....Lola Bishop
Musical Director.....Teddy Hall
Sales Director.....Arnold Manchester

Services Offered—TV package shows and custom built productions—live and film. Spot commercials and jingles, film or animation. TV consultants and specialists in low budget programming for all types of accounts.

•

Radio Features of America

(See Program Producers)

•

Radiovision Corp.

1125 S. Elm Drive, Los Angeles 35, Calif.
Phone: CRestview 5-1723

President.....Walter J. Nelson

Services Offered—Sport pictures and cartoons for rental to TV.

•

Reid H. Ray Film Industries, Inc.

2269 Ford Parkway, St. Paul 1, Minn.
Phone: Emerson 1393
208 S. LaSalle St., Chicago 4, Ill.
Phone: Financial 6-0897

Pres.-Gen. Mgr.....Reid H. Ray
Sales Mgr., Chicago Off.....Frank Balkin
Sales Mgr., Film Ad Div.....Elmer Merten
Merchandise Mgr.....R. V. Jeffrey
Vice-President.....W. H. Ringold
Secretary.....Alice M. Griswold
Scenario Chief.....R. Glenn Low
Prod. Asst.....E. H. Polsfuss
Film Editor.....Tom Persons
Lab. Mgr.....C. H. Bradshaw
Sound Engineer.....H. C. Oslund

Services Offered—Motion picture and slide

film production B and W and Color, 35mm. and 16mm., sound recording RCA film, tape, acetate, laboratory processing.

●

RD-DR Corp. (Reader's Digest—deRochemont)

35 W. 45th St., New York 19, N. Y.
Phone: LU 2-1440

Chairman of Board....Louis de Rochemont
President .....Borden Mace
Vice-President.....Louis de Rochemont
Secretary.....Marie I. Kenney
Treasurer.....Martin J. Maloney

Services Offered—Feature, commercial and educational film producers. Lost Boundaries, feature release in 1949, was a drama of real life from the Reader's Digest. The Earth and Its People is the first integrated series of educational films produced on world geography.

●

Roland Reed Productions, Inc.

275 S. Beverly Dr., Beverly Hills, Calif.
Phone: CRestview 6-1101

President .....Roland Reed
Vice-President.....Guy V. Thayer, Jr.
Secretary-Treasurer .....Hazel Hall

Services Offered—Complete motion picture facilities.

●

Regal Television Pictures Corp.

151 W. 46th St., New York 19, N. Y.
Phone: LU 2-1877

President .....Moe Kerman
Vice-Pres. .....Joe Felder

Services Offered—Distribution of motion pictures including features, streamliners, and shorts, for TV showings.

●

Regency Productions, Inc.

112 W. 48th St., New York 19, N. Y.
Phone: JUdson 2-0274

President .....Joseph Schaeffer
Producer.....Peter W. Riethof
Director of Sales.....Edward A. Bendell
Director .....Dwight Godwin

Services Offered—Film assignments 35mm., 16mm., black and white or color. Film sequences for TV shows ("Martin Kane, Private Eye"). Filmed commercials for TV (U. S. Tobacco Co., Sedagel, etc.). Film package shows for TV ("The Happy Hills" with Juanita Hall, Henry L. Scott, etc.). Series of films for TV (on Art, on Dance).

●

RKO Pathe, Inc.

625 Madison Ave., New York 22, N. Y.
Phone: PL 9-3600

Vice-Chairman of Bd.....Ned E. Depinet
President .....Harry Michalson
Vice-Pres. & Gen. Mgr.....Jay Bonafield
Treasurer.....James H. Herries
Secretary.....J. Miller Walker
Comptroller .....Garrett VanWagner
Production Mgr.....J. Douglas Travers
Mgr. Commercial Film & TV Dept.
M. Clay Adams
Editorial Supervisor.....Phil Reisman, Jr.

Services Offered—Producer of short subject releases for RKO Radio Pictures; producers and TV films on contract.

●

Hal Roach Studios, Inc.

8822 W. Washington Blvd., Culver City, Calif.
Phone: VErmont 82185

President.....Hal E. Roach
Vice-President.....Hal Roach, Jr.
Vice-Pres. & Prod. Mgr....S. S. Van Keuren

Services Offered—Complete motion picture production facilities for the production of TV commercials and programs.

●

Roberts Radio, Television, Stage and Screen Studios

806 Seventh Ave., New York 19, N. Y.
Phone: JU 6-0266

President.....Bob Levitt Roberts

Services Offered—Radio and TV live or film Package Productions. Personal Management. Television and radio training.

●

Rockett Pictures, Inc.

6108 Santa Monica Blvd., Hollywood 28, Calif.
Phone: GR 7131

Gen. Mgr.-Vice-Pres.....J. Richard Westen
Vice-Pres. Chg. Sales.....J. Harry Ebbert
Secy.-Treas. .....Harlow Wilcox
Exec. Secretary.....Kay Shaffer

Services Offered—Producers of industrial, institutional and sales training motion pictures and slide films, and TV commercials. Also dealers in projection equipment.

●

Rollow-Clark & Co.

108 Oak St., Denton, Tex.
Phone: 1523

Co-owner .....Bill Rollow

Services Offered—TV film production.

●

Danny Rouzer Studio

7022 Melrose Ave., Hollywood 38, Calif.
Phone: Yo 2494

President & Owner.....Danny Rouzer
Vice-President .....Albert Kelch

Services Offered—Complete 16mm. production service, including sound stage, cameras, lights, sound recording, projection, cutting & editing, special effects, titling, and complete operating personnel. Member: I.A.T.S.E. Local 659; S.M.P.T.E.; and T.F.P.A.

Royal Film Exchange

1550 Crossroads of the World, Hollywood 28, Calif.
Phone: Hempstead 3173
President.....Bill Scott Brown
Services Offered—TV films.

•

Ruby Film Company

729 Seventh Ave., New York 19, N. Y.
Phone: CIrcle 5-5640
Production Mgr.....Edward Ruby
Asst. Production Mgr.....Sidney Nannes
Office Manager.....Mary C. Ruby
Services Offered—Producers of every type of motion picture production from commercials to serials. Own and operate all facilities, in business since 1910, owns Ruby Editorial Service.

•

Sack Television Enterprises

Film Exchange Bldg., 308 S. Harwood, Dallas 1, Tex.
Phone: STerling 3069
General Manager.....Alfred N. Sack
Sales Manager.....Julius M. Sack
Program Advisor.....Beverly Littlejohn
Services Offered—Rental of open end films, amusement shorts, educational shorts, musical shorts, features, westerns and serials, and group of twenty-nine three-minute "soundies."

•

Bernard L. Sackett Television Productions

(See Program Producers)

•

Sanft-Costa Television Features

17 E. 42nd St., New York 17, N. Y.
Phone: MUrray Hill 2-6770-6771
Co-Producers .....Sidney Sanft, Don Costa
Services Offered—Producers of complete live TV packages. Video shows (live or film) created on assignment. Spot commercials created and produced on assignment. Producers of TV Film programs, open end, for local or national spot advertisers.

•

Sarra, Inc.

200 E. 56th St., New York 22, N. Y.
Phone: MUrray Hill 8-0085
President .....Valentino Sarra
Sales Prod. Mgr.....Jack Henderson
Services Offered—TV film production.

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Screen Gems Inc., Television Dept. (Subsidiary of Columbia Pictures Corporation)

729 Seventh Ave., New York 19, N. Y.
Phone: CIrcle 5-5044
Gen. Manager.....Ralph M. Cohn
Prod. Manager.....Jules Bricken
Editorial Chief.....Daniel Heiss
Film Editor.....Robert Horowitz
Gen. Sales Mgr.....Philip Frank
Pub. Rel. Chief.....Ray Murray
Business Manager.....Floyd Weber
Services Offered—Production and distribution of films for television. Pioneer Telefilms, Inc., and Telespots, Inc., have been absorbed by Screen Gems, Inc.

•

Seaboard Studios

157 E. 69 St., New York 21, N. Y.
Phone: REgent 7-9200
President.....Sanford R. Johnson
Vice-President.....Arthur B. Chapman
Production Manager.....Frank Walsh
Services Offered—Producers of industrial motion pictures, TV film commercials and slide films. Completely equipped motion picture facilities with largest independent sound stage in Manhattan.

•

Seidel Films

853 Seventh Ave., New York 19, N. Y.
Phone: PL 7-1597
Manager .....Tom Seidel
Services Offered—TV film production.

•

Sentinel Productions (div. of Sentinel Enterprises, Inc.)

(See Program Producers)

•

Skibo Productions, Inc.

165 W. 46th St., New York 19, N. Y.
Phone: PLaza 7-2265
President-Treas.....Patrick E. Shanahan
Secretary .....George Blake
Bd. of Directors.....Patrick E. Shanahan, George Blake, F. R. Normandin
Services Offered—16m. and 35mm. sound films for TV rental. Educational, comedies, novelties, musicals, features and short subjects.

•

Stephen Slesinger, Inc.

247 Park Ave., New York 17, N. Y.
Phone: ELdorado 5-2544
President .....Stephen Slesinger
Services Offered—TV films, based on the following properties: "Red Ryder," "King of the Royal Mounted," and "Ozark Ike."

•

Sonochrome Productions

112 W. 89th St., New York 24, N. Y.
Phone: TR 3-6221
Partner .....Nathan Zucker
Services Offered—Producers and distributors of programs on film.

Special Purpose Films, Inc.

44 W. 56th St., New York 19, N. Y.
Phone: JUdson 6-0020

President .....John Fox
Vice-President.....William F. Crouch
Secretary.....Douglas H. Miller
Sales Mgr.....John S. K. Hammann

Services Offered—Producers of complete motion pictures for advertisers and agencies. Industrial films, public relations films, documentaries, sales films. Films for TV and TV commercials on film. Script consultation service. Complete cutting room service at one of New York's foremost film laboratories. Expert editor and cutter in constant attendance.

•

Standard Television Corp.

1501 Broadway, New York 18, N. Y.
Phone: LOngacre 4-8234

President .....Irvin Shapiro
Secretary .....A. Exelberth
Treasurer .....Martin Mermelstein
TV Director.....Robert H. Wormhaudt

Services Offered—Major feature films and shorts.

•

Sterling Television Co., Inc.

316 W. 57 St., New York 19, N. Y.
Phone: JUdson 6-3750

President.....Saul J. Turell
Secy.-Treasurer.....Robert E. Rhoades
Director of TV.....Carl King
Manager of TV Dept.....Bernice S. Coe

Services Offered — Sterling Films, Inc. serves as producer and distributor of 16mm. sound subjects for release to all TV stations. Volume bookings for sustaining plays—as well as many series available for commercial sponsorship.

•

Wilbur Streech Productions

1697 Broadway, New York 19, N. Y.
Phone: JUdson 2-3816

Owner.....Wilbur J. Streech

Services Offered—Production of all types of motion pictures including animation, live action, stop motion and special effects. Specialist in TV film commercials.

•

Irvin Paul Sulds, Inc.

654 Madison Ave., New York 21, N. Y.
Phone: TEmpleton 8-7025

President.....Irvin Paul Sulds
Associate Producer.....Alice Pentlarge

Services Offered—Script, production supervision for one minute commercials and five minute shorts. Longer features also available.

•

Swank Films, Inc.

627 Salem Ave., Dayton 6, O.
Phone: Taylor 4192

President.....Jerrold A. Swank

Services Offered — Color or black and white; Slides, 3¼ x 4—2 x 2; Slide films, complete production services; Commercial photography and laboratory services.

•

Taylor Productions, Inc.

6700 Sunset Blvd., Hollywood 28, Calif.

President.....Gordon Van Dover

Services Offered—Write produce and direct. TV film spots.

•

The TeeVee Company

915 N. LaCienega Blvd., Los Angeles 46, Cal.
Phone: Crestview 5-1076

President .....Gifford Phillips
General Manager.....Ludlow Flower, Jr.
V.-P. Chg. Sales, Dist. & Prod..Marc Frederic

Services Offered—Custom-built TV shows, film and live; spot commercials.

•

Tel-Air Associates

366 Madison Ave., New York 17, N. Y.
Phone: VA 6-3417

Partners .....Seymour Kaplan, Mort H. Singer, Jr.

Services Offered — Film programs, spot commercials, animation.

•

Tele-America Inc.

170 S. Beverly Dr., Beverly Hills, Calif.
Phone: CR 5-1270

President.....Thorn L. Brooks
Vice-President.....Howard Taylor
Sec. Treasurer.....W. Bosco
Prod. Manager.....Felber Masdam

Services Offered—Producers of live and film TV productions. Also all kinds of commercials.

•

Telecast Films, Inc.

112 W. 48th St., New York 19, N. Y.
Phone: JUdson 6-5480

President.....W. K. Hedwig
Secty.-Treas.....G. W. Hedwig

Services Offered—Rentals 16mm. sound and silent films for TV programming; all types incl. features, westerns, short subjects, comedies, travel, etc.

•

Telemated Cartoons

70 E. 45th St., New York 17, N. Y.
Phone: MUrray Hill 6-8933

Prod.-Dir. .....Saul Taffet

Services Offered—Production of TV film commercials; storyboards; jingles. Animated cartoons; live action; animated and optical effects in color or black and white; 35mm. or 16mm. facilities.

•

Telemount Pictures, Inc.

5255 Clinton St., Los Angeles 4, Calif.
Phone: HOllywood 9-8321

President.....Henry B. Donovan

Secretary-Treasurer .....Marie Copenhaver
Services Offered—Producers of TV films and live programs and commercial films, 35 mm and 16 mm. Black and white and color films.

●

Telepak Inc.

201 N. Carmelina Ave., Los Angeles 24, Calif.
Phone: AR 3-6076
President.....C. Robert Longenecker
Services Offered—Creation and production of programs, both film and live for TV. Distribution of program material. Representation of talent for TV, acting and creative.

●

Television Arts Productions, Inc.

2733 Stuart Street, Berkeley, Calif.
Phone: Berkeley 7-5301
Business Mgr.....J. T. Ward
Prod. Mgr.....Alex Anderson
Art Director.....Charles Fuson
Film Editor.....Bernhardt J. Hurwood
Services Offered—Cartoon Productions of daily comic strip series—for television—Creators of "Crusader Rabbit" series for NBC—animated cartoons for commercials.

●

Television Cartoons, Inc.

155 W. 46th St., New York 19, N. Y.
Phone: JUdson 6-1650
Chg. of Prod.....Robert N. Brotherton, Arthur L. Goldman
Story and Planning.....Tony Delmar
Art Directors.....Elliott Engel, Sol Siegel
Acct. Execs.....Donald O. Davis, B. Frank Rogers
Services Offered—Producers of commercial films for television, 10 seconds to 1 minute or longer. Services include full cartoon animation, live motion picture photography, stop motion or special effects to order.

●

Television Screen Productions

(See Program Producers)

●

Marshal Templeton, Inc.

214 Ford Bldg., Detroit 26, Mich.
Phone: WO 1-6868
612 N. Michigan Ave., Chicago 11, Ill.
Phone: SU 7-3782
President.....Marshal E. Templeton
Chicago Branch Mgr.....Fred W. Grady
Services Offered—Writing and production of film presentations.

●

Mischa Terr, Inc.

1276 No. Crescent Heights Blvd.
Hollywood 46, Calif.
Phone: HU 27038
President .....Mischa Terr
V.-P. Chg. of Prod.....John Reinhardt
Film Editor.....Victor Lewis
Secty. .....Constance Webb
Services Offered—Production of dramatic TV shorts on 35mm. film; production of commercial short on 16 and 35mm. film.

●

Transfilm Inc.

35 W. 45 St., New York 19, N. Y.
Phone: LU 2-1400
President .....William Miesegaes
Vice-President .....Walter Lowendahl
Vice-Pres. .....William Burnham
Secretary-Treasurer.....Peter A. Schlenker
Services Offered — Complete facilities for production of motion pictures, animation and slide films, for TV, black and white or color; 16mm. or 35mm. Permanent staff of producers, directors, writers, animators, artists, cameramen, film editors.

●

Transvideo Corp. of America

2 W. 46 St., New York 29, N. Y.
Phone: LU 2-1281
President.....Theodore A. Parisi
Secretary .....George Luttinger
Treasurer.....Marie R. Passannante
Services Offered—The production and distribution of short film subjects. We are presently in production to add to existing material which is playing the major TV networks. Enthusiastic about any 15 minute live show with a new twist and economical production set up .

●

Tri-Video Productions, Inc.

15 Central Park West, New York 23, N. Y.
Phone: COlumbus 5-0060
President .....Jack Goldstein
General Manager.....J. Jay Gould
Services Offered—TV films, old time films (40 years old), excerpts, mainly motion pictures of all categories, suitable for TV, and "live" package shows.

●

TV Ads Inc.

3839 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUnkirk 8-1232
President .....Doria Balli
Gen. Bus. Mgr.....William Perillo
Services Offered—Specialized in producing 16mm., 35mm., black and white, or color television film commercials, using animated cartoons, live action, or stop motion.

●

TV/films, Inc.

155 W. 46 St., New York, N. Y.
Phone: LU 2-3607
President.....R. V. Pollock
Services Offered—TV/films produces commercial TV films and commercial industrial films. A complete production unit with own storyboard, sound and music departments,

camera crew, shooting studio, cutting, editing and viewing room. Animation staff. Color experts.

●

TV-Programs, Inc.

350 Fifth Ave., New York 1, N. Y.
Phone: CHickering 4-1374

President.....Edward Roberts, Jr.
Vice-President.....George L. Ogle
Treasurer.....William Mills, III
Dir. of Sales.....Donald Ross
Dir. of Adv. & Prom.....John Newman

Services Offered — Full production from conception of idea through writing and direction right up to camera; authorized sales representatives for recognized TV film companies and on occasion other independent producers.

●

United Film Service, Inc.

2449 Charlotte St., Kansas City 8, Mo.
Phone: HArrison 5840

President & Gen. Mgr....W. Hardy Hendren
Vice-Presidents.....C. J. Mabry, E. S. Washburn
Treasurer.....A. F. Bradley
Secretary.....Wm. B. Cozad
Sales Manager.....W. Dwight Zieger
Adv. Sales Prom. Mgr. TV.....L. P. Hillyer
Prod. & Service Mgr.....W. J. Scrogin

Services Offered — We plan, produce, and/or distribute advertising films taking one minute or less to display—for TV coverage, movie coverage, or TV and movie coverage combined.

●

United Press Associations

(See Program Producers)

●

United Productions of America

4440 West Olive Ave., Burbank, Calif.
Phone: CHarleston 0-7171
New York Division—208 E. 72 St., New York 21, N. Y.
Phone: RHinelander 4-7570

Pres. & Exec. Produce.....Stephen Bosustow
Vice-Pres. in chg. N. Y. Office Edward L. Gershman
Vice-Pres. & Supr. Dir.....John Hubley
Vice-Pres. & Prod. Mgr.....A. D. Woolery
Secretary.....Leo L. Rosen
Asst. Sec. & Treas.....Maxine Davis

Services Offered — Producers of TV film programs and commercials—specializing in animation, also animation production services.

●

Unity Television Corp.

1501 Broadway, New York 18, N. Y.
Phone: LOngacre 4-8234

President.....Arthur A. Mayers
Secretary.....Ann Exelberth
Treasurer.....Martin Mermelstein
Sales Director.....Robert H. Wormhoudt
Program Director.....Constance Lazar
Booker.....Sidney Weiner

Services Offered—Film program booking and distribution.

●

Van Praag Productions

1600 Broadway, New York, N. Y.
Phone: PLaza 7-2857

Services Offered—Producers and distributors of film made for TV. Producers of commercial and theatrical motion pictures. Producers of video film spots; package programs for networks, agencies and local sponsors.

●

Video Drama Productions

505 Fifth Ave., New York 17, N. Y.
Phone: MU 2-0326

Exec. Officer & Prod.....Henri E. Marcuse
Director & Partner.....Harvey Janovic
Script Supervisor.....Charles Cinnamon
Art Supervisor.....Bill Persichetti
Sales Manager.....Fred Brunswick

Services Offered—Live & possible film services for TV package shows. Our shows, live: Here Comes Teena, Bella's Boarding House, situation comedies; Concentrate on You, educational drama; Moods in Tempo, musical drama; Musi-Camera, ballet-drama-pantomine; Ballet Story Time, ballet-drama for children.

●

Video Varieties Corp.

41 E. 50 St., New York, N. Y.
Phone: MU 8-1162

President.....George W. Goman
Vice-Pres. chg. of Prod.....Martin Henry
Treasurer.....A. W. Manchee
Vice-Pres. & Film Editor..Leonard Anderson
Sales Manager.....Otis P. Williams

Services Offered—Motion picture producers, TV program films and commercials. W. Coast sound studios. Latest 35mm. camera and sound equipment.

●

Vidican Pictures Corp.

240 E. 39 St., New York 16, N. Y.
Phone: MU 6-3310

President.....Larry Gordon
Exec. Vice-Pres.....Al Justin
V.P. Chg. Sales.....Otto H. Sutter
Prod. Supervisor & Vidicam Dir..Ben Parker
Prod. Supervisor & Tech. Dir.James M. Rose
Ch. Sound Record. Engr..Pete Protopappas
Script Supvr. & Studio Dir..John McKinney
Studio Manager.....Gil Williams
Casting Director.....Thelma Lee
Chief Editor.....Jack Kemp
Executive Secretary.....Nancy Gould

Services Offered: Producer commercial TV spots, entertainment, industrial, educational, advertising and TV pictures, 35 mm and 16 mm.

•

Visual Arts Productions, Inc.

2 W. 46 St., New York 19, N. Y.
Phone: LU 2-4047-8

President .....Max Rosenbaum
Vice-President .....Sid Rosenbaum

Services Offered—Motion picture production (feature length and short subjects) live TV production, motion pictures for video. Now on WOR-TV "The Road to Success."

•

Visual Media, Inc.

17 E. 45 St., New York 17, N. Y.
Phone: MUrray Hill 2-2060

President.....William M. Nelson
Art Director.....Robert L. Greenwell
Head of Film Department..Robert J. Moffett
Sales Manager.....Arthur Otto
Chicago Representative....Henry S. Monroe
Exec. TV Producer.....Violla Rubber

Chicago Branch Office
105 South La Salle St., Chicago 3, Ill.
Mgr. in Charge.....Henry S. Monroe

Services Offered—Specialists in analysis and creation of TV programs and program material, both live and on film. Production of package television programs. Creation and "doctoring" of program formats.

•

Vitaphone Film Productions

5331 Via San Delarro, Los Angeles 22, Calif.
Phone: AN 1-3877

President .....Jack Helstowski
Vice-President .....Chester Maye
Secty.-Treas. .....Ruth Helstowski
General Sales Mgr.....Ned Costa
Director .....Ben Norman
Cameraman .....John Pearson
Film Editor.....A. G. Case

Services Offered—Producers of TV commercials, educational, industrial, entertaining films, color, black and white, silent or sound, animation.

•

Roger Wade Productions

15 E. 46 St., New York 19, N. Y.
Phone: CIrcle 7-6797

Owner.....Roger W. Wade

Services Offered—TV commercials, animation, slide films, color slides, commercial motion pictures.

•

Louis Weiss & Co.

4336 Sunset Blvd., Los Angeles 27, Calif.
Phone: NO 1-6883

Distribution Director.....Adrian Weiss
Production Director.....Louis Weiss

Services Offered—Production and distribution of TV films including Westerns, Serials, Cartoons, Sport Subjects and Silent Slapstick Comedies.

•

West Coast Sound Studios

510 W. 57th St., New York 19, N. Y.
Phone: CIrcle 7-2062

V.-P. & Manager.....Martin Henry

Services Offered—Full 35mm. and 16mm. film production facilities; RCA sound equipment; Fairchild sync. disc recording, Division of Video Varieties Corp.

•

Willard Pictures, Inc.

45 W. 45 St., New York 19, N. Y.
Phone: LU 2-0430

President.....T. W. Willard
Vice-Pres. & Gen. Mgr.....J. M. Squiers, Jr.
Comptroller.....S. H. Childs

Services Offered—Producer of motion pictures for industrial, commercial, entertainment and TV purposes.

•

Wolff-Feldman Enterprises, Inc.

21 W. 42 St., New York 18, N. Y.
Phone: LA 4-3450

President .....Max Wolff
Secretary-Treas. .....Robert Feldman
Exec. Producer.....Les Wintz
Talent .....Al Roth

Services Offered — Talent representatives, casting, production, and packaging of films.

•

World Video, Inc.

(See Program Producers)

•

Young America Films, Inc.

18 E. 41 St., New York 17, N. Y.
Phone: LE 2-4111

President .....Stuart Scheftel
Exec. Vice-Pres.....Godfrey Elliott
Sales Manager.....T. C. Morehouse, Jr.
Chg. of TV Activities.....James R. Brewster

Services Offered—Producers and distributors of 16mm. sound educational films.

•

Harold Young Productions, Inc.

168 E. 61 St., New York 19, N. Y.
Phone: TE 8-5292

President .....Harold Young
Vice-President .....Peter Ordway
Secretary-Treas. .....John Ordway
Chairman of Bd.....Anthony Duke

Services Offered—Producers of motion pictures both theatrical and non-theatrical on 16mm. or 35mm., black and white or in color. TV shows on film or live.

EASTMAN FILMS

For Television Use

FOR every television requirement — feature, short subject, support for "live" action, commercials, program records — there's an Eastman Film particularly adapted to the purpose — 35mm. or 16mm. — both picture and sound.

Eastman Motion Picture Films

Distributed by

J. E. BRULATOUR, INC.

John Street
Fort Lee, N. J.
LOngacre 5-7270

6700 Santa Monica Blvd.
Hollywood 38, Calif.
Hillside 6131

1727 Indiana Ave.
Chicago 16, Ill.
HArrison 7-5738



SERVICES TO TV PRODUCERS

Large Screen

☆

Lenses

☆

Projectors

☆

Spot and Flood Lamps

☆

Draperies and Fabrics

☆

Storage Vaults

☆

Laboratories

☆

Raw Stock

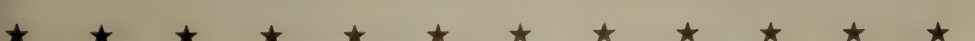
☆

Stock Shot Libraries

☆

Cartoon Producers

NINETEEN FIFTY-ONE



TV Service Firms

(Also see Equipment Manufacturers)

Large Screen

General Precision Laboratory, Inc., 63 Bedford Rd., Pleasantville, N. Y.

Radio Corporation of America, Camden, N. J.

S.O.S. Cinema Supply Corp., 602 West 52nd St., New York 19, N. Y.

United Paramount Theatres, Television Div., 1501 Broadway, New York 18, N. Y.

Lenses

Bausch & Lomb Optical Co., 739 St. Paul St., Rochester, N. Y.

Century Projector Corp., 729 7th Avenue, New York, N. Y.

DeVry Corp., 1111 Armitage Ave., Chicago, Ill.

Kollmorgen Optical Co., 2 Franklin Avenue, Brooklyn 11, N. Y. (Also focussing scopes)

National Theatre Supply, 92 Gold St., New York, N. Y.

Projection Optics Co., Inc., 330 Lyell Avenue, Rochester, N. Y.

Raytone Screen Corp., 165 Clermont Ave., Brooklyn 5, N. Y.

Projectors

Ballantyne Co., 1707 Davenport St., Omaha 2, Nebr.

Brenkert Light Projection Co., 6545 St. Antoine Ave., Detroit, Mich.

Century Projector Corp., 729 7th Ave., New York, N. Y.

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Amplex Corp., 111 Water St., Brooklyn 1, N. Y.
Ariel Davis Supply Co., 373 West South Temple, Salt Lake City, Utah.
Best Devices Co., Inc., 3459 W. 104th St., Cleveland 11, O.
Capitol Stage Lighting Co., 527 W. 45th St., New York, N. Y.
Compco Corp., 2251 W. St. Paul Avenue, Chicago 47, Ill.
Display Lighting, Inc., 417 E. 61st St., New York, N. Y.
Durto-Test Corp., North Bergen, N. J.
General Electric Co., Nela Park, Cleveland, O.
GoldE Mfg. Co., 1214 W. Madison St., Chicago, Ill.
Kliegl Bros., 321 W. 50th St., New York 19, N. Y.
Lustra Corporation of America, 36 Washington St., Brooklyn 1, N. Y.
Metropolitan Scenic Studios, Inc., 1611 Davenport St., Omaha 2, Nebraska.
National Theater Supply, 92 Gold St., New York, N. Y.
Radiant Lamp Corp., 300 Jeliff Ave., Newark 8, N. J.
S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19, N. Y.
Strong Electric Corp., 87 Park Avenue, Toledo, O.
Sylvania Electric Products Co., 500 Fifth Avenue, New York 18, N. Y.
Wenzel Projector Co., 2505 S. State St., Chicago 16, Ill.
Westinghouse Electric Corp., Lamp Division, Bloomfield, N. J.
DeVry Corp., 1111 Armitage Ave., Chicago, Ill.
International Projector Corp., 55 LaFrance Ave., Bloomfield, N. J.
Kleigl Bros., 321 W. 50th St., New York 19, N. Y.
Mitchell Camera Corp., 666 West Harvard St., Glendale 4, Calif.
Motiograph, Inc., 4431 W. Lake St., Chicago 24, Ill.
National Theater Supply, 92 Gold St., New York, N. Y.
Radio Corp. of America, Camden, N. J.
S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19, N. Y.
Wenzel Projector Co., 2505 S. State St., Chicago 16, Ill.

CARPET

Bigelow-Sanford Carpet Co., 140 Madison Ave., New York, N. Y.
Goodall Fabrics, Inc., 525 Madison Ave., New York, N. Y.
Hardwick & Magee Co., Lehigh Ave. & 7th St., Philadelphia 33, Pa.
A. & M. Karagheusian, Inc., 295 5th Ave., New York, N. Y.
James Lees & Sons Co., Bridgeport, Montgomery County, Pa.
C. H. Masland & Sons, Carlisle, Pa.
Radio Corp. of America, Camden, New Jersey.
Alexander Smith & Sons Carpet Co., 295 5th Ave., New York 16, N. Y.

BACKGROUND PROCESSES

LOS ANGELES, CALIF.

Acme Film Laboratories, Inc.
1161 N. Highland Ave. (38).....HIllside 7471

Anderson, Howard A.
General Service Studios.....GRanite 3111
1611 Cosmo St.....HUdson 2-1247

Cinecolor, Inc.
2800 S. Olive St., Burbank....STanley 7-1126

Cinema Research
7000 Romaine, Hollywood (38).HUdson 2-7464

Consolidated Films Industries, Inc.
959 Seward St.....HOllywood 9-1441

Dunningcolor Corp.
932 N. La Brea Ave.....GRanite 3174

Filmeffects of Hollywood
1153 N. Highland Ave.....HOllywood 9-5808

Hansard, R. L.
8822 W. Washington Blvd., Culver City
TExas 02761

Mercer, Ray
4241 Normal Ave.....OLympia 8436

Pacific Title & Art Studio
6350 Santa Monica Blvd....HEmpstead 5611

Pathe Industries, Inc.
6828 Santa Monica Blvd..HOllywood 9-3961

Rabin, Jack
7324 Santa Monica.....HUdson 2-5463

Schmid, Al
1041 N. Formosa Ave.....GRanite 5111

Smallwood Process
7324 Santa Monica Blvd.....HOllywood 9-5060

Technicolor Motion Picture Corp.
6311 Romaine St.....GRanite 1101

Telefax
5732 Sunset Blvd.....PL. 7-0780

Williams Lab
1040 N. McCadden Place.....HIllside 8131

STORAGE VAULTS

LOS ANGELES, CALIF.

Bekins Storage Co.
1025 N. Highland Ave.....HOllywood 9-8181

Lyon Storage Co.
6372 Santa Monica Blvd.....HOllywood 9-1401

NEW YORK, N. Y.

Bonded Film Storage Corp.
630 Ninth Ave.....CIrcle 6-1030

Consolidated Film Industries,
Div. of Republic Pictures Corp.
1740 Broadway .....JUdson 6-1700

Lloyds Film Storage Corp.
729 Seventh Ave.....COlumbus 5-5400

Miles, Joseph R., Film Storage
729 Seventh Ave.....JUdson 6-4954

LABORATORIES

LOS ANGELES, CALIF.

Acme Film Laboratories, Inc.
1161 N. Highland Ave. (38).....HIllside 7471
Art Craft Screen Service
4019 W. 60th St.....AXminster 5423
Cinecolor Corp.
2800 S. Olive Ave., Burbank..STanley 7-1126
Cinema Research
7000 Romaine St. (38).....HUdson 2-7464
Cinevox
5109 W. Adams.....WAlnut 1500
Color Reproduction Co.
7936 Santa Monica Blvd. (46)....HIllside 8225
Columbia Pictures Laboratory
1443 N. Beachwood Drive (28)
GLadstone 5122
Consolidated Film Industries
959 Seward St. (38).....HOllywood 9-1441
Lab: 959 Seward St., (38)..HOllywood 9-1441
Cosmocolor Corp.
727 W. Seventh St.....TRinity 9521
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932 La Brea Ave., (38).....GRanite 3174
Eastman Kodak Research Laboratory
1017 N. Las Palmas Av., (38)
GLadstone 7151
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1153 N. Highland (38)....HOllywood 9-5808
Flora Color
7466 Santa Monica Blvd.....GRanite 9559
Hollywood Film Enterprises, Inc.
6060 Sunset Blvd. (28).....HIllside 2181
Mercer, Ray
4241 Normal Ave. (27).....OLympia 8436
Pacific Title & Art Studio
6350 Santa Monica Blvd. (38)
HEmpstead 5611
Pathe Laboratories, Inc.
6823 Santa Monica Blvd., (38)
HOllywood 9-3961
Precision Film Laboratories, Inc.
850 S. Robertson Blvd. (35)..BRadshaw 2-2340
Producers Photographic Laboratory, Inc.
860 N. Fairfax (46) .....WHitney 4962
Richters Film Lab.
1715 N. Mariposa Ave., (27)..OLympia 3215
Technicolor Motion Picture Corp.
6311 Romaine St., (38).....GRanite 1101
Telefilm, Inc.
6039 Hollywood Blvd. (28)..HOllywood 9-7205
Williams Film Laboratories
1040 N. McCadden Pl. (36).....HIllside 8131

SAN FRANCISCO, CALIF.

Ball Film Laboratory
1256 Howard St.....UNderhill 1-8638
Commercial Film Enterprises
125 Hyde St.....ORdway 3-9162
Duhem Motion Picture Manufacturing Co.
1428 Irving St.....SEabright 1-1428
Motion Picture Service Co.
125 Hyde St.....ORdway 3-9162
Multichrome Laboratories
760 Gough St.....HEmlock 1-6567
Skinner, C. R., Manufacturing Co.
294 Turk St. .....ORdway 6909

COLORADO SPRINGS, COLO.

Alexander Film Co.
Alexander Film Bldg..... **4200**

WASHINGTON, D. C.

Byron, Inc.
1226 Wisconsin Ave., N. W.....DUpont 1800

ATLANTA, GA.

Paramount News Laboratory
154 Walton St., N. W.....CYpress 1636
Strickland Film Co.
220 Pharr Rd., N.E.....CHerokee 5317

CHICAGO, ILL.

Bell and Howell Co.
7100 McCormick Lincolnwood
AMbassador 2-1600
Chicago Film Laboratories, Inc.
18 W. Walton.....WHitehall 4-6971
Filmack Laboratories
1327 S. Wabash Ave.....HArrison 7-3395
Wilding Picture Productions, Inc.
1345 W. Argyle St.....LOngbeach 1-8410

DES MOINES, IA.

General Pictures Productions
Kempto Rd.....3-8275

NEW ORLEANS, LA.

Harfilms, Inc.
600 Barrone St.....**MAgnolia 1744**
Motion Picture Advertising Service Co., Inc.
1032 Carondelet St.....**MAgnolia 4545**

BALTIMORE, MD.

Alpha Film Laboratories
6000 Pimlico Road.....**LIberty 6216**

BOSTON, MASS.

Ambuter Motion Picture Co.
42 Melrose Ave.....HAncock 6-1158
Master Motion Picture Co.
50 Piedmont St.....HAncock 6-3592
Paramount Laboratories
123 Heath St.....GArrison 7-4830

DETROIT, MICH.

Jam Handy Organization
2821 E. Grand Blvd.....TRinity 2-2450
Metropolitan Motion Picture Co.
121 Fisher Bldg.....TRinity 5-4266
Wilding Picture Productions, Inc.
4925 Cadieux St. .....TUxedo 2-4600

ST. PAUL, MINN.

Ray-Bell Films, Inc.
2269 Ford Parkway.....EMerson 1393

FORT LEE, N. J.

Consolidated Film Industries
Main St.....FOrt Lee 8-3400

NEW YORK, N. Y.

Ace Film Laboratories (Warner Bros.)
1277 E. 14th St., B'klyn...NIghtingale 4-8700
Circle Film Laboratories, Inc.
33 W. 60th St.....COlumbus 5-6433
Consolidated Film Industries,
Div. of Republic Pictures Corp.
1740 Broadway.....JUdson 6-1700
Fort Lee, N. J.....FOrt Lee 8-3400
DeLuxe Laboratories, Inc. (20th Century-Fox)
850 Tenth Ave.....CIrcle 7-3220
Du-Art Film Laboratories, Inc.
245 W. 55th St.....COlumbus 5-5584
Filmlab, Inc.
126 W. 46th St.....LUxemburg 2-2863
Guffanti Film Laboratories, Inc.
630 Ninth Ave.....CIrcle 5-5530
Magno Sound, Inc.
37 W. 57th St.....PLaza 8-0759
Major Film Laboratories, Inc.
653 Eleventh Ave.....CIrcle 6-6950

• • • Laboratories • • •

Malcolm Laboratories Corp
244 W. 49th St.....CIrcle 6-3150
Mecca Film Laboratories, Inc.
630 Ninth Ave.....CIrcle 6-5290
Mercury Film Laboratories, Inc.
723 Seventh Ave.....CIrcle 5-4930
Movielab Film Laboratories
619 W. 54th St.....JUdson 6-0360
National Screen Service Corp.
1600 Broadway.....CIrcle 6-5700
Paramount Laboratory
Sixth & Pierce Sts., Astoria
RAvenswood 8-8000
Paramount News Laboratory
Office: 544 W. 43rd St.....LOngacre 3-4300
Pathe Industries, Inc.
625 Madison Ave.....PLaza 5-9600
Perfect Laboratories
105 E. 106th St.....TR 6-1120
Precision Film Laboratories
21 W. 46th St.....JUdson 2-3970
Producers Laboratories, Inc.
457 W. 46th St.....CIrcle 6-5232
Star Safety Film
630 Ninth Ave.....CIrcle 6-0888

CLEVELAND, O.

Escar Motion Picture Service, Inc.
7315 Carnegie Ave.....ENdicott 1-2707

PORTLAND, ORE.

Western Color Films
1536 S. E. 11th .....EMpire 2139

PHILADELPHIA, PA.

Beswick, Harold W.
1017 W. Allegheny Ave.....SAgamore 2-7534
Hausman, Ward B.
1029 W. Rising Sun.....RAdcliff 5-2964
News Reel Laboratory
1733 Sansom St.....RIttenhouse 6-3892
Welsh, Charles E.
2661 S. Felton Ave.....SAratoga 9-8884

PITTSBURGH, PA.

Mode-Art Pictures, Inc.
1020 Forbes St.....EXpress 1-1846

DALLAS, TEX.

Jamieson Film Co.
3825 Bryant .....TEnsin 3-8158
Southwest Film Laboratory, Inc.
2015 Young .....PRospect 0453
Variety Pictures, Inc.
3825 Bryant.....TEnsin 8158

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Film Arts Corp.
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Ansco
Ansco Division of General Aniline & Film Corp., Binghamton, N. Y.; 11 W. 42nd St., WIsconsin 7-8543, New York 19, N. Y.; 6424 Santa Monica Blvd., HOllywood 9-2918, Hollywood 38, California.

Brulatour, J. E., Inc.
Distributor of Eastman motion picture film. John St., Fort Lee, N. J., Fort Lee 8-2460; 6700 Santa Monica Blvd., HIllside 6131, Hollywood 38, Calif.; 1727 Indiana Ave., CALumet 5205, Chicago, Ill

DuPont
I. E. du Pont de Nemours and Co. (Inc.) Photo Products Division, Wilmington, Del.; 6656 Santa Monica Blvd., HOllywood 9-5147, Hollywood 38, Calif. Factories: Parlin, N. J.

Eastman
See J. E. Brulatour, Inc., Factories: Eastman Kodak Co., Rochester, N. Y.

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HIllside 3504

Lantz, Walter
861 N. Seward St. (38)....HOllywood 9-2907

Metro-Goldwyn-Mayer
Culver City .....TExas 0-3311

Pan-A-Pictures Co. (Puppets)
11520 W. Washington Blvd., Culver City
EXbrook 7-9161

United Productions of America
4440 Lakeside Dr., Burbank..CHarleston 0-7171

Warner Bros. Cartoons, Inc.
1351 N. Van Ness Ave.....GLadstone 4131

NEW ROCHELLE, N. Y.

Terry, Paul
271 North Ave.....NEw Rochelle 2-3467

NEW YORK, N. Y.

Disney, Walt, Productions
1270 Ave. of Americas.....JUdson 6-3442

Eshbaugh, Ted, Studios, Inc.
109 W. 64th St.....TRafalgar 3-0720

Famous Studios
25 W. 45th St.....LUxemburg 2-4500

Smith, Fletcher, Studios, Inc.
321 E. 44th St.....MUrray Hill 5-6626

VENTILATION EQUIPMENT

Carrier Corp., 300 South Geddes St., Syracuse, New York.

Frigidaire Division, General Motors Corp., 300 Taylor St., Dayton, Ohio.

General Electric Co., 5 Lawrence St., Bloomfield, N. J.

General Elec. Co., 1 River Road, Schenectady, N. Y.

Governair Corp., 513 N. Blackwelder, Oklahoma City, Okla.

McQuay, Inc., 1600 Broadway, N. E. Minneapolis 13, Minn.

National Theatre Supply, 92 Gold St., New York, N. Y.

S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19, N. Y.

Trane Company, LaCrosse, Wisc.

Typhoon Air Conditioner Co., Inc., 794 Union St., Brooklyn, N. Y.

United States Air Conditioning Corp., Como Ave., S.E., at 33rd Minneapolis 14, Minn.

Westinghouse Electric Corp., B. F. Sturtevant Div., 420 Lexington Ave., New York, N. Y.

Worthington Pump & Machinery Corp., Harrison, N. J.

York Corp., York, Pa.

STOCK SHOT LIBRARIES

LOS ANGELES, CALIF.

Dennis, Wm. M.
2506½ W. 7th St.....DUnkirk 4-3722

Dudley Pictures Corp.
9908 Santa Monica Blvd. (Beverly Hills)
BRadshaw 7-8228

Ideal Pictures Corp.
2408 W. 7th St.....DUnkirk 7-8228

General Film Library
1426 N. Beachwood Drive (28)
HEmpstead 1191

Independent Film Library
c/o Hal Roach Studios, Culver City
TExas 0-2761

Mercer, Ray & Co.
4241 Normal Ave., (27).....OLympia 8436

Wild Life Film Co.
6063 W. Sunset Blvd.....HOllywood 9-3974

NEW YORK, N. Y.

Advance Film Libraries
729 Seventh Ave. .....CIrcle 5-6873

Miles Film Library
729 Seventh Ave.....COlumbus 5-5400

RKO Pathe, Inc.
105 E. 106th St.....SAcramento 2-2600

SCREENING ROOMS

LOS ANGELES, CALIF.

Consolidated Film Industries, Inc.
959 Seward St.....HOllywood 9-1441

Eastman Kodak Co.
6706 Santa Monica Blvd.....HOllywood 9-3101

Hollywood Film Enterprises, Inc.
6060 Sunset Blvd.....HIllside 2181

Ideal Pictures Corp.
2408 W. Seventh St.....DUnkirk 7-8228

Moviola Co.
1451 N. Gordon St.....HUdson 2-9440

Pathe Industries, Inc.
6823 Santa Monica Blvd.....HOllywood 9-3961

RCA
1016 N. Sycamore Ave.....HIllside 5171

NEW YORK, N. Y.

Advance Projection Theaters
729 Seventh Ave.....COlumbus 5-5400

Bonded's Film Center Theater
630 Ninth Ave. .....CIrcle 6-0081

Miles Public Projection Theaters
729 Seventh Ave.....CIrcle 5-6873

Preview Theater
1600 Broadway .....CIrcle 6-0865

RCA Victor Division
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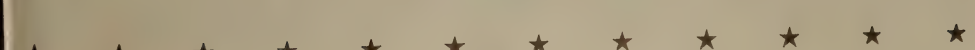
☆

Network

☆

Local

NINETEEN FIFTY



COMMERCIAL TELEVISION PROGRAMS — 1950
(Network and Local)

The following pages contain an alphabetical listing by program title of the four national television networks' commercial programs as well as locally sponsored programs of television stations in operation during 1950. The programs listed are for the 12-month period ending Dec. 31, 1950. Listing includes program title, sponsor and product, network or station and the advertising agency handling the account. Compilation has been made through the cooperation of ABC, CBS, DuMont, NBC and the television stations listed.

A

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
A Girl, A Boy, & A Piano	Union Outfitting Co.	WHAM-TV	Storm Advtg.
A Year Ago Today	Southern Appliances	WBTV	Boettiger & Summers
Academy's Economy Wagon	Academy Army Surplus Distributor	KEYL	Pitluk Adv. Agency
Academy Theater	Jose Escalante Cigars	KECA-TV	Guenther-Bradford Co.
Actor's Studio	Ford Dealers Association	CBS-TV	J. Walter Thompson Co.
Acrobat Ranch	General Shoe Corp.	ABC-TV	Ruthrauff and Ryan
Adele Artinian Presents	Adele Artinian School of Dancing	WTMJ-TV	Robert Maercklein
Adventures of Ellery Queen	Kaiser-Frazer	DuMont	Wm. Weintraub Agency
Adventure Theater	Wiessner Brewery	WMAR-TV	Dundon & Rosenbush
Adventure Theater	Gibson Refrigerator	WATV	
Adventures in Learning	Cincinnati Gas & Elec. Co.	WLW-TV	Stockton-West-Burkhart
Adventures in Sewing	J. A. White Sewing Machine	WLAV-TV	
Adventures in Sewing	Domestic Sewing Machine	WLW-TV	Fulle, Smith & Ross
Adventures of Gigi & Jock	Variety Club Beverages	WSPD-TV	
Afternoon at Titche's	Titche-Goettinger Co. Dept. Store	WFAA-TV	Direct
Airflyte Revue	Nash Dealers	WGN-TV	

Alan Dale	Winston Radio and TV Corp.	WABD	Godly-Sternfield
Alan Young Show	Esso Standard Oil Co.	CBS-TV	Marschalk and Pratt Co.
Alan Young Show	Kroger Co. Chain Grocer Stores	CBS-TV	Ralph H. Jones Co.
All American Game of the Week	Pontiac Div. of General Motors	ABC-TV	McManus, Hohn & Adams, Inc.
All Girl Wrestling	Burger Beer	WBNS-TV	Midland Advertising
All Star Baseball Game	Gillette Safety Razor Co.	NBC-TV	Maxon, Inc.
Al Morgan	Foxhead 400 Beer	WGN-TV	
Al Williams Copper Kitchen	Regal Amber Brewing Corp.	KGO-TV	Abbott-Kimball
Amateur Hour	Stokely Van Camp Foods	WFBM-TV	Gardner Agency
Animal Fair	Pig 'n' Whistle Restaurants	KNBH	Ad Associates
Animal Fair	Kasco Mills Dog Food	WSPD-TV	
Animal Vegetable or Mineral	Natural Foods Inst. Vitamix Machine	WMAR-TV	Foster & Davis, Inc.
Anniversary Party	Tony's Bakery, Inc.	WSPD-TV	
Armand Girard Show	Bell Brook Dairies	KGO-TV	Hoefer, Dieterick & Brown
Armchair Theatre	Advertising Counselors	KING-TV	Advertising Counsel
Armstrong's Circle Theatre	Armstrong Cork Co. Linoleum, Floor Coverings, Building Material	NBC-TV	Batten, Barton, Durstine & Osborn, Inc.
Around the House	Central National Bank	WNBK	Fuller & Smith & Ross
Arpeako Melody Moods	Tobin Packing Co.	WHAM-TV	Milt Seager
Arthur Godfrey	Hi-V Corp. Orange Juice	CBS-TV	Franklin Bruck Adv. Corp.
Arthur Godfrey and His Friends	The Toni Co. Div. of Gillette Safety Razor Co.	CBS-TV	Foote, Cone and Belding
Arthur Godfrey and His Friends	Pillsbury Mlls, Inc.	CBS-TV	Leo Burnett Co.
Arthur Godfrey and His Friends	Liggett and Myers Tobacco Co. Chesterfield Cigaretts	CBS-TV	Cunningham and Walsh, Inc.
Arthur Godfrey presents the General Motors Show	General Motors Corp. Pontiac Div.	CBS-TV	McManus, John and Adam, Inc.
Arthur Godfrey's Talent Scouts	Thomas J. Lipton Co. Div. of Lever Brothers Co. Lipton's Tea, Soup Mixes	CBS-TV	Young and Rubicam, Inc.
Arthur Murray Show	Arthur Murray School of Dancing	CBS-TV	Huber Hoge and Sons
Ask the Kids	Columbia Music & Appliance Store	WHAM-TV	W. W. O'Brien

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
At Home Show	Holmes Dept. Store	WDSU-TV	
At Home With Mildred Carson	Boston Post	WBZ-TV	Chambers & Wiswell
Auction-Aire	Libby, McNeill and Libby Libby Products	ABC-TV	J. Walter Thompson Co.

B

Baseball Previews	Student Prince Cigars	WXEL	
Basketball Games (High School)	Armco Steel Corp.	WKRC-TV	
Beat the Band	DeSoto-Plymouth Dealers	WWJ-TV	Denman & Botteridge
Beat the Band	Egan & Bibbing Appliances	WHEN	Direct
Beat the Band	Kool-Vent Awnings	WWJ-TV	Luckoff, Wayburn & Frankel
Beat the Band	Mullins Mfg.	WWJ-TV	B. S. F. & D.
Beat the Clock	Sylvania Electric Products, Inc.	CBS-TV	Cecil and Presbrey, Inc.
Beat the Talent Champ	Heskett's Furniture Store	WTVN	
Beauty & Fashions by Carol Douglas	Toni Co.	ABC-TV	Foote, Cone and Belding, Inc.
Bee Kalmus' Orchid Room	Telescope Productions	WJZ-TV	The Bobley Co.
Believe It or Not	P. Ballentine & Sons Beer and Ale	NBC-TV	J. Walter Thompson Co.
Belle Tierney	A. Davis Co. Season Master Coats	WABD	Lane Adv.
Bernie Bracher's Sports Roundup	Moseson & King Clothing Store	WAVE-TV	
Bert Park Show	General Foods Corp. Jello, Bird's Eye, Swansdown, Maxwell House Coffee, Walter Baker Coconut, Cocoa and Chocolate, Instant Mixes, Minute Rice, La France, Satina	NBC-TV	Young and Rubicam, Inc.
Better Living Electrically	Utah Power & Light Co.	KSL-TV	Gillham
Betty Crocker	General Mills, Inc. Betty Crocker	CBS-TV	Batten, Barton, Durstine & Osborn, Inc.
Beulah	Procter and Gamble Co. Dreft and Oxydol	ABC-TV	Dancer, Fitzgerald, Sample, Inc.
Big Town	Lever Brothers Rinso	CBS-TV	Ruthrauff and Ryan, Inc.

Bigelow Theatre	Bigelow-Sanford Carpet Co., Inc.	CBS-TV	Young and Rubicam, Inc.
Billy Mayo Quintet	Earl Hayes Chevrolet Co.	WFAA-TV	Bozell & Jacobs
Billy Scott Sings	United Moving	WLWC	
Birthday Party	Thompson, Boland, Lee	WAGA-TV	
Blackie the Crayon	Borden Co. Instant Mix	WBNS-TV	Duane-Jones
Blackie the Crayon	Vess Bottling Co. Whistle	WBNS-TV	Kelly & Lamb
Blind Date	Gruen Watch Co.	ABC-TV	Stockton, West, Burkhart, Inc.
Blind Date	Knomark Mfg. Co., Inc. Esquire Boot Polish	ABC-TV	Emil Modul Co., Inc.
Bob Murphy Show	Allied Music Sales	WJBK-TV	
Bob Stanford's Show	Admiral Dealers of Dallas	WFAA-TV	Direct
Bob Turner, Sports	Columbia Music & Appl. Store	WHAM-TV	W. W. O'Brien
Bonny Maid Versatile Varieties	Bonafide Mills, Inc. Linoleum, Wall Covering	NBC-TV	Gibralter Adv. Agency, Inc.
Bowling Matches	G. R. Bowling Proprietors Assn.	WLAV-TV	
Boxing	Camel Cigarettes	KTSL	Wm. Esty & Co.
Boxing Bouts	Gillette Safety Razor Co.	NBC-TV	Maxon, Inc.
Boxing From New York Athletic Club	Guinnes Stout	WOR-TV	Hewitt, Ogilvy, Benson & Mather, Inc.
Boxing From Ridgewood Groove	F & M Schaefer Beer	WOR-TV	Batten, Barton, Durstine & Osborn, Inc.
Boxing From Westchester County Center	F & M Schaefer Beer	WOR-TV	Batten, Barton, Durstine & Osborn, Inc.
Boxing From Westchester County Center	Piel Bros.	WOR-TV	William Esty Advertising
Boxing Matches	Globe Berwing Co.	WMAL-TV	Katz Agency
Boys Railroad Club	A. C. Gilbert Co. Toy Trains	WLAV-TV	Chas. W. Hoyt Co.
Boys Railroad Club	A. C. Gilbert Co.	WKRC-TV	Charles W. Hoyt Co., Inc.
Brager's Shopper	Brager's Dept. Store	WAAM	Louise Waite
Break the Bank	Bristol-Myers Co. Mum, Vitalis, Ipana, Trushay, Resistab, Sal Hepatica, Bufferin	NBC-TV	Doherty, Clifford and Shenfield
Breakfast Party	Albers Super Markets	WLW-TV	
Bright Lights	R. C. Wuensch—Long's Hudson Motor	WATV	

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Broadway Open House	Anchor Hocking Glass Corp.	NBC-TV	Wm. H. Weintraub & Co., Inc.
Broadway to Hollywood	Tidewater Assoc. Oil Co. Oil Products, Gasoline	DuMont	Lennon and Mitchell
Brooklyn Dodger Baseball Games	F & M Schaefer Beer	WOR-TV	Batten, Barton, Durstine & Osborn, Inc.
Browns Out-of-Town Games	Carlings Ale	WXEL	
Buck Rogers	Peter Paul, Inc. Candies	ABC-TV	Maxon, Inc.
Buckskin Theatre	Roman Meal Cereal	KTSL	Guild, Bascomb & Bonfigli
Bump Bradley Pitching	Cities Service Oil Products	WBZ-TV	Doremus & Co.
Burns & Allen	Carnation Co. Evaporated Milk	CBS-TV	Erwin Wasey Adv. Co., Inc.

C

CBS News with Douglas Edwards	General Motors Corp.—Oldsmobile Div. Oldsmobile Cars	CBS-TV	D. P. Brother & Co., Inc.
CBS Wrestling	Downtown Oldsmobile	WJBK-TV	
Camel News Caravan	R. J. Reynolds Tobacco Co. Camel Cigarettes	NBC-TV	Wm. Esty Co., Inc.
Cactus Jim	B & W Distributing Co. Hotpoint	WLAV-TV	
Camera Headlines	Carlings Ale	WAGA-TV	
Camera Headlines	Carling's Red Cap Ale	WHEN	The Katz Agency
Campus Christian Hour	A. E. Peterson Co.	KTSEL	Spruance Advtg.
Campus Serenade	Union Co. Dept. Store	WBNS-TV	
Can You Top This?	Mogan-Daved Wine Corp.	ABC-TV	Weiss and Geller, Inc.
Canadian Travel Film	Station CHUM, Toronto	WWJ-TV	
Candid Camera	Philip Morris & Co., Ltd., Inc.	CBS-TV	The Biow Co., Inc.
Canine Comments	Wilkes-Dunagan Tire Co. Home Appliances	WFAA-TV	Direct

Captain Video	Rosefield Packing Co. Skippy Peanut Butter	DuMont	Guild, Bascom and Bonfigili
Captain Video	Walter H. Johnson Candy Co. Powerhouse Candy Bar	DuMont	Franklin Bruck
Care of Food	Crowley-Milner	WWJ-TV	Castle-Werner
Carolina Rangers	Huntley's Furn. Co. Westinghouse Appliances	WFMY-TV	
Cartune-O	National T	WGN-TV	
Castles in the Air	Buster Brown	WXEL	
Cavalcade of Bands	Daw's Drug Stores	WHAM-TV	Carl Sillato
Cavalcade of Bands	Drug Store Tele. Productions	DuMont	Product Advertising Corp.
Cavalcade of Bands	Walgreen	WGN-TV	
Cavalcade of Sports	Gillette Safety Razor Co.	NBC-TV	Maxon, Inc.
Cavalcade of Stars	Drug Store Tele. Productions	DuMont	Product Advertising Corp.
Cavalcade of Stars	Walgreens	WGN-TV	
Celebrity Corner	E. W. Edwards	WHAM-TV	W. W. O'Brien
Celebrity Time	Goodrich, the B. F., Co. Tires, Tubes, Rubber Products	ABC-TV	Maxon, Inc.
Celebrity Time	B. F. Goodrich Co. Tires	CBS-TV	Batten, Barton, Durstine & Osborn, Inc.
Chance of a Lifetime	Bendix Home Appliances, Inc. ABC-TV	ABC-TV	Tatham-Laird, Inc.
Channel Six Cinema	Home Tests Products	WFIL-TV	Huber Hoge
Charade Parade	Standard Dist. Co. Thor Washers	KEYL	Pitluk Adv. Agcy.
Charlie Wild—Private Detective	Wilroot Co., Inc. Wildroot Hair Tonic, Shampoo	CBS-TV	Batten, Barton, Durstine & Osborn, Inc.
Charm Clinic	Oppenheim Collins Women's Specialty Store	WPTZ	
Chester, The Pup	Mason au & Magenheimer Mason Candies	ABC-TV	Turner, Leach and Co., Inc.
Chester the Pup	Waukesha Roxo Co. Soda Water	WTMJ-TV	Stone-O'Halloran
Chevrolet Dealer Time	Chevrolet Dealers	WBZ-TV	Chambers & Wiswell
Chevrolet Dealer Time (Chick Morris)	Chevrolet Dealers	WBZ-TV	Chambers & Wiswell
Chevrolet Dealer Time (Wynn Stevens)	Chevrolet Dealers	WBZ-TV	Chambers & Wiswell

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Chevrolet-Tele-Theatre	Chevrolet Motor—Div. of General Motors Corp.	NBC-TV	Campbell, Ewald Co., Inc.
Chevrolet Triple Feature Theatre	So. Calif. Chevrolet Dealers	KECA-TV	Campbell, Ewald Co., Inc.
Children's Party	Fred Astaire Dance Studio	WAAM	Corona Productions
Children's Time	Meeker's Shoes	WICU	
Chuck Wagon Time	Arnold's Pickle & Olives	KPHO-TV	
Cincinnati Reds Games	Bennett Dist. & Burger Beer	WBNS-TV	Midland Advertising
Cincinnati Sklyline	Mariemont Laundry	WLW-TV	Reiser-Guenther
Cinderella Weekend	Big Bear Markets	WWJ-TV	W. B. Doner
Cinderella Weekend	Columbia Music & Appliance	WHAM-TV	W. W. O'Brien
Circle the Globe	Van De Kamp Bakeries	KNBH	California Advertising Agency
Cisco Kid	Gioia Macaroni Co. & Peerless Appl. Store	WHAM-TV	Storm Adv.
Cisco Kid	Packers Super Market	WXYZ-TV	Ruben Agency
Cisco Kid	Sanitary Dairy	WJAC-TV	Ellington and Co., Inc.
Cities Service Band of America	Cities Service Gasoline, Oil	NBC-TV	Rex Advertising
Clark Musicale	Clark Pontiac Dealer	WJBK-TV	Rex Advertising
Clark Weathervane	Clark Pontiac Dealer	WJBK-TV	
Clete Roberts News	Barr Mfg. Clothing	KLAC-TV	Charles Ross
Cleveland Indians Games	Bennett Dist. Philco	WBNS-TV	
Cleveland Indians Home Baseball Games	Standard Brewing Atlas Philco	WXEL	
Clipper Capers	Clipper Oil Co.	KING-TV	Western Agency
Clubhouse Quizz	Albert Ehlers, Inc. Coffee	WOR-TV	Weiss & Geller
Coaches Corner	Rusterholtz & Rossell Automobiles	WHEN	W. C. Hartmann
College Bowl	Pharma-Craft Ting, Oteen, Sprite, Fresh, Fresh Deodorant, Soap, Erstol, obay	ABC-TV	Ruthrauff and Ryan, Inc.
College Football	Atlantic Refining Co. Gasoline, Oils, etc.	NBC-TV	N. W. Ayer and Sons, Inc.
College & High School Athletics	Black Lumber & Smith Electric	WTTV	
Continental Cafe	Conmar Products Corp.	KNBH	Wm. Weintraub & Co.

Comedy Carnival	Fletcher Jones	KECA-TV	Charles Stahl Advertising
Command Performance	E & B Brewing	WJBK-TV	W. B. Doner
Community Auditions	Community Opticians	WBZ-TV	Lasker-Riseman
Community Theatre	Community Builders	WGN-TV	
Comptometer School	Det. Comptometer School	WWJ-TV	
Buddy Cotter	Schiff Shoe Co.	WBNS-TV	
Courtesy Four Star Theatre	Taylor Auto Co.	KECA-TV	W. B. Geissinger
Cowboys 'N' Injuns	Kendall Foods, Inc. Dog Food	KECA-TV	Dan B. Miner Advertising
Crazy Hat Parade	Dairymen's Milk	WXEL	
Crosley Family Square Dance	Crosley Dealers, Appliances	KSL-TV	
Crusade in Europe	B. Clapp & McNeil Stanley Cars	KECA-TV	Arc Agency
Crusade in Europe	Mercury TV & Radio Corp.	KECA-TV	Byron H. Brown
Crusade in Europe	A. L. Moore & Sons	KPHO-TV	
Crusade in Europe	Philadelphia Saving Fund Society	WFIL-TV	Gray & Rogers
Crusade in Europe	Ryan Nash Co.	WTMJ-TV	Dayton Johnson & Hacker
Crusade in Europe	Stromberg-Carlson Co.	WHAM-TV	
Crusade in Europe	W. Burton Guy	WAAM	George W. Ross
Crusader Rabbit	Carnation Co. 'Friskies'	KNBH	Erwin Wasey & Co.
Cub Baseball Games	Morley Brothers RCA Dist.	WLAV-TV	

D

Dance Session	Ironwear Hosiery	WBZ-TV	Samuel Bahn
Danger	Block Drug Co., Inc. Amm-i-dent	CBS-TV	Cecil and Presbrey, Inc.
Davis Tire Scoreboard	Davis Tire Co.	WFMY-TV	
Dean's Teens	Coca-Cola	KOTV	
Dennis James Interviews	P. Lorillard and Co. Old Gold Cigarettes	DuMont	Lennen and Mitchell
Detroit Tiger Baseball	Goebel Brewing Co.	WWJ-TV	B. S. F & D.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Dick Dunkel	Victory Motors	WAGA-TV	
Dick Dunkel, Football Ratings	Community Savings Bank	WHAM-TV	Storm Adv.
Dinner at Sardi's	Hickok Manufacturing Co.	WOR-TV	Kastor, Farrell, Chesley & Clifford, Inc.
Do You Know Baltimore?	Cons. Gas, Electric & Power Co. Public Utility	WMAR-TV	
Dr. Eugene C. Keyes	Political (Self)	WWJ-TV	Ingram & Co.
Dr. Willisten Int. News	Packard-Bell Co.	KING-TV	McGrath Agency
Dollar Derby	Big Bear Supermarkets	WLWC	Harry Miller Agency
Donald Kirkley and His Guests	Balto. Contractors, Inc. Builders Equipment	WMAR-TV	Jos. Katz Co.
Don McNeill TV Club	Philco Corp. Refrigerators, Freezers, Air Conditioning Units, TV Receivers, Radios	ABC-TV	Hutchins Advertising Co., Inc.
Don Winslow	Bachman Pretzel	WPTZ	Aitkin-Kynett
Don Winslow of the Coast Guard	Versluis Photos	WLAV-TV	
Double Feature	Sibley, Lindsay & Curr Co.	WHAM-TV	Storm Advtg.
Doubleday Program	Doubleday and Co. Books	CBS-TV	Huber Hoge and Sons
Down Home Doin's	Calif. Furniture	KECA-TV	Rutledge & Shideler Advtg.
Dress Up Quiz	Gordon's Clothing	WGN-TV	
Dude Ranch Varieties	Kaiser-Frazer	KLAC-TV	Ad Associates
Dugout Interviews	Watkins Furniture	WXEL	

E

Early Birds Night Out	Earl Hayes Chevrolet Co.	WFAA-TV	Bozell & Jacobs
Easy Aces	Philips Packing Co. Canned Soups and Food	DuMont	Aitkins-Kynett
Easy Aces	Sawyer Buick Co. New Cars	WTMJ-TV	Dayton, Johnson & Hacker
Edgar Bergen and Charlie McCarthy	Coca-Cola Co.	CBS-TV	D'Arcy Adv. Co.
Ed Wynn Show	R. J. Reynolds Tobacco Co. Camel Cigarettes	CBS-TV	Wm. Esty and Co., Inc.
Electric Theatre	Detroit Edison Co.	WXYZ-TV	Campbell-Ewald, Inc.
Eloise Salutes the Stars	Doeskin Tissues	WABD	Federal

Erin Brew's Cameraman About Town	Standard Brewing Co.	WXEL	
Ernie Never's Trophy Room	Trader Scott Ford Dealer	KGO-TV	Gordon & Engleman
Ethel Thorsen Show	Thorsen Raymer Gowns	WABD	Turner, Leach & Co.
Express to 5	The McAlpin Co. Dept. Store	WKRC-TV	Rovert Acomb, Inc.

F

Fairteen Club	Fair Store	WGN-TV	
Faith for Today	The Voice of Prophecy	WJZ-TV	Weston Advertising
Familiar Faces	Sentinel Television	KGO-TV	Lockewood-Shackelford
Family Circle Theatre	Hauser Nash Dealers	WGN-TV	
Family Food Show	Elm Farm Food Products	WBZ-TV	Chambers & Wiswell
Family Night	Sears, Roebuck & Co.	WAGA-TV	
Famous Jury Trials	Barnett's Furniture & Appliances	WDSU-TV	
Famous Jury Trials	Wm. Gretz Brewing Co.	WFIL-TV	Seberhagen, Inc.
Fashion Magic	International Latex Corp. All Products	CBS-TV	Foote, Cone and Belding
Fashion Parade	Mangel's	WMBR-TV	
Faye Emerson Show	Pepsi-Cola Co.	CBS-TV	The Biow Co., Inc.
Feature Film	DeSoto Dealers	WXEL	
Feature Film	Esquire Motors	KTSL	John Freiburg & Co.
Feature Film	Leisy Brewing Co.	WXEL	
Feature Film	Mainline Co.	WNBK	
Feature Film	Marvel Lens	WXEL	
Feature Film	Mawson-De Many-Forbes Fur Store	WPTZ	Franklin-Bertin-Tragerman
Feature Film	Patricia Stevens Modeling	WGN-TV	
Feature Film	Zippy Products & Raymon Rosen	WPTZ	Martin Agency
Feature Film Time	E & B Brewing	WSPD-TV	

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Features for Women	Philadelphia Inquirer	WFIL-TV	
Federal Shop By TV	Federal Dept. Stores	WXYZ-TV	W. B. Doner
Feminine Viewpoint	Ed. Schuster & Co. Dept. Stores	WTMJ-TV	Cramer-Krasselt
Fesler Talks Football	Luethi & Welch Capehart	WBNS-TV	
Film Comedies	San Chez Motors	WTMJ-TV	Stone-O'Halloran
Film Feature	Fish Fprniture	WGN-TV	
Film Playhouse	Margo Wine Co.	WPTZ	J. M. Korn Co., Inc.
Fireside Theatre	A. Bologna & Sons Monogram Wines	WDSU-TV	
Fireside Theatre	Procter ad Gamble Co. Ivory, Crisco, Duz	NBC-TV	Compton Adv., Inc.
First Nighter	Campana Sales Co. Ayds, Italian Balm, Solitaire Cake Make-up, Lipstick, Magic Touch	ABC-TV	H. W. Kastor and Sons Adv. Co., Inc.
First 100 Years	Procter and Gamble Co.	CBS-TV	Benton Bowles, Inc.
Fishing's Fun	Kaiser-Frazer	KLAC-TV	Ad Associates
Fitzpatrick Travelogues	Gerlinger Equipment Co.	WSPD-TV	
Five Min. After World Series Scoreboard	Stone Buick	WXEL	
Flavor To Taste	General Appliance Co.	WAVE-TV	
Food for Thought	Broadfoot Ehret Co. Food Brokers	WTMJ-TV	Television Productions
Football	Atlantic-Cott	WBZ-TV	Cott-John C. Dowd
Football	General Mills Co.	DuMont	Knox-Reeves Adv.
Football	Wilson Sporting Goods	DuMont	Ewell and Thurber Associates
Football Extra	Morley Bros. RCA—TV Sets	WLAV-TV	
Football Extras	Qua Buick	WXEL	
Football Games	Tri-State Dist. Co. Philco	WKRC-TV	Sive & Rosenfield
Football Hilites	Holmes Dept. Store	WDSU-TV	
Football Mainliner	United Air Lines	KNBH	N. W. Ayer & Son
Football Previews	Bresee & Salina Chevrolet Autos	WHEN	Direct

Football Previews	DeSoto—Plymouth	WWJ-TV	Denman & Betteridge
Football Review	Adams Clothes, Inc.	WPTZ	Ralph A. Hart Adv.
Football Roundup	United Airlines	KING-TV	N. W. Ayer & Sons
Football Rules	Phipps Hardware Co.	WFMY-TV	
Football Scoreboard	Wilson's Jewelers Appliances	WHEN	
Football Scoreboard	Wiscon Products, Inc. Dri-Cool Pipes	WKRC-TV	Hamilton Advertising Agency
Football Standings	Tire Sales Co. GE Appliances	WFMY-TV	
Forbes News	McLaughlin Manor House Coffee	WFBM-TV	Earle Ludgin & Co.
Forbes News	Sterling Beer	WFBM-TV	Smith, Benson & McClure
Ford Film Playhouse	Ford Dealers of Baltimore	WAAM	J. Walter Thompson
Ford Film Playhouse	Ford Dealers	WFIL-TV	J. Walter Thompson
Ford Film Playhouse	Ford Dealers of Greater Washington	WMAL-TV	J. Walter Thompson
Ford Movie Night	Ford Dealers	WOR-TV	J. Walter Thompson Co.
Ford Star Revue	Ford Dealers of America	NBC-TV	J. Walter Thompson Co.
Ford Theatre	Ford Motor Co.	CBS-TV	Kesnyon and Eckhardt, Inc.
Four-Star Courtesy Theatre	Taylor Auto Co.	KECA-TV	W. B. Geissinger
Four Star Final; Five Star Final	Hudson Dealers		Brooke, Smith, French & Dorrance
Four Star Movie	Downtown Hudson Dealer	WXYZ-TV	Clark & Rickert
Four Star Theatre	Dennison's Food Products	KTSL	Brisacher, Wheeler
Frank Sinatra Show	Bulova Watch Co.	CBS-TV	The Biow Co., Inc.
Freddy Martin & The Admiral Band of Tomorrow	W. J. Lancaster Co. Admiral Television	KGO-TV	Harry W. Morris
Fred Waring Show	General Electric Co.	CBS-TV	Young and Rubicam, Inc.
Friends of the Family	Labelbank, Inc. Food Packager	KECA-TV	Ross Sawyer
Front Page	Ford Dealers Association	CBS-TV	J. Walter Thompson Co.
Frougs Clues	Frougs Furniture & Dept. Store	KOTV	Chapman Co.
Fun With Food	First National Stores	WBZ-TV	John C. Dowd
Furniture Trends	Sagenkahn Furniture Galleries	WHEN	

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Gamboree	August Wagner Breweries	WBNS-TV	Byer & Bowman
Gansett Time	Narragansett Beverages	WBZ-TV	Standish, Inc.
Garroway at Large	Congoleum-Nairn, Inc. Linoleum Floor and Wall Coverings	NBC-TV	McCann-Erickson Co., Inc.
Gasco Theatre	Ohio Fuel Gas	WSPD-TV	
G. E. Feature Film	G. E. Dealers Co-op	KECA-TV	Iewin Advertising
Gene Autry	Brach Candy	WWJ-TV	J. Walter Thompson
Gene Autry Show	Metropolitan Studebaker Dealers	KECA-TV	Willard H. Gregory
Gene Autry Show	Royal Baking Co.	KSL-TV	Gillham
Gene Autry	Wiseman Appliances	KGO-TV	Bill Vernor
Gene Autry	Wm. Wrigley Jr. Co.	CBS-TV	Ruthrauff and Ryan, Inc.
George Scotti Show	C. Bruton Realty Co.	WWJ-TV	Rex Advertising
George Scotti	Dishmaster Dist.	WWJ-TV	
George Walsh Looks 'Em Over	Adam Scheidt Brewing Co.	WFIL-TV	Ward Wheelock Co.
Gimbels Shopping News	Gimbel Brothers Dept. Store	WTMJ-TV	Klau-Van Pieterson-Dunlap Associate
Girls Wrestling	Federal Distributing Admiral TV	WOC-TV	
Glamour Go Round with Ilka Chase	Harriet Hubbard Ayer, Inc. Div. of Lever Brothers Co. Cosmetics	CBS-TV	Federal Advertising Agency
Goal Talk	Leone Radio	WICU	
Golf Made Easy	Contour Chair Co.	KGO-TV	Elliot, Daly & Sherman
Good Egg of the Week	Olson Bros.	KNBH	Little & Co.
Good Life Club	Hathaway Co. Bakery	WBZ-TV	Bresnick & Solomont
Governor Williams	Dem. State Comm.	WWJ-TV	Wolfe, Jickling & Conkey
Grandpa' Graf Cartoon Club	John Graf Co. Soda Water	WTMJ-TV	Al Herr
Great Moments in Sports	Waterbury Drug Co.	WDSU-TV	
Great Music	Fidelity Phila. Bank & Trust Co.	WPTZ	Gray & Rogers

Great Outdoors	Dubois Brewing Co.	WJAC-TV	
Greatest Fights of the Century	Chesebrough Mfg. Co. Vaseline Cream Hair Tonic	NBC-TV	Cayton, Inc.
Gretchen Colnick	Mrs. Kar's Bakeries Bread	WTMJ-TV	Stone-O'Halloran
Gridiron Club	Hoffman Radio	KING-TV	Walter McCreery
Groucho Marx—You Bet Your Life	De Soto Div. of the Chrysler Corp.	NBC-TV	Batten, Barton, Durstine & Osborn, Inc
Gus Mancuso Show	Home Products, Inc. Sentinel	WKRC-TV	

H

Hacienda Varieties	Wright & Beal Cars	KECA-TV	Lisle Sheldon
Hackberry Hotel	Earl Hayes Chevrolet Co.	WFAA-TV	Bozell & Jacobs
Hail the Champ	Bishop Candy Co.	KLAC-TV	Franklin Bruck
Hands of Mystery	Bond Clothing Store	DuMont	Grey
Hansen's Magic	Hansen's Bread	KING-TV	Butler-Emmett
Happy Felton's Knothole Gang	Curtis Candy Co.	WOR-TV	C. L. Miller Co.
Harmony By the Yard	Alpert's Yardstick Stores	KNBH	Hunter Adv. Agency
Harness Racing	Goebel Brewing Co.	WWJ-TV	B. S. F. & D.
Harris' Riverside-3755	A. Harris & Co. Dept. Store	WFAA-TV	J. B. Taylor, Inc.
Haystack Hullaballoo	Oestreicher, Inc. Dodge & Plymouth	WLWC	
Hazel Scott	Sitroux Tissues	WABD	Franklin, Bruck
Headlines of Yesteryear	Cincinnati Enquirer Newspaper	WLW-TV	Dinerman & Co.
Hecht's Golden Anniv. Theatre	Hecht's Dept. Store Retail Mdse.	WABD	Franklin and Benton and Tragerman
Hello Again	Knudsen Creamery Co.	KNBH	Heintz & Co.
Herb Shriner Show	Philip Morris & Co., Ltd., Inc.	CBS-TV	The Biow Co.
Here and There with Mary Badham	Bendix Washers	WBRC-TV	
Here Comes the Bride	Kampf Jewelry Co.	WKRC-TV	Haehnle Advertising
Herman Hickman Show	Marlin Firearms, Inc. Guns, Razors, Blades	WNHC-TV	Duane-Jones

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
High Life Time	Miller Brewing Co.	WTMJ-TV	Mathieson & Associates
High Lights of News & Sports	Duquesne Beer	WICU	Walker & Downing
High School Football Games	Joske's of Texas Department Store	KEYL	Pitluk Advertising
Hi, Lo, Jack and the Dame	Chock Full O' Nuts	WABD	H. W. Fairfax Adv.
Hi Neighbor	Glade Candy Co.	KSL-TV	Alvin Pack
Hi Talent Battle	Budget Pak	KLAC-TV	Ted Factor
Hit a Homer	Bonnell Wills Real Estate	WJBK-TV	Rex Advertising
Hit a Homer	J. D. Candler Roofing	WJBK-TV	Sales Counselors, Inc.
Hockey Games	Hudepohl Brewing Co.	WKRC-TV	Stockton, West, Burkhart, Inc.
Hoffman Hayride	Hoffman Radio & TV Dealers	KPHO-TV	
Hoffman Hayride	Hoffman Television	KGO-TV	Walter McCreery, Inc.
Hoffman Hayride	Hoffman Radio TV Sets	WKY-TV	Walter McCreery, Inc.
Hold that Camera	Esquire Boot Polish	DuMont	Emil Mogul
Holiday Hotel	Packard Motors, Inc.	ABC-TV	Young and Rubicam
Holiday On Ice	Grand Rapids Stadium	WLAV-TV	
Holland's Happiness House	Holland's Jeweler	WGN-TV	
Hollar Dollar	Parkview Markets	WLW-TV	Keelor & Stites
Hollywood Matinee	Home Test Products	WOR-TV	Huber Hogue, Inc.
Hollywood Movie Hits	Chrysler Dealers of Greater Washington	WMAL-TV	Kal, Ehrlich & Merrick
Hollywood Newsreel	French Sardine Co.	WBNS-TV	Rhoades & Davis
Hollywood Premier Theatre	Harry Green, Inc.	KECA-TV	Arthur Jones
Hollywood Road to Fame	Globe Bottling Co. Creme-O-Coco	KTSL	Brisacher, Wheeler & Staff
Hollywood Screen Test	Ironite Ironers Corp.	ABC-TV	Brooks, Smith, French & Dorrance, Inc.
Hollywood Talks	Star-Kist Tuna	WHAM-TV	Rhoades & Davis
Home Edition	Fintex Clothes	WJBK-TV	Luckoff, Wayburn & Frankel
Home Miracles of 1950	National Brewing Co.	WMAR-TV	Owen & Chappell
Home Theatre	Home Test Products	WKRC-TV	Huber Hogue & Sons
Homemakers Exchange	Aluminum Cooking Utensils Co.	CBS-TV	Fuller & Smith & Ross, Inc.
Homemakers Exchange	American Homes Products Duff's Cake Mixes, G. Washington Coffee	CBS-TV	Ted Bates & Co.
Homemakers Exchange	California Prune and Apricot Growers Assn. Sunsweet Products	CBS-TV	Long Adv. Service

Homemakers Exchange	Chas. B. Knox Gelatine Co., Inc. Gelatine	CBS-TV	Charles W. Hoyt Co., Inc.
Homemakers Exchange	Chr. Hansen's Laboratories, Inc. Junket Brands Div.	CBS-TV	McCann-Erickson, Inc.
Homemakers Exchange	Ex-cell-o Corp. Pure Pak Containers	CBS-TV	Fred. M. Randell Co.
Homemakers Exchange	Gorton-Pew Fisheries Co., Ltd. Sea Food	CBS-TV	H. B. Humphrey Co.
Homemakers Exchange	Hotpoint, Inc. Div. of General Electric Co.	CBS-TV	Maxon, Inc.
Homemakers Exchange	Lewyt Corp. Vacuum Cleaners	CBS-TV	Hicks & Greist, Inc.
Homemakers Exchange	Nash Kelvinator Corp. Nash Cars	CBS-TV	Geyer, Newell & Ganger, Inc.
Homemakers Exchange	Olney & Carpenters, Inc. Potato Sticks, Frozen French Fried Onions	CBS-TV	Fuller & Smith & Ross, Inc.
Homemakers Exchange	Renuzit Co. Renuzit Cleaner	CBS-TV	McKee and Albright, Inc.
Homemakers Exchange	S. O. S. Co. Scouring Pads	CBS-TV	McCann-Erickson, Inc.
Homemakers Exchange	Swift and Co. Swift's Peanut Butter	CBS-TV	J. Walter Thompson Co.
Homemakers Exchange	United Fruit Co. Bananas	CBS-TV	Batten, Barton, Durstine & Osborn, Inc.
Homemakers Exchange	Wilbur Suchard Chocolate Co., Inc.	CBS-TV	Foltz-Wessinger, Inc.
Homemakers Roundup	Cons. Gas, Electric & Power Co.	WMAR-TV	Speed & Co., Inc.
Honor Maid Television Theatre	Boston Sausage	WBZ-TV	Louis Frank
Hoosier Hotshots	Ontra Cafeterias	KTSL	Western Advertising
Hopalong Cassidy	Continental Baking Wonder Bread	WOC-TV	Ted Bates
Hopalong Cassidy	General Foods	WWJ-TV	Young & Rubicam
Hopalong Cassidy	General Foods Corp. Grape Nut Flakes, Post Toasties, Sugar Crisp, Sugar Krinkles and Other General Foods Products	NBC-TV	Young & Rubicam
Hopalong Cassidy	Gioia Macaroni Co.	WHAM-TV	Storm Advertising
Hopalong Cassidy	Interstate Bakeries Butternut Bread	WLAV-TV	R. J. Potts-Calkins & Holden

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Hopalong Cassidy	Interstate Bakeries	WLW-TV	R. J. Potts-Calkins & Holden
Hopalong Cassidy	Purity Bakeries Bread	WLWC	Young & Rubicam
Hopalong Cassidy	Purity Bakeries Taystee Bread	WFBM-TV	Young & Rubicam
Hopalong Cassidy	Sylvan Seal Milk	WPTZ	Al Paul Lefton
Horace Heidt Show	Philip Morris & Co., Ltd., Inc.	CBS-TV	The Biow Co., Inc.
Horse Races	Carlings Ale	WXEL	
House of Champions	Joe Charles Sports Shop	WHEN	Direct
Howdy Doody	Colgate-Palmolive-Peet Co. Colgate Dental Cream, Halo Shampoo	NBC-TV	Ted Bates and Co. Sherman and Marquette
Howdy Doody	Kellogg Co. Rice Krispies, Kellogg's Cereals	NBC-TV	Kenyon & Eckhardt, Inc. and Leo Burnett Co., Inc.
Howdy Doody	Mars, Inc. Candy	NBC-TV	Grant Adv. and Leo Burnett Co., Inc.
Howdy Doody	Minute Maid Corp.	NBC-TV	Ted Bates
Howdy Doody	The Wander Co. Ovaltine	NBC-TV	Grant Adv., Inc.
Howdy Doody	Welch Grape Juice Co. Grape Juice (Frozen and Bottled) and Others	NBC-TV	Doherty, Clifford and Shenfield

I

I Cover Times Square	Seeman Brothers Airwick	ABC-TV	William R. Weintraub & Co., Inc.
In Search of Stars	Mexican Film Corp.	KLAC-TV	Dean Simmons
In the Morgan Manner	J. N. Ceazan Co. Electrical Appliances	KECA-TV	Ted H. Factor
In the Swim	Jantzen Knitting Mills	WKRC-TV	Botsford, Constantine & Gardner
Indians in Training	Mutual of Omaha Insurance	WXEL	
Inside Detective	Kirschman Furniture & Appliances	WDSU-TV	Sam Rosenbaum
Inside U.S.A.	General Motors Corp. Chevrolet Dealers Div.	CBS-TV	Campbell-Ewald Co.

International Boxing Club	Pabst Sales Co. Pabst Beer and Ale		Warwick and Legler, Inc.
International Boxing Club	P. Ballentine and Sons Ballentine Beer	CBS-TV	J. Walter Thompson Co.
International News Digest	Weisfield's	KING-TV	Romig Fuller & Associates
International News Reel	First National Bank of Phoenix	KPHO-TV	
International Report	Grant's Dept. Store Consumer Plumbing & Heating	WICU	
Irene Wicker—The Singing Lady	Kellogg Co. Shredded Wheat and Corn Soya	ABC-TV	Kenyon and Eckhardt, Inc.
Italian Kitchen	Medaglia d'oro Coffee, San Benito Wine, Santoro Macaroni	WATV	
It Happened Today	General National Bank	WNBK	Fuller & Smith & Ross
It's Delicious	Sego Milk	KSL-TV	Gillham
It's Glen Again	Sentinel Television	KGO-TV	Lockewood-Shackelford
It's High Time	Baltimore News-Post	WAAM	

J

Jack Benny Show	American Tobacco Co. Lucky Strike Cigarettes	CBS-TV	Batten, Barton, Durstine & Osborn, Inc.
Jack Hooley, News	Stromberg-Carlson Co.	WHAM-TV	
Jackie Kannon Show	Jerry Lynch Packard Dealer	WXYZ-TV	
Jack Starr	American Brewing Co. Regal Beer	WDSU-TV	Walker Saussy
Jean O'Brien Entertains	Heublein's of Hartford Wines & Cocktail Mixes	WNHC-TV	Lawrence G. Gumbinner
Jimmy Dolan Show	Bell Tailors	KLAC-TV	Ad Associates
Jimmy Dudley's Sports Page	Colgate	WBTV	Sherman & Marquette
Jimmy Dudley Sports Page	Jackson Motors—Nat Peterson Car Service	WABD	Moss Associates
Joe Bova & The Weather	Sears-Roebuck	WNBK	Lang Fisher & Stashower
Joe Bova & The Weather	Wagner Awning Co.	WNBK	Don Fairchild's
Joe DiMaggio Show	Lionel Corp. Toy Trains	NBC-TV	Buchanan & Co., Inc.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Joe Graydon (Fun Time)	Ralph's Markets	KLAC-TV	Glasser-Gailey
John Conte's Little Show	Stokely-Van Camp, Inc. Caned Foods, Pork and Beans	NBC-TV	Calkins and Holden, Carlock, McClinton and Smith, Inc.
John Daly and the News	B. F. Goodrich Co. Tires	CBS-TV	Batten, Barton, Durstine & Osborn, Inc
John Feeney Show	Schaefer Beer	WABD	Batten, Barton, Durstine & Osborn, Inc.
John Kieran Kaleidoscope	Rogers Jewelers	WLWC	Wm. Seidenbaum & Co.
John Wayne Western	Murphy Motors	KECA-TV	Charles Stahl
Jonathon Story	Penick & Ford My-T-Fine Desserts	WPTZ	Batten, Barton, Durstine & Osborn, Inc.
Jonathon Story	Zippy Products, Inc. Starch	WMAR-TV	Martin Agency
Josef's Presents	Josef's Jewelers	WLWC	Cye Landy Agency
Julie Benell's What's New	Maryland Club Coffee	WFAA-TV	Meradco Co.
Junior Matinee	L. S. Ayres & Co. Children's Shoes	WFBM-TV	
Juvenile Talent Time	L. A. Herald & Express Advertising	KECA-TV	

K

KB Korral	Krajenke Buick	WJBK-TV	Rex Advertising
Kay Kyser's College of Musical Knowledge	Ford Dealers of America	NBC-TV	J. Walter Thompson Co.
Keep Going	Home Style Frozen Foods	WFIL-TV	Solis S. Cantor
Ken Murray Show	Anheuser Busch, Inc. Budweiser Beer	CBS-TV	D'Arcy Adv. Co., Inc.
Kenny Roberts One Minute News	Cincinnati Enquirer	WLW-TV	Dinerman & Co.
Kieran's Kaleidoscope	Camden Trust Co.	WPTZ	Albert Frank—Guenther Law
Kieran's Kaleidoscope	Commerce Natl. Bank	WSPD-TV	
Kieran's Kaleidoscope	Holmes	WDSU-TV	
Kieran's Kaleidoscope	Indianapolis Power & Light Co.	WFBM-TV	
Kieran's Kaleidoscope	Intl. Harvester Dealers Refrigerators	WOC-TV	

Kieran's Kaleidoscope	Milwaukee County Hudson Dealers New Cars	WTMJ-TV	Dayton Johnson & Hacker
Kieran's Kaleidoscope	Penn Traffic	WJAC-TV	
Kieran's Kaleidoscope	Safeway Stores Grocery, Meats	WKY-TV	
Kieran's Kaleidoscope	Security Trust Co.	WHAM-TV	Hart Conway Co., Inc.
Kiplinger News	Chicago National Bank	WGN-TV	
Kitchen Carnival	Detroit Edison	WWJ-TV	Campbell-Ewald
Kitchen of Today and Tomorrow	Telex Promotion Gas Ranges, Refrigerators	WABD	H. B. Humphrey Co.
Korda Theatre	Granny Goose Foods Delrich Margarine	KGO-TV	Russell, Harris & Wood (San Francisco) Grant Advtg. (Chicago)
Kousin Kay's Merry Go Round	Red Goose Shoes	WXEL	
Kraft TV Theatre	Krafts Food Co. Mayonnaise, Velveeta, Kraft DeLuxe Slices	NBC-TV	J. Walter Thompson Co.
Kuda Bux	Mason au Magenheimer Conf. Mason Candy	CBS-TV	Linstrom, Leach, Inc.
Kukla, Fran and Ollie Show	National Dairy Products Corp. Dairy Products	NBC-TV	N. W. Ayer and Son, Inc.
Kukla, Fran and Ollie Show	Radio Corporation of America Radios, TV Sets, Record Players	NBC-TV	J. Walter Thompson Co.
Kukla, Fran and Ollie Show	Ford Motor Div.	NBC-TV	J. Walter Thompson Co.

L

Last Minute Headlines	Gunthers Brewery	WAAM	Ruthrauff & Ryan
Late Evening News	Benny Blaushild Auto Dealer	WXEL	
Laugh With the Ladies	Stokely Van-Camp Canned Goods	WLWC	Gardner Advertising
Lauhon Musicale	Lauhon Hardware Co.	KOTV	
Laurel & Hardy	Russell Miller Milling Co.	KNBH	Campbell-Mithun, Inc.
Laurel & Hardy	Enoch Motor Co.	KNBH	Arc Agency
Laurel & Hardy	Potter Motor Co.	KNBH	Arc Agency
League Leaders	HFC	WWJ-TV	LeVally, Inc.
Leave It to the Girls	Riggio Tobacco Corp. Regent Cigarettes	NBC-TV	Brooke, Smith, French and Dorrance, Inc.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Leed's Fashions	**Leed's Dress Shop**	WICU	
Let's Explore Ohio	**Standard Oil Co.** Gas & Oil	WLWC	McCann-Erickson
Let's Explore Ohio	**Standard Oil Co.**	WKRC-TV	McCann-Erickson
Let's Explore Ohio	**Standard Oil Co.**	WBNS-TV	McCann-Erickson
Let's Explore Ohio	**Standard Oil of Ohio**	WNBK	McCann-Erickson
Let's Go	**Keystone Automobile Club**	WPTZ	Gray & Rogers
Let's Go Dancing	**Home Owned Food Stores**	WICU	
Let's Visit	**Schiffman Jewelry Co.**	WFMY-TV	
Life Begins at 80	**Arnold Bakers, Inc.** Bread, Rolls, Cookies	ABC-TV	Benton and Bowles, Inc.
Life With Linkletter	**Green Giant Co.** Green Giant Peas	ABC-TV	Leo Burnett Co., Inc.
Lights Camera Action	**Republic Van & Storage Co.**	KNBH	Wolfer, Douglass, Bennington, Inc.
Lights Out	**Admiral Corp.**	NBC-TV	Kudner Agency, Inc.
Linz' Julie & Joe	**Linz Jewelist** Jewelry & Silver		Crook Advertising
Living Wonders	**First National Bank**	WBZ-TV	Batten, Barton, Durstine & Osborn, Inc.
Lone Ranger	**American Bakeries Co.** Bread and Bakery Products	ABC-TV	Tucker Wayne & Co.
Lone Ranger	**General Mills, Inc.** Cheerios, Betty Crocker Devils Food Cake Mix, Ginger Cake Mix, Cookie Mix	ABC-TV	Dancer, Fitzgerald, Sample, Inc.
Look to Lazarus	**E. & R. Lazarus Co.**	WBNS-TV	
Look Your Best	**International Latex** All Products		Foote, Cone and Belding
Looking at Fashions	**Livingston Bros.** Women's Apparel Store	KGO-TV	
Lucky Pup	**Bristol Myers Co.** Ipana Toothpaste	CBS-TV	Doherty, Clifford and Shenfield Co.
Lucky Pup	**Quaker City Chocolate and Conf. Co.** Good and Plenty Candy	CBS-TV	Adrian Bauer Adv. Agency
Lucky Pup	**Sundial Shoe Co.** Div. of International Shoe Co. Shoes	CBS-TV	Hoag & Provandie, Inc.
Lux Video Theatre	**Lever Brothers Co.** Lux	CBS-TV	J. Walter Thompson Co.

Magic By Christopher	Schreiber Bros.	WAAM
Magic Cottage	Peter Paul, Inc. Walnettos, Choclettos and Soconettos	DuMont — Maxon, Inc.
Magic Key	Jaqua Co.	WLAV-TV — Jaqua Co.
Magic in Motion	Thompson's Dairy	WMAL-TV — Lewis Edwin Ryan Agency
Magnovox Theatre	Magnovox Co. Radio—Television & Phonographs	CBS-TV — Kenyon and Eckhardt, Inc.
Major Preview	Major TV Center	WTVN — Cye Landy
Make It & Take It	Floyd Rice Ford Dealer	WXYZ-TX — Powell-Grant
Mama	General Foods Corp. Maxwell House Coffee	CBS-TV — Benton & Bowles, Inc.
Man Against Crime	R. J. Reynolds Tobacco Co. Camel Cigarettes	CBS-TV — Wm. Esty and Co., Inc.
Man From Scotland Yard	Holland Furnace Co. Heating Equipment	WFBM-TV
Man of the Week	Martin & Eckman	KING-TV — Milne & Co.
Man of the Month	Martin & Eckman	KING-TV — Milne & Co.
Margaret Masters Kitchen	Purity Biscuit Packaged Cookies	KSL-TV — Gillham
Marshal of Gunsight Pass	Kern's Foods	KECA-TV — Lockwood-Shackelford Advtg.
Martin Kane—Private Eye	U. S. Tobacco Co. Model, Old Briar, Dill's Best, Tweed	NBC-TV — Kudner Agency, Inc.
Masland Home Party, Starring Earl Wrightson	MCH Masland and Sons Masland Rugs	CBS-TV — Anderson, Davis and Platee, Inc.
Matty Bell Sportviews	S. H. Lynch Co. DuMont TV Sets	WFAA-TV — Wilhelm-Laughlin-Wilson
Max Raney	Columbia Music & Appliance Store	WHAM-TV — W. W. O'Brien
Jean McBride	In-Sink-Erator	WWJ-TV — Cummings, Brand & McPherson
Meadow Gold Ranch	Meadow Gold Butter	WGN-TV
Meet the Press	Nash Dealers	WHAM-TV — Hart-Conway Co.
Meet the Press	Revere Copper and Brass, Inc.	NBC-TV — St. Georges & Keyes, Inc.
Meet Your Neighbor	Fidelity Savings & Loan	KING-TV — Milne & Co.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Meetin' Time	Wm. S. Moore, Inc. Auto Accessories	WLWC	A. L. Palmer & Assoc.
Melody Mills	McFarland Meats	KSL-TV	
Melody Time	Southern Sales Co.; Tire Sales, Inc.	WFMY-TV	
Midnight Mysteries	Mergard Bowling Lanes	WLW-T	
Midnight News	Modern Finance Co. Loans & Investments	WLWC	Kelly & Lamb
Midwestern Hayride	Bavarian Beer	WLW-T	Ralph Jones
Miss Rheingold 1951	Rheingold Contest	WABD	Foote, Cone and Belding
Miss U. S. Television	Cunningham's	WWJ-TV	Simons-Michelson
Mr. I. Magination	Lamont, Corliss and Co.	CBS-TV	Cecil and Presbrey, Inc.
Mr. OK Weatherman	O'Keefe's	WHAM-TV	Armand S. Weill
Mr. Weatherwise	Schmeirs, Philco TV	WOC-TV	
Mr. and Mrs.	Interstate Electric Co. Youngstown Kitchens	WDSU-TV	
Mr. and Mrs. Eells	Eells Health Studio	WTVN	
Mohawk Showroom	Mohawk Carpet Mills, Inc.	NBC-TV	Geo. R. Nelson, Inc.
Mohawk Show Room	Mohawk Radio & Furniture Mart	WKRC-TV	Guenther, Brown & Berne
Money-Go-Round	Southcomb and Mapp	WAAM	Maurice Chessler
Monk Simon's Sports Show	Holmes	WDSU-TV	
Morey Amsterdam Show	Receiver Sales Div. of Allen B. DuMont Laboratoris, Inc. DuMont Telesets	DuMont	Campbell-Ewald
Moser's Starlets	Wilderotter's	WATV	
Motion Picture Academy	Evans Fur	WGN-TV	
Motion Picture Academy	Rose Jewelers	WJBK-TV	W. B. Doner Co.
Museum Explorer's Club	Ziegler Candy Co.	WTMJ-TV	Mautner Agency
Music For You	Reeve Paint Co. Paint Supplies	WHEN	Osborne & Propst
Music For Two	Western Stove Co.	KECA-TV	Brooks Advertising
Musical Comedy Time	Procter and Gamble Co. Camay, Tide	NBC-TV	Pedlar and Ryan, Inc.
Musical Mardi Gras	Harvey West Music Co.	WFMY-TV	
Musical Moods	Lofgren Dist. Co. Webster Recorders	WOC-TV	

Musical Scrapbook, 1 Min. News	Cincinnati Enquirer	WLW-T	Dinerman & Co.
Musical Scrapbook	Sun Control Blind Co.	KPHO-TV	
Musi-Comedy Playhouse	Esserman Motors	WGN-TV	
Musical Showroom	Gonda Stern Motors New and Used Cars	WTMJ-TV	Mautner Agency
Music by Munn	Wesleyville Super Market	WICU	
Mystery Hour	Schmidt Brewing Co.	WPTZ	Al Paul Lefton
Mystery Theatre	Studebaker Dealers	WOC-TV	Roche, Williams & Cleary
Mystery Theatre	Wiessner Brewery	WMAR-TV	Dundon & Rosenbush

N

NBC Comics	Standard Brands, Inc. Royal Gelatin Desserts	NBC-TV	Ted Bates
NBC News Reel	Sinclair Refining	WLW-C	Morey, Humm & Johnstone
NBC Newsreel	Taylor Electric Co. TV Sets, Radios, etc.	WTMJ-TV	Robert Maercklein
Name the Star	Regina Cigar Co. Hillcrest Cigars	WFIL-TV	Gresh & Kramer
Name the Star	Van De Kamp Bakeries	KNBH	California Advtg. Agency
Nash-Airflyte Theatre	Nash Kelvinator Corp. Nash Cars	CBS-TV	Geyer, Newell and Ganger, Inc.
National Amateur Time	National Brewing Co.	WMAR-TV	Owen & Chappell
National Double Feature	National Clothing	WGN-TV	
National Ploughing Matches	Ohio Tractor Dealers Assn.	WKRC-TV	Meldrum & Fewsmith, Inc.
National Pro Football Highlights	Lilienfield Bros. & Co. Cigars	KECA-TV	Guenther Bradford & Co.
National Sports Parade	National Brewing Co.	WMAR-TV	Owen & Chappell
Natural Foods Institute	Vita Mix	WKRC-TV	Foster & Davies, Inc.
Needlecraft Parade	Herrschner Needlecraft Supplies	WGN-TV	
News—5 Minutes	Cincinnati Enquirer	WLW-T	Dinerman & Co.
News	Gillman & Tatts	KING-TV	Fuller & Associates
News	Graybar Elec. Co.	WKRC-TV	Guenther, Brown & Berne, Inc.
News	Muriel Cigar Co.	WXEL	

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
News	Napier & Scott	KING-TV	Advertising Counsel
News	Park Electric Co. Electrical Appliances	WTMJ-TV	Dayton, Johnson & Hacker
News	Par-T-Pak Beverages	KING-TV	Fuller & Associates
News	Royal Millinery	WHAM-TV	W. W. O'Brien
News	Schmidt-Orlow Co. Clothing	WTMJ-TV	Dayton, Johnson & Hacker
News	Seattle Radio Supply	KING-TV	Fuller & Associates
News	Studebaker Dealers of Cincinnati	WKRC-TV	Wm. F. Holland Advertising Agency
News	Van De Camps Bakeries	KING-TV	Fuller & Associates
New	Vicks Chemical Co.	WPTZ	Batten, Barton, Durstine & Osborn, Inc.
News	George Wiedemann Brewing Co.	WKRC-TV	Strauchen & McKim
News	Wisconsin Ice & Coal Co.	WTMJ-TV	Barnes Advertising
News in Focus	Dr. Ross Dog Food	KPHO-TV	
News of the Week in Review	West Paint	WBZ-TV	Hanson Harding
News Review	Holland Furnace Co. Heating Equipment	WFBM-TV	
News Room	Westinghouse Supply Corp. TV & Appliances		
News & Sports	Thornton-Fuller Co. Auto Sales & Services	WFIL-TV	A. E. Aldridge Assoc.
News and Weathe	Ford Motor Co.	KNBH	J. Walter Thompson Co.
N. Y. Giants Quarterback Huddle	Sun Oil Co.	WJZ-TV	Hewitt, Ogilvy, Benson & Mather, Inc.
Night Owl Theatre	Home Test Co. Toys, Knives, Scissors, etc.	WKY-TV	Huber Hogue
1950 Phillies & A's Games	Atlantic Refining Co.	WFIL-TV	N. W. Ayer & Co.
Nitecappers	Washington Breweries Beer	WBNS-TV	
Normandie Candlelighters	Normandie Restaurant	KGO-TV	Don Steele
Notre Dame Football Games	Chevrolet Div. General Motors	DuMont	Campbell-Ewald

O

Ohio National Theatre	Ohio National Bank	WBNS-TV	

Okay Mother	Sterling Products Bayer Aspirin, Dr. Lyons Tooth Powder, Philips Milk of Magnesia, Ironized Yeast	DuMont	Dancer, Fitzgerald, Sample
Old Fashioned Meeting	Gospel Broadcasting Association	ABC-TV	R. H. Alber Co.
On Stage	Economy Savings & Loan	WBNS-TV	Harry Miller
One Hour in Wonderland	Coca-Cola Co.	NBC-TV	D'Arcy Adv. Co., Inc.
Open Fairways	Salem Fluorescent Lighting Maintenance Services & Appliances	WDSU-TV	
Open House	Corn Exchange National Bank	WPTZ	John Falkner Arndt
Orchids to You	Albany Carpet Co.	WBZ-TV	John C. Dowd
Original Amateur Hour	P. Lorillard Co. Old Gold Cigarettes	NBC-TV	Lennen & Mitchell, Inc.
Our Story Book	Detroit Edison	WWJ-TV	Campbell-Ewald
Our Story Book	Twin Pines	WWJ-TV	Luckoff, Way & Frankel
Outboard Inn	Gil Schaeffer Dist.	WWJ-TV	Clark & Rickerd
Outdoors in Ohio	ABC Bait Store Fishing Bait	WLW-C	
Outdoors with Don Mack	Ohio Federal Savings & Loan	WBNS-TV	

P

P.A.L. Fights	C. Schmidt & Sons, Inc. Beer	WFIL-TV	Al Paul Lefton
Palladium Show	Motorola	KLAC-TV	Hixson & Jorgenson
Pantry Party	TV Productions, Inc.	WTVN	
Parade of Champions	Duke Doyle Home Appliances Home Appliances	WFAA-TV	
Parade of Events	Blonder Wall-Paper	WNBK	Ohio Advertising
Paradise Island	People's Outfitting Co.	WHAM-TV	Hav Nash Asso.
Parkview Party Time	Parkview Markets Grocery	WLW-T	Keelor & Stites
Party Time at Club Roma	Roma Wine of California Wines	NBC-TV	Foote, Cone and Belding, Inc.
Paul Whiteman Goodyear Revue	Goodyear Tire and Rubber Co. Passenger Car Tires and Life Guard Tubes	ABC-TV	Young and Rubicam
Paul White TV Teen Club	American Dairy Association	ABC-TV	Campbel-Mithun, Inc.
Paul White TV Teen Club	Griffin Manufacturing Co., Inc. Shoe Polish	ABC-TV	Bermingham, Castleman & Pierce, Inc.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Paupers Penthouse	Alliance Mfg. Co. Tenna-Rotor	WLW-T	Foster & Davies
Penthouse Party	Best Foods Shinola Shoe Polish, Rit Tint D,es	ABC-TV	Earl Ludgin & Co.
People's Platform	Household Finance Corp. Finance Loans	CBS-TV	La Vally, Inc.
Perry Como	Liggett and Myers Tobacco Co. Chesterfield Cigarettes	CBS-TV	Cunningham and Walsh
Petticoat Parade	Southern Sales Co.; Tire Sales, Inc.	WFMY-TV	
Philco TV Playhouse	Philco Corp.	NBC-TV	Hutchins Adv. Co., Inc.
Photo Flashes	Cincinnati Times-Star	WKRC-TV	Chester C. Moreland Co.
Photo Listings	Marvin Muller Real Estate	WLAV-TV	
Pick Your Ideal	Ideal Mfg. Co. Children's & Women's Clothes	WPTZ	Gresh & Kramer
Pigskin Parade	Milam Chevrolet Co.	KEYL	
Pinky Lee Show	Leo J. Myberg Co.	KNBH	J. Walter Thompson
Plainclothes-man	Consolidated Cigar Corp. Harvester Cigars	DuMont	Erwin, Wasey
Plane Talk	Ennis Motors New and Used Cars	WTMJ-TV	Dayton Johnson & Hacker
Play or Pay	Sawter Biscuit Co. Baker Boy Crackers	WOC-TV	George Hartman
Play the Market	Gil Schaeffer Dist.	WWJ-TV	Clark & Rickerd
Polo Matches	Packard Bell Co.	KNBH	Elwood J. Robinson Agency
Pop Concerts	Pfeiffer Brewery	WWJ-TV	Maxon
Pop Handy's Western Stories	Beatrice Foods Meadowgold Milk	WKY-TV	
Popsicle Parade of Stars	Joe Lowe Corp. Popsicle	CBS-TV	Blaine-Thompson Co., Inc.
Premiere Playhouse	Kingsley Furs	WJBK-TV	Albert Frank—Guenther Law (Chicago)
Premium Quiz	Labelbank, Inc. Food Packager	KECA-TV	Ross Sawyer
Prizes & Presents	Blue Valley Butter	WXYZ-TV	Gleason Agency

Producer's Preview	Ralph Rockenfield Cars	WLW-T	
Program Preview	Dr. Kenaga Optometrist	WSPD-TV	
Projectall News	Theo. Hamm Brewing Co.	KNBH	Campbell-Mithun, Inc.
Prudential Family Theatre	Prudential Insurance Co. of America	CBS-TV	Calkin and Holden, Carlock, McClinton, and Smith, Inc.
Pulitzer Prize Playhouse	Schlitz Brewing Co.	ABC-TV	Young and Rubicam, Inc.
Pro Football Highlights	Sun Oil Co.	ABC-TV	Hewitt, Ogilvy, Benson & Mather

Q

Q-Ball	Q-Ball Corp. of Pa.	WFIL-TV	
Q-Ball Championships	American Q-Ball Corp.	WOR-TV	Blaine, Thompson Adv.
Quarter Hour	Archer Motors	WHAM-TV	Hav Nash Associates
Queen for a Day	Miles Laboratories Alka Seltzer	KTSL	Wade
Quiz Kids	Miles Laboratories, Inc. Vitamins, Alka-Seltzer, Tabcin, Bactine	NBC-TV	Wade Adv. Agency

R

Rainier Rasslin'	Rainier Brewing Co.	KGO-TV	Buchanan & Co.
Red Dot Time	Red Dot Stores	WAGA-TV	
Red Grange Predicts	Florsheim Shoes Co.	ABC-TV	Gordon Best Co.
Redskins Football Games	American Oil Co.	WMAL-TV	Joseph Katz Agency
Regatta	Neare, Gibbs & Co. Insurance	WKRC-TV	
Rehearsal for Romance	C. F. Smith Stores	WWJ-TV	Morris F. Tandy
Reisman Magic Show	J. Reisman & Sons	WFIL-TV	H. M. Dittman Advtg., Inc.
Remember When	Hills Stores Grocery Products	WDSU-TV	Fitzgerald Agency
Request Performance	Wm. A. Lewis Clothing	WGN-TV	
Rythm Road	Ford Dealers	WLW-T	Associated Adv.
Rising Stars	Chevrolet Dealers	WXEL	

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Robert Montgomery Presents Your ..Lucky Strike Theatre	The American Tobacco Co.	NBC-TV	Batten, Barton, Durstine & Osborn, Inc.
Robert Q. Lewis Show	Arnold Bakers, Inc.	CBS-TV	Benton and Bowles, Inc.
Rodger Nelson, Sports	Modern Finance Co.	WBNS-TV	Kelly & Lamb
Roller Derby	American Tobacco Co. Lucky Strike Cigarettes	ABC-TV	Batten, Barton, Durstine & Osborn, Inc.
Roller Derby	Blatz Brewing Co.	ABC-TV	Kastor, Farrell, Chesley and Clifford, Inc.
Roller Derby	Chevrolet Dealers Association, Inc.	ABC-TV	Campbell-Ewald Co., Inc.
Roller Derby	Chesebrough Mfg. Co. Vaseline Products	ABC-TV	McCann-Erickson, Inc.
Roller Derby Scene	C. & W. Enterprise	ABC-TV	Mail Order Network
Roselawn Newtopia	Robt. H. Wachendorf Realtor	WKRC-TV	
Round Table	Dr. Ross Dog Food	KPHO-TV	
Round the Town	Syracuse Trust Co.	WHEN	Direct
Round Up Time	Paul's Furniture	WATV	
Roving Cameras	New Home Appliance Coolerator	WLAV-TV	
Roving Cameras	Remensperger Bros Buick Dealers	KGO-TV	Jane Nuttal

S

Salute to Wisconsin	Marine Natl. Exchange Bank	WTMJ-TV	Cramer-Krasselt
Sammy Leeds Show	Johnson Electric Supply	WLW-T	Walter Haehnle
Sam Levenson Show	Wildroot Co., Inc.	CBS-TV	Batten, Barton, Durstine & Osborn, Inc.
Sandy Strong	Wander Co. Ovaltine	ABC-TV	Grant Advertising, Inc.
Sat. Night at Madison Square Garden	Carter Products Rise Shave Cream	DuMont	Sullivan, Stauffer, Colwell and Bayles
Sat. Night at Madison Square Garden	Chesebrough Mfg. Co. Vaseline Hair Tonic	DuMont	Cayton Company
Sat. Night at Madison Square Garden	Receiver Sales Div. of Allen B. DuMont Lab., Inc.	DuMont	Campbell-Ewald
Sat. Night at Madison Square Garden	Eversharp, Inc. Razors	DuMont	Biow Co
Saturday Nite Film	Maywood Ford	KLAC-TV	Jack Vaughn

Saturday Night Revue Jack Carter Show	**Campbell Soup Co.**	NBC-TV	Ward Wheelock Co.
Saturday Night Revue Jack Carter Show	**S. C. Johnson and Son, Inc.** Wax and Allied Products	NBC-TV	Needham, Louis and Brorby, Inc.
Saturday Night Revue Jack Carter Show	**Speidel Corp.** Watch Bands	NBC-TV	Sullivan, Stauffer, Colwell and Bayles, Inc.
Saturday Night Revue Jack Carter Show	**Swift and Co.** Fresh and Canned Meats, Fats, Dairy Products, Baby Foods, Dog Foods, Plant Foods	NBC-TV	J. Walter Thompson Co.
Saturday Night Revue Jack Carter Show	**Stephen E. Whitman and Sons, Inc.** Whitman's Candies	NBC-TV	Ward-Wheelock Co.
Saturday Night Revue Jack Carter Show	**Wildroot Co., Inc.** Hair Tonic, Cream Oil	NBC-TV	Batten, Barton, Durstine & Osborn, Inc.
Saturday Night Revue Jack Carter Show	**Benrus Watch Co., Inc.**	NBC-TV	J. D. Tarcher Co., Inc.
Saturday Night Revue Jack Carter Show	**Crosley Div. AVCO Mfg. Corp.** TV Sets, Refrigerators, Kitchen Units	NBC-TV	Benton and Bowles, Inc.
Saturday Night Revue Jack Carter Show	**Minnesota Mining and Mfg. Co.** Scotch Tape	NBC-TV	Batten, Barton, Durstine & Osborn, Inc.
Saturday Night Revue Jack Carter Show	**Radio Corp. of America** 45 RPM Record Players, Records, Portables, Table Models	NBC-TV	J. Walter Thompson Co.
Saturday Night Revue Jack Carter Show	**Snow Crop Marketers, Inc.** Frozen Orange Juice, Fruits, Vegetables and Coffee	NBC-TV	Maxon, Inc.
Saturday Night Revue Jack Carter Show	**The S. O. S. Company** S.O.S. Cleaners	NBC-TV	McCann-Erickson, Inc.
Saturday Night Revue Jack Carter Show	**Swift and Co.** Fresh and Canned Meats, Fats, Dairy Products, Baby Foods, Dog Foods, Plant Foods	NBC-TV	J. Walter Thompson Co.
Saturday Night Revue Your Show of Shows	**United Fruit Co.** Bananas	NBC-TV	Batten, Barton, Durstine & Osborn, Inc.
Sausage Sinema	**Kowalski Sausage**	WJBK-TV	Rex Advertising
Say It With Music	**Wiedemann Beer**	WLW-T	Strauchen & McKim
Schlitz Saturday Night Theatre	**Jos. Schlitz Brewing Co.**	WTMJ-TV	Young & Rubicam
Schmidt's Comedy Classics	**Schmidt & Sons, Inc.** Beer	WFIL-TV	Al Paul Lefton
School Talent Show	**Mehagian's** Furniture Store	KPHO-TV	

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Science in Action	American Trust Co.	KGO-TV	McCann-Erickson
Scoreboard	Guild Wine	WXEL	
Scoreboard	Num-Num and Vitalis	WXEL	
Scrapbook of Melody	6th Ave. TV Co.	WSAZ-TV	
Sewing Circle	Sugar House Sewing Machine	KSL-TV	
Shadows of Mystery	Lee Motors Ford Autos	WSPD-TV	
Shawmut Nightly Newsteller	National Shawmut Bank	WBZ-TV	Biow Co.
Sheilah Graham	Sales Builders, Inc.	KNBH	Ted H. Factor Agency
Sherman Clay Music Room	Sherman & Clay	KING-TV	Pacific Natl.
Ship's Reporter	Capitol Sales New and Used Cars	WTMJ-TV	Dayton Johnson & Hacker
Ship's Reporter	Dr. Kenaga Optometrist	WSPD-TV	
Ship's Reporter	French Sardine Co.	WNBK	Rhodes & Davis
Ship's Reporter	Gray Jeweler—Henri Shoes	KOTV	
Ship's Reporter	Indiana Fur Co. Coats, Furs	WFBM-TV	
Ship's Reporter	Peerless Appl. Store	WHAM-TV	
Shop By Television	Hecht Co. Department Stores	WMAL-TV	Martin Advertising Agency
Shopping At Vandevers	Vandevers Dept. Store	KOTV	
Shopping Guide	J. F. Shuman & Son Real Estate	WLW-C	
Shopping Time at A. & S.	Abraham and Strauss Retail Mdse.	WABD	Keisewetter, Wetterau and Baker
Showtime U. S. A.	Dodge Div. of Chrysler Cars and Trucks	ABC-TV	Ruthrauff and Ryan
Sid Luckman Show	Karroll's Men's Wear	WGN-TV	
Sideline Salutes	DeSoto Dealers	WPTZ	Joseph Lowenthal Adv.
Sidewalk Interviews	Gilmer Motors; Waleeco Candy Co.	WNHC-TV	Jerome O'Leary
Sing It Again	Carter Products, Inc. Arrid	CBS-TV	Sullivan, Stauffer, Colwell and Bayles, Inc.
Sing It Again	Luden's, Inc. All Products	CBS-TV	J. M. Mathes, Inc.

Sing It Again	Sterling Drug, Inc. All Products	CBS-TV	Dancer, Fitzgerald, Sample, Inc.
Singing Pastor	Superior Feed Mills	WKY-TV	James R. Reese
Slumber Time	Sealy Mattress	WXEL	
Small Fry	Cadbury-Fry America, Inc. Candy	DuMont	Ellington and Co.
Smilin' Ed McConnell	Brown Shoes Co.	NBC-TV	Leo Burnett Co., Inc.
So You Know Sports	Plymouth Dealers	WJBK-TV	Powell-Grant
So You Know Sports	Sterling Coal & Louis Rose DeSoto Dealer	WJBK-TV	Powell-Grant
Soiree With Sontag	Schneiderhahn-Zenith Zenith TV Sets	WOC-TV	
Somerset Maugham Show	Bymart Co., Inc. Tintair	CBS-TV	Cecil and Presbrey, Inc.
Songs by Jim Boyd	Army-Store Merchandise	WFAA-TV	Boyd Advtg. Agency
Sooner Shindig	Capitol Dist. Admiral TV & Appliances	WKY-TV	
Spade Cooley Show	Graybar Electric	KING-TV	Romig Fuller
Spade Cooley Show	Radio Tel. & Appl.	KING-TV	Fuller & Associates
Speak Up	Columbia Music & Appliance Store	WHAM-TV	W. W. O'Brien
Special Easter Menus	Delmar & Co.	WWJ-TV	
Speed Racing	Grand River Speedrome	WLAV-TV	
Speedwriting School	Russell Kelly	WWJ-TV	Holden, Clifford, Flint & Crall
Sport Highlights of the Week	Bond Clothes, Inc.	NBC-TV	Cayton, Inc.
Sport Interviews	Central Cadillac	KNBK	Meldrum & Fewsmith
Sport Thrills of a Lifetime	Fahey Brockman	KING-TV	MacWilkins, Cole & Weber
Sports Ace	Cunningham's	WWJ1TV	Simons-Michelson
Sports Album	Harry Forman Clothing	WHAM-TV	Storm Adv.
Sports Album	Metropolitan Buick (Cars)	WLW-T	
Sports Closeups	General Truck Sales	WLW-T	
Sports Closeups	Pontiac Dealers	WWJ-TV	J. MacManus & Adams
Sports Den	Hirsch & Price Men's Apparel Store	KGO-TV	Bernard Schnitzer
Sports Digest	Cols Chevrolet Dealers	WBNS-TV	Kight Advtg.
Sports Highlights	Peasles Gaulbert Appliances	WFBM-TV	

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Sports Hi-Lites	Bond Clothes Stores	WLW-T	Telenews
Sports Interview	Philip Morris and Co., Ltd., Inc.	CBS-TV	Cecil and Presbrey, Inc.
Sports Page	Edgewater Appliances	WSPD-TV	
Sports Page	Weather Seal	WOR-TV	Products Service Co.
Sports Parade	Natl. Bohemian Beer	WMAL-TV	Joseph Katz Agency
Sports Parade	University-Chevrolet	WTTV	
Sports Picture	Independent Milwaukee Brewery Braumeister Beer	WKRC-TV	Allan Rieselbach Adv. Agency
Sports Picture	Modern Finance	WTVN	Kelly & Lamb
Sports Review	Studebaker	WBZ-TV	Daniel L. Sullivan
Sports Scholar	Brylcreem	WWJ-TV	Atherton & Currier
Sports Showroom	Lincoln Mercury Dealers	WXYZ-TV	Kenyon & Eckhardt
Sports Special	Lunquist & Lilly	KING-TV	Fuller & Associates
Sports Spotlight	Kowalski	WJBK-T	Rex Advertising
Sports Sticklers	Nicolay-Dancey New Era Potato Chips	WBNS-T	Tom Schroeder
Sports Telescope	Dossin Foods (Pepsi Cola)	WJBK-TV	Simons-Michelson
Sports Tomorrow	Broadway Motors	KLAC-TV	Arc Advtg. Agency
Sports Views	Athletic Supply & Christian Sheidler	WSPD-TV	
Sportsreel	Union Outfitting Co.	WHAM-TV	Storm Adv.
Spot News	Belmont Typewriter	WGN-TV	
Spotlight on Tomorrow	General Electric Appliances	WLW-T	Robert Acomb
Square Dance Party	McLaughlin Manor House Coffee	WOC-TV	Earle Ludgin
Star Gazing	Guitare Lipstick	KLAC-TV	Raymond Keane
Star of the Family with Morton Downey	Nash-Kelvinator Corp. Kelvinator Div.	CBS-TV	Geyer, Newell and Ganger, Inc.
Star of the Week	The Union Co. Men & Boys' Clothing	WLW-C	
Star Spangled Revue	Frigidaire Div. of Gen. Motors	NBC-TV	Foote, Cone and Belding, Inc.
Starlight Film Theatre	Stern & Co.	WFIL-TV	Franklin & Gladney, Inc.
Starlight Theatre	S. C. Johnson and Sons, Inc. Johnson's Wax	CBS-TV	Needham, Louis and Brorby, Inc.
Starlit Matinee	Mail Order Network	WOR-TV	Harold Kaye Advertising
Starlit Playhouse	Mail Order Network	WOR-TV	Harold Kaye Advertising

Starlit Stairway	R. R. Pressel Sausage Co.	WXYZ-TV	W. B. Doner
Starmaker Revue	Schiff Shoe Stores	WLW-T	L. F. Mueller
Starring the Editors	Star Market	WBZ-TV	Badger & Browning
Stars in Your Eyes	Phila. Assn. of Retail Druggists	WPTZ	J. Falkner Arndt
Stars of Tomorrow	Rubins Clothing	WGN-TV	
Stars Over Hollywood	Armour and Co. Dial Soap, Canned Meats, Dash Dog Food	NBC-TV	Foote, Cone and Belding, Inc.
Star Time	Food Store Programs Corp. Chain Store Food Products	DuMont	Franklin Bruck
Startime Theatre	Hale Bros. Appliances	KGO-TV	Goldthwaite-Smith
Stitch in Time	David Kauffman Sewing Machine	WMAR-TV	P. Kay Adv.
Stop, Look & Listen	Transport Indemnity Co. Auto Insurance	KECA-TV	David S. Hillman, Inc.
Stop the Music	Admiral Corp.	ABC-TV	Kudner Agency
Stop the Music	Lorillard, P., Co. Old Gold Cigarettes	ABC-TV	Lennen and Mitchell, Inc.
Stop the Record	Cribben & Sexton Universal Ranges	WGN-TV	
Story Theatre	Brown Chevrolet & Brownbilt Shoes	WHAM-TV	Hav Nash Associates
Story Theatre	Durkee Foods	KECA-TV	Emil Reinhardt Adv.
Story Theatre	Kann's Department Store	WMAL-TV	Henry J. Kaufman & Associates
Story Theatre	Niss Furniture Co. Furniture	WTMJ-TV	Dayton Johnson & Hacker
Story Theatre	Oklahoma Gas & Electric Co.	WKY-TV	
Story Theatre	Red Top Brewery	WTVN	Ruthrauf & Ryan
Story Theatre	Sealy Mattress	WXEL	
Strange Adventure	Central Bldg. & Loan		Byer & Bowman
Strange Adventure	Hancock Oil Co.	KNBH	Ruthrauff & Ryan
Strange Adventure	Hudson Dealers	WHAM-TV	Storm Advtg.
Strange Adventure	Stuart Louchheim Servel Refrigerators	WPTZ	Ed Shapiro Adv. Agency
Strange Adventures	Renbergs Clothing	KOTV	Chapman Co.
Stranger Than Fiction	Challenge Creamery & Butter Assn.	KTSL	Ross Sawyer Advtg.
Stranger Than Fiction	Coal Dealers Assn.	KSL-TV	Lou Larsen
Stranger Than Fiction	Gallant Lumber Co.	WSPD-TV	

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Stranger Than Fiction	New Home Appliance Coolerator	WLAV-TV	
Stranger Than Fiction	Safeway Stores	WKY-TV	
Studebaker Mystery Hour	Studebaker Dealers of Wisconsin	WTMJ-TV	Roche, Williams & Cleary
Studio One	Westinghouse Electric Corp.	CBS-TV	McCann-Erickson, Inc.
Style Show	Wurzburg Dept. Store	WLAV-TV	Wallace-Lindeman, Inc.
Sunday Meeting	TV Productions, Inc.	WTVN	
Sunday Playhouse	Budd & Co. Appliances, Jewelry	WLW-C	
Sunday Playhouse	Friedman Furniture	WLW-T	Creative Advertising
Sunday Serenade	Ohio Radiant Glass Heater	WXEL	
Super Circus	Canada Dry Ginger Ale, Inc.	ABC-TV	J. M. Mathes, Inc.
Super Circus	M. & M., Ltd. Candy Coated Chocolate	ABC-TV	Wm. Esty Co.
Super Circus	Peters Shoe Co.	ABC-TV	Henri, Hurst, and McDonald, Inc.
Susan Adams	Clinton Foods Coffee, Frozen Orange Juice	WABD	Maxon, Inc.
Suspense	Electric Auto-Lite Co.	CBS-TV	Cecil and Presbrey, Inc.

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Table for Two	Hudepohl Beer	WLW-T	Stockton-West-Burkhart
Tailwaggers	Arcade Pontiac	WMAL-TV	Kal- Ehrlich & Merrick
Take a Chance	Nestle Co., Inc.	NBC-TV	Cecil & Presbrey, Inc.
Talent Prospector	Maceys Jewelers	KGO-TV	Jane Nuttal
Talking With Toni	Rosen Bakery & Walton Rugs	WGN-TV	
Tea to Green	Littler's	KING-TV	Romig Fuller
Tel-A-Shop	Marks Isaacs Dept. Store	WDSU-TV	
Tele Newsreel	Morley Bros. RCA-TV Sets	WLAV-TV	
Telenews	Deseret News Newspaper Promotion	KSL-TV	
Telenews	Dixie Brewing Co.	WDSU-TV	Sewell, Thompson & Caire

Telenews	Indianapolis Morris Plan Savings & Loan	WFBM-TV	Tevie Jacobs
Telenews	Shopping Centers & Horn Co	WXEL	
Telenews Ace	Cunningham Drugs	WJBK-TV	Simons-Michelson
Telenews Daily	Doyle Main Motors	WHAM-TV	W. W. O'Brien
Telenews Daily	Learbuiy Clothing	WHEN	Direc
Telenews Daily	Valley Forge Distributing Co. Beer	WMAL-TV	Alvin Epstein Agency
Telenews Weekly	Bresee & Salina Chevrolet	WHEN	Direct
Telenews Weekly	First Wisconsin National Bank	WTMJ-TV	Marvin Lemkuhl
Telenews Weekly	Rochester G & E	WHAM-TV	Hart-Conway Co., Inc.
Telenews Weekly	Syracuse Savings Bank	WHEN	Edmondburg-Wilson
Telenews Weekly Newsreel	Wynn Oil Co.	KECA-TV	Batten, Barton, Durstine & Osborn, Inc.
Telenews Weekly Newsreel	Wynn Oil Co.	KECA-TV	Batten, Barton, Durstine & Osborn, Inc.
Teleshopper	Z. C. M. I. Dept. Store	KSL-TV	David W. Evans
Telesports Digest	Buffalo Zone Chevrolet Dealers	WHAM-TV	Campbell-Ewald
Telesports Digest	Chevrolet—Buffalo Zone	WICU	Campbell-Ewald
Tele-Teen Reporter	Budget-Pack, Inc. Food Packagers	KECA-TV	Ted Factor
Tele-Teen Reporter	Yeakel Motors	KLAC-TV	Melvin, Newell & Rector
Television Kitchen	Philadelphia Electric Co.	WPTZ	Al Paul Lefton
Television Matinee	Feature Films	WSAZ-TV	
Television Matinee	Philadelphia Gas Works	WPTZ	John Falkner Arndt
Television Matinee	Walgreens	WGN-TV	
Television Review	R. H. White's Department Store	WBZ-TV	Robert J. Enders
Teller of Tales	Bymart, Inc. Tintair	CBS-TV	Cecil and Presbrey, Inc.
Test the Press	Stark & Wetzel Meat Products	WFBM-TV	Jim Baker & Associates
Texaco Star Theatre	The Texas Co. Gasoline, Oil, Grease, Custom Havilland Oil	NBC-TV	Kudner Agency, Inc.
Tex Williams & His Western Caravan	L. A. Hudson Dealers	KNBH	Lisle Sheldon Agency
The Aldrich Family	General Foods Co. Jell-O, Corn Starch, Tapioca	NBC-TV	Young and Rubicam, Inc.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
The Arthur Murray Show	Arthur Murray, Inc. Dance Studios	ABC-TV	Huber Hoge and Sons, Inc.
The Arthur Murray Show	Arthur Murray Schools of Dancing	DuMont	Dorland, Inc.
The Bible Heralds	7th Day Adventists	WAAM	Chesapeake Advtg. Co.
The Big Story	American Cig. and Cigar Co., Inc. Paul Mall Cigarettes	NBC-TV	Sullivan, Stauffer, Colwell and Bayles, Inc.
The Billy Rose Show	Hudson Motor Car Co.	ABC-TV	Brooks, Smith, French & Dorrance, Inc.
The Billy Tilton Show	Billy Tilton	WXEL	
The Bunk House	Borden's Instant Hot Chocolate	WHEN	Duane Jones & Co.
The Bunk House	Blossom-Sweet Honey	WHEN	Direct
The Clock	Lever Brothers Co. Lux, Rinso, Spry, Pepsodent	NBC-TV	J. Walter Thompson Co.
The Clock	Emerson Radio and Phonograph Co., Inc. Radios, TV Sets, and Phonographs	NBC-TV	Foote, Cone and Belding, Inc.
The Colgate Theatre	Colgate-Palmolive-Peet Co. Vel, Lustre-Cream, Ajax, Palmolive Soap	NBC-TV	Wm. Esty Co.
The Comedy Hour	Colgate-Palmolive-Peet Co. Vel, Lustre Cream, Ajax, Palmolive Soap, Halo Shampoo, Colgate Dental Cream	NBC-TV	Sherman and Marquette
The Eagles Nest	C. Schmidt & Sons, Inc. Beer		Al Paul Lefton
The Faye Emerson Show	Pepsi-Cola	WFIL-TV	Biow
The Fishing and Hunting Club of the Air	Mail Pouch Tobacco Co. Kentucky Club Tobacco	DuMont	Walker and Downing
The Foster Brooks Show	Dixie Laundry, Girdler Motors	WAVE-TV	
The Frank Brookhouser Show	Motorola	WFIL-TV	Silver Advtg. Agency
The Gobby Hayes Show	Quaker Oats Co. Puffed Wheat Quaker Oats, Puffed Rice, Mother Oats, Aunt Jemima Pancake Flour and Cake Mixes	NBC-TV	Sherman and Marquette
The Game	N. O. Homestead League	WDSU-TV	E. V. Brinckerhoff
The Girls	Oklahoma Gas & Electric Co. Appliances	WKY-TV	
The Goldbergs	General Foods Corp. Sanka	CBS-TV	Young and Rubicam, Inc.

The Handy Man	Gimbel Bros. Department Store	WPTZ	
The Hank McCune Show	Peter Paul, Inc. Peter Paul Candy	NBC-TV	Maxon, Inc.
The Kate Smith Hour	Minute Maid Corp. Frozen Orange Juice	NBC-TV	Ted Bates, Inc.
The Kate Smith Hour	American Home Products Aerowax, Duff's Mixes, Clapp's Baby Foods, Chef Boy-ar-dee, G. Washington Coffee, Wizzard Wick Deodorizer, Autobrite Car Polish, Black Flag Insecticides	NBC-TV	W. Earl Bothwell, Inc.
The Kate Smith Hour	Durkee Famous Foods, Inc. Margerine	NBC-TV	Meldrum and Fewsmith, Inc.
The Kid From Powder River Ranch	Assoc. Food Brokers, Inc.	KECA-TV	Moeller Advtg.
The Life of Riley	Pabst Sales Co. Beer, Ales and Hoffman Beverages	NBC-TV	Warwick and Legler, Inc.
The Linton Show	Linton's Restaurants	WFIL-TV	Lamb & Keen
The Magic Lady	Lit Bros. Dept. Store	WFIL-TV	
The Merry Mutes	Honor Brand	WAGA-TV	
The Most Important People	Gerber Products Co. Baby Foods	DuMont	Federal Advtg.
The Motor Mart	Paul T. Henson Co. Autos	WHEN	
The Open Bible	Church of the Open Bible	WAAM	Louise Waite
The Other Man	Demonstration Service Corp. Set of Four	WOC-TV	O'Neil, Larson & McMahon
The Outdoorsmen	Leonard Niederriter Co.	WICU	
The Pee Wee King Show	Taylor Drug Stores	WAVE-TV	
The Peter Lind Hayes Show	The Borden Co. Instant Coffee	NBC-TV	Kenyon and Eckhardt, Inc.
The Robbin's Nest	Exquisite Form Brassieres, Inc. Brassieres	ABC-TV	Brandford Adv., Inc.
The Ruggles	Kraft Foods Co.	KECA-TV	J. Walter Thompson
The Ruggles	Lewis Food Co. Dog Food	KECA-TV	Rockett-Lauritzen

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
The Show Goes On	**American Safety Razor Co.** Razors, Blades, Cigarettes, Lighters, Cameras and Camera Equipment	CBS-TV	McCann-Erickson, Inc.
The Show Goes On	**Columbia Records, Inc.**	CBS-TV	McCann-Erickson, Inc.
The Silver Theatre	**International Silver Co.** Sterling and 1847 Rogers Brothers Silver	CBS-TV	Young and Rubicam, Inc.
The Speidel Show—What's My Name	**Speidel Corp.** Watch Bands	NBC-TV	Sullivan, Stauffer, Colwell and Bayles, Inc.
The Sports Almanac	**Fesenmeier, West Va. Beer & Ale**	WSAZ-TV	Robert Porter King
The Sports Desk	**East End Nash**	WXEL	
The Sportscope	**Muriel Cigars**	WHEN	Lennen & Mitchell
The Stu Erwin Show	**General Mills, Inc.** Cheerios, Betty Crocker Devil Cake Mix, Ginger Cake Mix, Cookie Mix	ABC-TV	Dancer, Fitzgerald, Sample, Inc.
The Toy Shop	**The Toy Shop**	KING-TV	
The Warren Hull Show	**Doubleday and Co., Inc.** Books	NBC-TV	Huber Hoge and Sons
The Wayne King Program	**Standard Oil Co. of Indiana**	NBC-TV	McCann-Erickson, Inc.
The Weather Man	**Omar Bakeries, Inc.**	WFBM-TV	Fitzmorris & Miller
The Web	**P. Lorillard Co.** Embassy Cigarettes	CBS-TV	Geyer, Newell and Ganger, Inc.
The Week in Sports	**L. Strauss & Co.** Men's Clothing	WFBM-TV	
The Whirligig Show	**RCA Victor** 45 RPM Records	WPTZ	J. W. Thompson
The Whirligig Show	**Supplee-Wills-Jones Milk Co.** Ice Cream	WPTZ	N. W. Ayer
The World Today	**Bob Dunn's Used Cars**	KING-TV	Fuller & Associates
The Wrestling Scene	**Homecraft Publishing Co.** Wrestling Book	DuMont	Huber Hoge and Sons
Theatre Hour	**Nash Motors**	WXYZ-TV	Geyer, Newell & Ganger
Theatre of Romance	**Wm. A. Lewis Clothing**	WGN-TV	
Think Fast	**Columbia Music & Appl. Store**	WHAM-TV	W. W. O'Brien
This Is Baltimore	**Savings Bank of Balto.**	WMAR-TV	Mahool Adv., Inc.
This Is History	**Big Bear Markets**	WWJ-TV	W. B. Doner

This Is Show Business	American Tobacco Co. Lucky Strike Cigarettes	CBS-TV	Batten, Barton, Durstine & Osborn, Inc.
This Is Show Business	AVCO Mfg. Corp. Crosley Div. Radios, Televisions, Refrigerators, Electric Ranges	CBS-TV	Benton and Bowles, Inc.
This Is Your Zoo	Hauswald Bakeries	WAAM	H. W. Buddemeier Co.
This Week in Sports	Brokaw-Bauer Chevrolet	KTSL	Allied Advtg.
This Week in Sports	Dodge Dealers	WJBK-TV	Ruthrauff & Ryan
This Week in Sports	T. C. Esser Co. Paints	WTMJ-TV	Morrison Advertising
This Week in Sports	Gerlinger Equipment Co.	WSPD-TV	
This Week in Sports	The Kane Co.	WTVN	Cye Landy
This Week in Sports	Motorcycle Service	WLW-T	
This Week in Sports	Onondaga County Savings Bank	WHEN	Direct
This Week in Sports	Trew Motor Co.	WMAL-TV	Henry J. Kaufman & Associates
Three City Final	Red Top Beer	WLW-T	Ruthrauff & Ryan
Three Sentinels	Wm. S. Moore, Inc. Sentinel TV Sets	WLW-C	A. L. Palmer & Associates
Through the Hoop	Model Shoe Stores	WKRC-TV	
Through Wendy's Window	Alsco, Inc. Storm Doors and Windows	NBC-TV	Dubin Adv. Agency
Tiger Women	People's Outfitting	WJBK-TV	Simons-Michelson
Tim Tyler	Paul F. Beich Co. Whiz Candy Bar	WKRC-TV	The Biddle Co.
Time for Beany	Hawks Dairy	KOTV	J. F. Gelders
Time for Beany	Hygrade Foods	WXYZ-TV	Doyle, Dane & Birnbach
Time For Beany	Reddi-Wip Manufacturing Co.	WOR-TV	Grant Advertising, Inc.
Tiny Fairbanks at Home	Hairvac Sales Co.	WOR-TV	Brandell & Powell, Inc.
Tips for Tinkers	Phil Reed Co. Insulation, Attic Fans	WKY-TV	
To Peggy (or) To Jim	Hamilton Watch Co.	WLAV-TV	Batten, Barton, Durstine & Osborn, Inc.
Toast of the Town	Lincoln Mercury Dealers	CBS-TV	Kenyon and Eckhardt, Inc.
Today's News	Central Cadillac	WNBK	Meldrum & Fewsmith
Today's News	Horn Co. Automotive Accessories	WXEL	
Toledo Spotlight	Lane Drugs	WSPD-TV	
Tom Corbet—Space Cadet	Kellogg Co.	CBS-TV	Kenyon and Eckhardt, Inc.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Tomorrow's Headlines	Hastings Men's Store (Co-op with Lee Hats)	KGO-TV	
Toni Twin Time	The Toni Co. Div. of Gillette Safety Razor Co. Toni Home Wave	CBS-TV	Foote, Cone and Belding
Tonight's Headlines	Farmer's Insurance Group	KECA-TV	Ted H. Factor
Tony Grant's Stars	Videlan Hair Products	WFIL-TV	Cox & Tanz
Top the Champ	Shuffle Bowling League	WFIL-TV	Weightman, Inc.
Top View in Sports	American Brewing Co.	WDSU-TV	Walker Saussy
Top Views in Sports	Berghoff Brewing Co.	WLAV-TV	George Hartman Co.
Top Views in Sports	Brown Chevrolet	WHAM-TV	Hav Nash Association
Top Views in Sports	Coker-Butler Pontiac Cars & Service	WKY-TV	
Top Views in Sports	Les Taylor Motors Dodge & Plymouth Cars	KSL-TV	David W. Evans
Top Views in Sports	McGranahan Electric Appliances	WSPD-TV	
Top Views in Sports	Pontiac Dealers	WWJ-TV	J. MacManus & Adams
Top Views in Sports	Regal Amber Brewing Co.	KNBH	Abbott Kimball Co.
Top Views in Sports	Regal Motors	WTMJ-TV	Dayton Johnson & Hacker
Top Views in Sports	Rosenblum's	WNBK	Lustig Adv. Agency
Top Views in Sports	Sinclair Refining	WXYZ-TV	Morey, Humm & Johnstone
Top Views in Sports	August Wagner Brewery	WLW-C	Byer & Bowman, Inc.
Touchdown	DeSoto Dealers of Cincinnati	WKRC-TV	
Touchdown	Gen. Electric Dealers	WBNS-TV	
Touchdown	Home Finance Co.	WDSU-TV	
Touchdown	Pilot Life Ins. Co.	WBTV	Walter Klein Agency
Touchdown	Earl Scheib Co. Auto Painting	KTSL	Dean Simmons
Touchdown	Z. C. M. I. Dept. Store	KSL-TV	David W. Evans
Touchdown Highlights	Arizona Brewing Co.	KPHO-TV	
Touchdown Thrills	Pilot Life Ins. Co.	WFMY-TV	Walter Klein Co.
Touchdown Tips	Wilens Shoe	KING-TV	Fuller & Associates
Treasury Men in Action	Chrysler Sales Div.	ABC-TV	McCann-Erickson, Inc.
Truth or Consequence	Philip Morris Co., Ltd., Inc.	CBS-TV	The Biow Co., Inc.

Turner's Arena Boxing	Globe Brewing Co.	WAAM	Ruthrauff & Ryan
TV Beauty Contest	Tavxern Pale Beer	WGN-TV	
TV Coming Attractions	RCA-Victor Dist.	WSAZ-TV	
TV Digest Film Theatre	TV Digest	WFIL-TV	
TV Newsreel	Raymond Rosen & Co. RCA Products	WFIL-TV	Al Paul Lefton
TV Nickelodeon	Roberts Gordon	WWJ-TV	Shutran-Mahlin
TV-O	Lawry's Products, Inc.	KNBH	Calif. Adv. Agency
TV Ranch	Jersey Bread Co. Bread	WSPD-TV	
TV Weatherman	Omar Baking Co.	WBNS-TV	Fitzmorris & Miller
Tradin' Post	Wm. S. Moore, Inc. Kalamazoo Appliances	WLWC	A. L. Palmer & Associates
Trading With Traders	Traders Furniture Store	KPHO-TV	
Trail of the Rocket	Oldsmobile Div. Gen. Motors	WWJ-TV	D. P. Brother Co.
Travels in Space	Irv Pollock Mercury Auto	WSPD-TV	
Tricks With Tops	Cherio Toys	WWJ-TV	Simmons-Michelson
Trupak Movie Time	Trupak Canned Foods	KGO-TV	Honig-Cooper
Twelfth Street Market	12th Street Market	WICU	
Twenty Questions	Ronson Art Metal Works, Inc. Ronson Lighters	ABC-TV	Grey Advertising Agency, Inc.
Twenty Questions	Ronson Art Metal Works	WOR-TV	Grey Advertising Agency, Inc.
Twenty-five Years of Progress	Dutcher Realty Co.	WLAV-TV	
Two for the Show	Ford Dealers	WOC-TV	J. Walter Thompson
Two Grand	Dainty Dot Hosiery	WBZ-TV	Arnold & Co.

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Under Bam's Clock	L. Bamberger &Co.	WATV	
Univ. of Cincinnati Basketball Games	Pontiac Dealers of Cincinnati	WKRC-TV	Robert Acomb, Inc.
U. of M. Films	Ford Dealers	WWJ-TV	J. Walter Thompson
Univ. of N. C. Football Games	Gen. Elec. Supply Corp.	WFMY-TV	

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
U. of Pa. Football Games	Atlantic Refining Co.	WPTZ	N. W. Ayer
Unk and Andy	Carpenter Baking Co. Bread	WTMJ-TV	W. E. Long
Unk 'N Andy	Polk M.k Co.	WFBM-TV	

V

Value Varieties	Shillito Dept. Store	WLW-T	Dinerman & Co.
Vanity Fair	Fashion Frocks, Inc.	CBS-TV	Franklin Bruck Adv. Co.
Vanity Fair	Maiden Form Brassieres Co.	CBS-TV	Wm. H. Weintraub and Co., Inc.
Vanity Fair	Owens-Corning Fiberglas, Inc. Fiberglas Curtains	CBS-TV	Fuller and Smith, and Ross, Inc.
Vanity Fair	Seeman Brothers, Inc. Air Wick	CBS-TV	Wm. H. Weintraub and Co., Inc.
Vaughn Monroe Show	R. J. Reynolds Tobacco Co. Camel Cigarettes	CBS-TV	Wm. Esty and Co., Inc.
V-I-D-E-O	P. & C. Co-operative Food Store	WHEN	Direct
Video Varieties	TV Productions, Inc.	WTVN	
Vienna Philharmonic	Olympia Brewing	KING-TV	Botsford, Constantine & Garne
Views of News in England	Boston Post	WBZ-TV	Chambers & Wiswell
Vitamix	National Foods Institute	WOR-TV	Foster & Davies, Inc.
Voice of Enquirer	Cincinnati Enquirer	WLW-T	Dinerman & Co.
Voice of Firestone	Firestone Tire and Rubber Co.	NBC-TV	Sweeney and James Co.
We, the People	Gulf Oil Corp. Gasoline, Oil, Lubricants, Tires, Insecticides	NBC-TV	Young and Rubicam, Inc.
Weather	Walton Motors	WGN-TV	
Weathercast	Mercantile Natl. Bank of Dallas	WFAA-TV	Ratcliffe Advertising
Weather Show	Pigskin Davis Furniture	KOTV	
Weatherseal Consert	Weatherseal Co.	WNBK	
Weathervane	McCullough Chevrolet	WJBK-TV	Rex Advertising
Weekly News Digest	Graybar Elec. Co. Raytheon TV Sets	WDSU-TV	
Weekly Newsreel	Kurtz Furniture	WNBK	Edward Hibshman & Associates

Western Feature	Belmont Television Corp.	KTSL	Beaumont & Hohman Co.
Western Starlit Playhouse	Mail Order Network	WOR-TV	Harold Kaye Advertising
Western Theatre	Swan Cleaners	WLWC	Cye Landy Agency
What Am I Bid?	Walker's, Inc. Men's Furnishings	WBNS-TV	
What's Cooking	La Louisiane Restaurant	WDSU-TV	
What's My Line	Jules Montenier, Inc. Stopette	CBS-TV	Earl Ludgin and Co.
What's Offered?	TV Premium Plan, Inc.	WOR-TV	Klores & Cater, Inc.
What's Offered?	TV Premium	WBZ-TV	Gasper Gordon
What's the Name of That Song?	Thrifty Drug Stores	KTSL	Weinberg Advertising
What's the Record	Hill Dist. Co. Beer	WBNS-TV	
What's the Record	Nash Motors	WXEL	
What's the Record	Sears Roebuck Co.	WLAV-TV	
What's the Weather	Raymond Rosen & Co. Bendix, Kelvinator	WFIL-TV	Al Paul Lefton
White Magic	White Roofing Co.	WAGA-TV	
White Sox Baseball Games	Fox Alpine Beer	WLAV-TV	Ralph Sharp & Associates
Who's News	Southwest Ford—Auto Dealer	WXEL	
Who Said That?	Columbia Music & Appl. Store	WHAM-TV	W. W. O'Brien
Who Said That?	McLaughlin Manor House Coffee	WLAV-TV	Earle Ludgen & Co.
Who Said That?	The Pure Oil Co.	WFMY-TV	Leo Burnett Co., Inc.
Who Said That?	Schmidt Brewing Co. Beer	WPTZ	Al Paul Lefton
Why Worry—See Murray	Murray Auto Exchange	WABD	White, Burk and Barnes, Adv. Agency, Inc.
Wild West Theatre	Allied Music Sales	WJBK-TV	
Women in the News	Allison-Erwin Gibson Appliances	WBTV	
Women in the News	Central Bldg. & Loan	WBNS-TV	Byer & Bowman
Women in the News	Mrs. Karl's Bakeries Bread	WTMJ-TV	Stone-O'Halloran
Women in the News	Lion Store Department Store	WSPD-TV	
Women in the News	People's Outfitting	WHAM-TV	Hav. Nash Associates
Women in the News	Rhodes Furniture Co.	WFMY-TV	

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Women in the News	John V. Schultz Furniture Co.	WICU	
Women in the News	Sears Roebuck Co.	WLAV-TV	
Women's Golf	Coca Cola	WLAV-TV	
Woods & Waters	Harvey Mack Pontiac Dealer	WXYZ-TV	
Word of Life	Word of Life Fellowship	WATV	
World Adventure Series	E. B. Brink Insurance Agency	WXYZ-TV	
World News	Frigidaire	WAGA-TV	
World News	Gouldman Tabor Pontiac Co.	WAGA-TV	

W

World of Yesterday	Hudson Dealers	WXEL	
World of Yesterday	Hudson Dealers of Cuyahoga City	WNBK	Fuller & Smith & Ross
Wrestling	Howard Buick Co.	KTSL	20th Century Advertising
Wrestling	Columbia Music & Appl. Store	WHAM-TV	W. W. O'Brien
Wrestling	E & B Brewing	WSPD-TV	
Wrestling	Erie Brewing Co.	WICU	Yount Agency
Wrestling	Falstaff Brewing Co. Beer	WKY-TV	Dancer, Fitzgerald & Sample
Wrestling	A. Gettelman Brewing Co. Beer	WTMJ-TV	Hoffman & York
Wrestling	Hornung Brewing Co.	WFIL-TV	Clement Co.
Wrestling	Love Electric Co.	KING-TV	Keene & Keene
Wrestling	Maier Beer	KLAC	Biow Co.
Wrestling	Maison Blanche Dept. Store	WDSU-TV	Fitzgerald Agency
Wrestling	National Brewing Co. Beer	WMAR-TV	Owen & Chappell
Wrestling	Prince Range	WATV	

Wrestling From Broadway Arena	Seidenberg Cigars	WOR-TV	Lewis Advertising Agency
Wrestling	Seven-Up Bottling Co.	WDSU-TV	Fitzgerald Agency
Wrestling	Sinclair	WGN-TV	
Wrestling from CBS	Atlas Garage	WJBK-TV	
Wrestling from Chicago	Progress Brewing Co. Beer	WKY-TV	George Knox
Wrestling from Chicago	C. Schmidt & Sons, Inc. Beer	WFIL-TV	Al Paul Lefton
Wrestling from Chicago	Speedway Petroleum Corp.	WJBK-TV	W. B. Doner Co.
Wrestling from Hollywood	Davenport Nash, Inc. Nash Cars	WOC-TV	
Wrestling from Hollywood	Ripley Clothes	WFIL-TV	The Bobley Co.
Wrestling from Jamaica Arena	Frost Refrigeration, Inc.	WOR-TV	Getschel & Richard, Inc.
Wrestling from Marigold	Aluminum Storm Sash & Screen	WLAV-TV	
Wrestling from Music Hall	Sinclair Refining	WWJ-TV	Morey, Humm & Johnstone
Wrestling from Ocean Park	Harry Green, Inc.	KECA-TV	W. McCreery Advtg.
Wrestling from Rainbo	Downtown Hudson Motor Cars	WLAV-TV	
Wrestling from St. Nick's	Washington Breweries Bee	WBNS-TV	
Wrestling Interviews	Cigar Enjoyment Parade in Behalf of Cigar Industry	ABC-TV	Wesley Association
Wrestling Matches	Sinclair Refining Co. & Phillips TV, Radio & Appliance Co.	WMAL-TV	Owen & Chappell; Cohen & Miller Advertising Agency
Wrestling Scene Interview	Radio Offers Co. Pipes	ABC-TV	Huber Hoge and Sons, Inc.

X Y Z

Yard 'N Garden	Heman Mfg. Co.	WNBK	Lang Fisher & Stashower
Year End Tele News	P. Ballantine and Sons Beer	NBC-TV	J. Walter Thompson Co.
Yellow Cab Revue	Yellow Cab Co.	WFIL-TV	Al Paul Lefton
Yesterday's Newsreel	Brondes Studebaker Autos	WSPD-TV	

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Yesterday's Newsreel	Kingsbury Breweries	WTMJ-TV	Barnes Advertising
Yesterday's Newsreel	Oil Heat Assoc. of Md.	WMAR-TV	Mahool Adv., Inc.
Yesterday's Newsreel	Pancake Realty Co.	WSAZ-TV	
Yesterday's Newsreel	Piel's Beer	WFIL-TV	Kenyon & Eckhardt W. Esty Co.
Yesterday's Newsreel	Southern Biscuit Co. Cookies & Cakes	WBTV	Lindsey & Co.
Yesterday's Newsreel	Southern Biscuit Co.	WMAL-TV	Lindsey & Co.
Yesterday's Newsreel	Standard Humpty-Dumpty Stores	WKY-TV	
Yesterday's Newsreel	Tenenbom's, Inc. Groceries	WOC-TV	
You Are An Artist	University-Chevrolet	WTTV	
You Are An Artist	Doubleday and Co. Books	WABD	Huber Hoge and Sons, Inc.
You Are An Artist	Doubleday and Co., Inc. Books	NBC-TV	Huber Hoge and Sons, Inc.
You Can Dance	Great Western Champagne	WHAM-TV	Charles Rumrill Co.
You Can't Lose	H. L. Green 5c & 10c Store	KEYL	
You Have a Date at the Waldorf	General Motors Corp.	CBS-TV	Kudner Agency, Inc.
Your Beauty Clinic	Levin Fur Store & Perry Florist	WHAM-TV	Storm Adv.
Your Day-Time Shopper	Dey Brothers Dept. Store	WHEN	
Your Home Repair Man	Doubleday and Co., Inc. Books	NBC-TV	Huber Hoge and Sons, Inc.
Your Hit Parade	The American Tobacco Co.	NBC-TV	Batten, Barton, Durstine & Osborn, Inc.
Your Problem Panel	Komiss	WGN-TV	
Your Success Club	Crossett and Dunlap Books	WABD	Madison Adv. Agency
Your TV Shopper	W. T. Grant Co. Dept. Store	WHEN	Direct
Youth Has Its Say	Junior Chamber of Commerce	WTVN	
Youth on the March	Young People's Church of the Air	ABC-TV	J. M. Camp and Co.
Zoo Parade	Quaker Oats Co. Ken-L-Ration Dog Food	NBC-TV	Ruthrauff and Ryan, Inc.

TELEVISION LIBRARY

Courtesy Frances Sprague, General Librarian, National Broadcasting Co., Inc.

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FM Broadcast Stations In Operations
As of Jan. 1, 1951

ALABAMA

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Albertville	WAVU-FM	Sand Mountain Bcstg. Svc.	105.1	Pat M. Courington, Pres.
Alexander City	WRFS-FM	Piedmont Service Corp.	106.1	James L. Coley, Pres.
Andalusia	WCTA-FM	Andalusia Bcstg Co., Inc.	98.1	J. Dige Bishop, Exec. V.-P.
Anniston	WHMA-FM	Anniston B'casting Co.	100.5	Harry M. Ayers, Pres.
Bessemer	WJLN	Johnston Bcstg. Co.	104.7	George Johnston, Jr., Pres.
Birmingham	WAFM	Voice of Ala., Inc.	99.5	E. Norton, Bd. Chmn.
Birmingham	WSGN-FM	The Birmingham News Co.	93.7	Henry P. Johnston, Gen. Mgr.
Cullman	WFMH-FM	The Voice of Cullman.	100.9	
Gadsden	WJBY-FM	Gadsen Bcstg. Co., Inc.	103.7	B. H. Hopson, Pres.
Huntsville	WHBS-FM	The Huntsville Times Co.	95.1	Henry J. Johnstone, Pres.
Mobile	WABB-FM	Mobile Press Register, Inc.	102.5	R. B. Chandler, Pres.
Mobile	WKRG-FM	Giddens & Rester.	99.9	F. F. Busby, Gen. Mgr.
Montgomery	WCOV-FM	Capitol Bcstg. Co.	94.5	Hugh Smith, Gen. Mgr.

ARIZONA

Mesa	KTYL-FM	Sun Valley Bcstg. Co.	104.7	Dwight Harkins, Pres.

ARKANSAS

Blytheville	KLCN-FM	Harold L. Sudbury.	96.1	Harold L. Sudbury, Gen. Mgr.
Conway	KOWN	Conway Bcstg. Co.	97.7	J. E. Clayton, Pres.
Fort Smith	KFPW-FM	Southwestern Hotel Co.	94.9	J. A. England, Pres.
Fort Smith	KFSA-FM	Southwestern Pub. Co.	107.7	Donald W. Reynolds, Pres.
Jonesboro	KBTM-FM	Regional Bcstg. Co.	101.9	Jay P. Beard, Pres.
Little Rock	KVLC-FM	Southwestern Bcstg. Co.	95.5	Leonard Coe, Gen. Mgr.
Siloam Springs	KUOA-FM	KUOA, Inc.	105.7	John E. Brown, Sr., Pres.

CALIFORNIA

Alhambra	KSJW	Alhambra Bcsters., Inc.	107.1	
Bakersfield	KERN-FM	McClatchy Bcstg. Co.	94.1	Eleanor McClatchy, Pres.
Bakersfield	KMAR	Marmat Radio Co.	92.5	James L. McDowell, Gen. Mgr.
Berkeley	KPFA	Pacifica Foundn.	104.9	
Berkeley	KRE-FM	Central Calif. Bcsters.	102.9	Arthur Westlund, Pres.
Chico	KVCI	Golden Empire Bcstg. Co. Inc.	101.2	Mickey McClung, Sr., Pres.
Eureka	KRED	Redwood Bcstg. Co., Inc.	96.3	William B. Smulling, Pres.
Fresno	KARM-FM	The George Harm Station.	101.9	Hattie Harm, Pres.
Fresno	KMJ-FM	McClatchy Bcstg. Co.	97.9	Eleanor McClatchy, Pres.
Fresno	KRFM	Calif. Inland Bcstg. Co.	93.7	Paul R. Bartlett, Pres.
Hollywood	KECA-FM	American Bcstg. Co.	95.5	Robert Kintner, Pres.
Hollywood	KFMV	Union Bcstg. Corp. of Calif.	94.7	Cliff T. Mayer, Pres.
Hollywood	KHJ-FM	Thomas S. Lee Entprs.	101.1	Willet H. Brown, Pres.
Long Beach	KNOB	Cerritos Bcstg. Co.	103.1	Jay E. Tapp, Gen. Mgr.
Los Angeles	KFAC-FM	Los Angeles Bcstg. Co., Inc.	104.3	Calvin J. Smith, Pres.
Los Angeles	KFI-FM	Earle C. Anthony, Inc.	105.9	Earle C. Anthony, Pres.
Los Angeles	KKLA	Echo Pk. Evangelistic Assoc.	97.1	Dr. Rolf K. McPherson, Pres.
Los Angeles	KMGM	MGM Studios, Inc.	98.7	Bertram Labhar, Jr., Exec. Dir.
Los Angeles	KNX-FM	Columbia Bcstg. System.	93.1	Merle S. Jones, Gen. Mgr.
Los Angeles	KRKD-FM	Radio Bcstrs., Inc.	96.3	Ned Connor, Gen. Mgr.
Marysville	KMYC-FM	Marysville-Yuba Bcstrs., Inc.	99.9	H. E. Thomas, Pres.
Merced	KVME	Merced Bcstg. Co.	97.5	Mrs. Hugh McClung, Pres.
Modesto	KBEE	McClatchy Bcstg. Co.	103.3	Eleanor McClatchy, Pres.
Modesto	KTRB-FM	KTRB Bcstg. Co., Inc.	104.1	William H. Bates, Jr., Pres.
Oakland	KLX-FM	Tribune Bldg. Co.	101.3	J. R. Knowland, Jr., Pres.
Ontario	KEDO	The Daily Reporter.	93.5	Carlton Appleby, Gen. Mgr.
Redding	KVRE	Golden Empire Bcstg. Co.	103.9	Mrs. Hugh McClung, Pres.
Riverside	KPOR	Bcstg. Corp of America.	97.5	W. E. Gleeson, Pres.
Sacramento	KCRA-FM	KCRA, Inc.	96.1	Ewing C. Kelly, Pres.
Sacramento	KFBK-FM	McClatchy Bcstg. Co.	96.9	Eleanor McClatchy, Pres.
Sacramento	KXOA-FM	Sacramento Bcstrs., Inc.	107.9	Lincoln Dellar, Pres.

FM Stations in Operation

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Salinas	KSNI	Salinas Newspapers, Inc.	94.5	Gilbert V. Baymiller, Gen. Mgr.
San Bruno	KSBR	Radio Diablo, Inc.	101.5	Orrin H. Brown, Pres.
San Diego	KFSD-FM	Airfan Radio Corp., Ltd.	94.1	Thomas E. Sharp, Pres.
San Diego	KWFM	Studebaker Bcstg. Co.	104.7	Fred Rabell, V.-P., Gen. Mgr.
San Francisco	KCBS-FM	Columbia Bcstg. Co., Inc.	103.7	Frank Stanton, Pres.
San Francisco	KGO-FM	American Bcstg. Co.	106.1	Robert Kintner, Pres.
San Francisco	KGSF	Warners Bros.	97.3	S. W. Warner, Gen. Mgr.
San Francisco	KJBS-FM	KJBS Bcstrs.	98.9	E. P. Franklin, Gen. Mgr.
San Francisco	KNBC-FM	National Bcstg. Co.	99.7	Joseph H. McConnell, Pres.
San Francisco	KRON-FM	Chronicle Pub. Co.	96.5	George Cameron, Pres.
San Francisco	KSFH	Pacific Bcstg. Co.	94.9	Charles A. Gibson, Pres
San Jose	KSJO-FM	Santa Clara Bcstg. Co.	95.3	Patrick H. Peabody, Pres.
Santa Ana	KVOE-FM	Voice of the Orange Empire, Inc.	96.7	Ernest L. Spencer, Pres.
Sauselito	KDFC	Sundial Bcstg. Corp.	102.1	William R. Crocker, Pres.
Stockton	KGDM-FM	E. F. Peffer	92.9	E. F. Peffer, Pres.

COLORADO

Denver	KFEL-FM	Eugene P. O'Fallon, Inc.	97.3	Gene O'Fallon, Gen. Mgr.
Denver	KLZ-FM	Aladdin Radio & TV Co.	94.1	Hugh B. Terry, Mgr.
Denver	KOA-FM	National Bcstg. Co.	95.7	Joseph H. McConnell, Pres.

CONNECTICUT

Greenwich	WGCH	Greenwich Bcstg. Corp.	95.9	Walter S. Lemmon, Pres.
Hartford	WDRC-FM	The Conn. Bcstg. Co.	93.7	Franklin M. Doolittle, Pres.
Hartford	WTIC-FM	Travelers Bcstg. Service Corp.	96.5	Paul W. Morency, V.-P.
Meriden	WMMW-FM	Silver City Crystal Co.	95.7	Carl A. Schultz, Pres.
New Britain	WFHA	New Britain Bcstg. Co.	103.7	Joe Brush, Prog. Dir.
New Haven	WAVZ-FM	WAVZ Bcstg. Corp.	95.1	Victor W. Knauth, Pres.
New Haven	WBIB	The Colony Bcstg. Corp.	100.7	Samuel Botwinik, Pres.
New Haven	WELI-FM	Conn. Radio Foundation	107.9	Harry C. Wilder, Pres.
New Haven	WNHC-FM	Elm City Bcstg. Corp.	99.1	Patrick J. Good, Pres.
Stamford	WSTC-FM	The Western Conn. Bcstg. Co.	96.7	Kingsley Gillespie, Pres.

DELAWARE

Wilmington	WAMS-FM	Wilmington Tri-State Bcstg. Co.	96.1	E. R. Dalton, Gen. Mgr.
Wilmington	WDEL-FM	WDEL, Inc.	93.7	Clair R. McCullough, Sta. Exec.

DISTRICT OF COLUMBIA

Washington	WASH	Everett L. Dillard	97.1	Everett L. Dillard, Pres.
Washington	WCFM	Cooperative Bcstg. Assn.	99.5	Wallace J. Campbell, Pres.
Washington	WGMS-FM	WQQW, Inc.	103.5	Morris Rodman, Pres.
Washington	WMAL-FM	Evening Star Bcstg. Co.	107.3	S. H. Kauffmann, Pres.
Washington	WOL-FM	Peoples Bcstg. Corp.	98.7	Murray D. Lincoln, Pres.
Washington	WRC-FM	National Bcstg. Co.	93.9	Joseph H. McConnell, Pres.
Washington	WTOP-FM	WTOP, Inc.	96.3	Philip L. Graham, Pres.
Washington	WWDC-FM	Capital Bcstg. Co.	101.1	Joseph Katz, Pres.

FLORIDA

Daytona Beach	WNDB-FM	News-Journal Corp.	94.5	Jerry Stone, Gen. Mgr.
Ft. Lauderdale	WGOR	Gore Pub. Co.	106.5	R. L. Bowles, Pres.
Gainesville	WRUF-FM	U. of Florida	104.1	Garland Powell, Dir.
Jacksonville	WJAX-FM	City of Jacksonville	95.1	John T. Hopkins, III, Gen. Mgr.
Jacksonville	WJHP-FM	The Metropolis Co.	96.9	John H. Perry, Pres.
Jacksonville	WMBR-FM	Florida Bcstg. Co.	96.1	Frank King, Pres.
Miami	WGBS-FM	Fort Industry Co.	96.3	George B. Storer, Pres.
Miami	WIOD-FM	Isle of Dreams Bcstg. Corp.	97.3	Daniel J. Mahoney, Pres.
Miami	WQAM-FM	Miami Bcstg. Co.	94.9	John S. Knight, Pres.
Miami	WWPB-FM	Paul Brake	101.5	Paul Brake, Owner
Miami Beach	WKAT-FM	WKAT, Inc.	93.1	A. Frank Katzentine, Pres
Miami Beach	WLRD	Mercantile Bcstg. Co.	93.9	Alan H. Rosenson, Pres.
Orlando	WDBO-FM	Orlando Bcstg. Co., Inc.	92.3	Harold P. Danforth
Orlando	WHOO-FM	Orlando Daily Newspapers	96.5	Martin Anderson, Pres.
Palatka	WWPF-FM	Palatka Bcstg. Co.	98.3	Massey-McCall, partners
Palm Beach	WWPG-FM	Palm Beach Bcstg. Corp.	97.9	Charles E. Davis, Pres.
St. Petersburg	WTSP-FM	Pinellas Bcstg. Co.	102.5	N. B. Poynter, Pres.
Tallahassee	WCSP	John H. Phipps	103.9	John H. Phipps, Pres.
Tampa	WDAE-FM	Tampa Times Co.	105.7	David E. Smiley, Pres.
Tampa	WFLA-FM	Tribune Co.	93.3	C. G. Baskerville, Gen. Mgr.

GEORGIA

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Athens	WGAU-FM	J. K. Patrick & Co.	99.5	C. A. Rowland
Atlanta	WAGA-FM	Fort Industry Co.	103.3	George B. Storer, Pres.
Atlanta	WATL-FM	Atlanta Bcstg. Co.	97.5	J. W. Woodruff, Sr., Pres.
Atlanta	WBGE-FM	General Bcstg. Co.	95.5	Mike Benton, Pres.
Atlanta	WGST-FM	Ga. Inst. of Tech.	94.1	F. M. Sparatlin, Pres.
Atlanta	WSB-FM	Atlanta Newspapers, Inc.	98.5	J. M. Cox, Jr., Pres.
Cedartown	WGAA-FM	Northwest Ga. Bcstg. Co.	96.1	Richard J. Roche, Mgr.
Columbus	WDAK-FM	Radio Columbus	107 9	Allen M. Woodall, Pres.
Columbus	WGBA-FM	Ga.-Ala. Bcstg. Corp.	95.1	Walter M. Windsor, Gen. Mgr.
Columbus	WRBL-FM	Columbus Bcstg. Co.	93.3	J. W. Woodruff, Sr., Pres.
Gainesville	WDUN-FM	Northeast Georgia Bcstg. Co.	103.9	Paul C. Plaginos, Pres.
LaGrange	WLAG-FM	LaGrange Bcstg. Co.	104.1	Roy C. Swank, Pres.
Macon	WBML-FM	Middle Ga. Bcstg. Co.	100.7	E. D. Black, Pres.
Macon	WMAZ-FM	Southeastern Bcstg. Co.	99.1	George P. Rankin, Pres.
Macon	WNEX-FM	Macon Bcstg. Co.	96.9	E. M. Lowe, Pres.
Newnan	WCOH-FM	Newnan Bcstg. Co.	96.7	E. W. Thomasson, Pres.
Rome	WRGA-FM	Rome Bcstg. Corp.	106.5	John W. Quarles, Pres.
Savannah	WSAV-FM	WSAV, Inc.	100.3	Harben Daniel, Pres.
Savannah	WTOC-FM	Savannah Bcstg. Co.	97.3	William T. Knight, Jr., Pres.
Toccoa	WLET-FM	R. G. LeTourneau	106.1	R. G. LeTourneau, Pres.
Valdosta	WGOV-FM	E. D. Rivers	92.5	E. D. Rivers, Owner
West Point	WRLD-FM	Valley Bcstg. Co.	102.9	J. C. Henderson, Pres.

IDAHO

Nampa	KFXD-FM	Frank E. Hurt & Son	101.9	Frank E. Hurt, Pres.
Pocatello	KSEI-FM	Radio Service Corp.	96.5	O. P. Soule, Pres.
Twin Falls	KTFI-FM	Radio Bcstg. Corp.	99.7	O. P. Soule, Pres.

ILLINOIS

Alton	WOKZ-FM	WOKZ, Inc.	99.9	Edward Wheeler, Pres.
Aurora	WDNU	Copley Presby, Inc.	103.9	Bob Ditter, Gen. Mgr.
Bloomington	WJBC-FM	Bloomington Bcstg. Corp.	101.5	Loring Merwin, Pres.
Canton	WBYS-FM	Fulton County Bcstg. Co.	100.9	Harold R. Winsor, Pres.
Carmi	WROY-FM	Carmi Bcstg. Co.	97.3	Roy Clippenger, Pres.
Centralia	WCNT-FM	WCNT, Inc.	96.5	George F. Isaac, Pres.
Champaign	WDWS-FM	Champaign-News Gazette, Inc.	97.5	Marc Howard, Comm. Mgr.
Chicago	WAAF-FM	Corn Belt Pub., Inc.	93.9	Ward A. Neff, Pres.
Chicago	WBBM-FM	Columbia Bcstg. System	97.1	Frank Stanton, Pres.
Chicago	WBIK	Balaban & Katz Corp.	96.3	John H. Mitchell, Gen. Mgr.
Chicago	WEFM	Zenith Radio Corp.	99.5	E. F. McDonald, Jr., Pres.
Chicago	WENR-FM	American Bcstg. Co.	94.7	Robert Kintner, Pres.
Chicago	WFJL	Lewis College of Science & Tech.	93.1	Rev. Bernard J. Sheil, Pres.
Chicago	WFMF	WJJD, Inc.	100.3	Marshall Field, Pres.
Chicago	WGNB	WGN, Inc.	98.7	Col. Robert R. McCormack, Pres.
Chicago	WMAQ-FM	National Bcstg. Co.	101.1	Joseph H. McConnell, Pres.
Chicago	WMOR	Met. Radio Corp.	102.7	Art Linick, Mgr.
Chicago	WOAK	Gale Bcstg. Co.	105.9	Bernard Jacobs, Pres.
Chicago (11)	WXRT	Radio Station WSBC	101.9	Robert O. Miller, Gen. Mgr.
Chicago Heights	WCHI	Chicago Heights Bcstg. Co.	95.9	Anthony Santucci, Pres.
Cicero	WEHS	WHFC, Inc.	97.9	R. W. Hoffman, Gen. Mgr.
Decatur	WSOY-FM	Illinois Bcstg. Co.	102.1	F. W. Schaub, Pres.
East St. Louis	WTMV-FM	WTMV On the Air Inc.	102.5	Alvin O. Eades, Pres.
Elmwood Park	WLEY	Elmwood Pk. Bcstg. Corp.	107.1	Zeb Zarneck, Pres.
Evanston	WEAW	North Shore Bcstg. Co., Inc.	105.1	Edward A. Wheeler, Pres.
Freeport	WFJS	Freeport Journal-Standard Pub. Co.	102.5	Donald L. Breed, Pres.
Harrisburg	WEBQ-FM	Harrisburg Bcstg. Co.	99.9	Inglis M. Taylor, Gen. Mgr.
Jacksonville	WLDS-FM	Edge & Korsmeyer	100.5	E. J. Korsmeyer, Gen. Mgr.
LaSalle	WFMX	Radio Bcstg. Co.	106.9	K. L. Braun, Pres.
Mattoon	WLBH-FM	Mattoon Bcstg. Co.	96.9	J. R. Livesay, Pres. ,
Mt. Vernon	WMIX-FM	Mt. Vernon Radio & TV Corp.	94.1	John R. Mitchell, Pres.
Oak Park	WOPA-FM	Village Bcstg. Co.	102.3	W. L. Klein, Gen. Mgr.
Oak Park	WOAK	Gale Bcstg. Co.	105.9	Bernard Jacobs, Pres.
Peoria	WMBD-FM	Peoria Bcstg. Co.	92.5	Charles C. Caley, V.-P.
Quincy	WQDI	Quincy Bcstg. Co.	105.1	T. C. Oakley, Pres.
Quincy	WTAD-FM	Lee Bcstg. Co.	99.5	Lee P. Loomis, Pres.
Rockford	WROK-FM	Rockford Bcstrs., Inc.	97.5	Albert Simms, Pres.
Rock Island	WHBF-FM	Rock Island Bcstg. Co.	98.9	Ben H. Potter, Pres.
St. Charles	WEXI	Greater Ill. Bcstg.	106.3	Gerald F. Kraus, Pres.
Springfield	WCVS-FM	WCBS, Inc.	102.9	H. L. Dewing, Pres.
Springfield	WTAX-FM	WTAX, Inc.	103.7	Oliver J. Keller, Pres.
Urbana	WKID-FM	Kemper-Fabert, Inc	103.3	Elwood Fabert, Pres.
Waukegan	WKRS-FM	New Sun Bcstg. Co.	106.7	Frank H. Just, Pres.
Woodstock	WILA	Northern Ill. Bcstg. Co.	92.1	H. Z. Benton, Gen. Mgr.

INDIANA

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Anderson	WCBC-FM	Civic Bcstg. Corp.	106.3	Lloyd B. Gallimore, Pres.
Columbus	WCSI	Syndicate Theatres, Inc.	93.7	Joseph P. Finneran, Pres.
Connersville	WCNB-FM	News-Examiner Co.	100.3	Emmett M. Jackson, Gen. Mgr.
Crawfordsville	WFMU-	Journal Review	102.9	Foster Fudge, Owner
Elkhart	WTRC-FM	Truth Pub. Co.	100.7	Richard W. Holloway, Gen. Mgr
Evansville	WIKY-FM	South Central Bcstg. Corp.	104.1	John A. Engelbrecht, Pres.
Evansville	WMLL	On the Air, Inc.	94.5	Clarence Leich, Gen. Mgr.
Fort Wayne	WKJG-FM	Northeastern Ind. Bcstg. Co., Inc.	106.1	Edward Thomas, Gen. Mgr.
Fort Wayne	WOWO-FM	Westinghouse Radio Stations, Inc.	96.1	Walter Evans, Pres.
Hammond	WJIZ	South Shore Bcstg. Corp.	92.3	Robert C. Adair, Gen. Mgr.
Lafayette	WFAM	WFAM, Inc.	95.1	O. E. Richardson, Pres.
Marion	WMRI	Chronicle Pub. Co., Inc.	106.9	Gardner J. Thomas, Pres.
Michigan City	WIMS-FM	Northern Indiana Bcstrs., Inc.	93.5	O. E. Richardson, Pres.
Muncie	WMUN	Tri-City Radio Corp.	104.1	D. A. Burton, Pres.
New Castle	WCTW	Courier-Times, Inc.	102.5	Walter S. Chambers, Sr., Pres
Shelbyville	WSRK	Shelbyville Radio, Inc.	101.3	John C. DePrez, Pres.
Terre Haute	WBOW-FM	Banks of the Wabash, Inc.	101.1	Alvin Eades, Pres.
Terre Haute	WTHI-FM	Wabash Valley Bcstg. Corp.	99.9	Anton Hulman, Jr., Pres.
Warsaw	WRSW	Reub Williams & Sons, Inc.	107.3	R. B. Williams, Pres.
Washington	WFML	Washington Radio, Inc.	106.5	Paul R. Bausman, Pres.

IOWA

Boone	KFGQ-FM	Boone Biblical College	99.3	
Burlington	KBUR-FM	Burlington Bcstg. Co.	92.9	G. B. McDermott, Pres.
Cedar Rapids	KCRK-FM	The Gazette Co.	96.9	F. J. Hladky, Vice-Pres.
Clinton	KROS-FM	Clinton Bcstg. Corp.	96.1	William S. Jacobsen, Pres.
Council Bluffs	KFMX	Nonpareil Bcstg. Co.	96.1	Robert R. O'Brien, Pres.
Davenport	WOC-FM	Tri-City Bcstg. Co.	103.7	Col. B. J. Palmer, Pres.
Des Moines	KCBC-FM	Majestic Bcstg. Co.	94.1	Claire Grant, Mgr.
Des Moines	KRNT-FM	Cowles Bcstg. Co.	104.5	Gardner Cowles, Pres.
Des Moines	KSO-FM	Murphy Bcstg. Co.	97.3	Kingsley H. Murphy, Pres.
Des Moines	WHO-FM	Central Bcstg. Co.	100.3	Col. B. J. Palmer, Pres.
Dubuque	KDTH-FM	Telegraph-Herald	100.5	F. W. Woodward, Pres.
Dubuque	WDBQ	Dubuque Bcstg. Co.	103.3	James D. Carpenter, Pres.
Fort Dodge	KFMY	Northwest Bcstg. Co.	102.7	Edward Breen, Pres.
Keokuk	KOKX-FM	Keokuk Bcstg. Co.	102.7	H. W. Stadler, Pres.
Mason City	KGLO-FM	Lee Radio, Inc.	101.1	Lee P. Loomis, Pres.
Muscatine	KWPC-FM	Muscatine Bcstg. Co.	99.7	George Volger, Gen. Mgr.
Sioux City	KSCJ-FM	Perkins Bros. Co.	94.9	W. R. Perkins, Pres.
Storm Lake	KAYL-FM	Cornbelt Bcstg. Co.	101.5	Oscar J. Grau, Pres.
Waterloo	KXEL-FM	Josh Higgins Bcstg. Co.	105.7	Joe DuMond, Pres.

KANSAS

Hutchinson	KIMV	Hutchinson Pub. Co.	94.5	John P. Harris, Pres.
Hutchinson	KWBW-FM	Nation's Center Bcstg. Co.	93.1	Bess M. Wyse, Pres.
Wichita	KFH-FM	Radio Station KFH Co.	100.3	John Rigby, Pres.

KENTUCKY

Ashland	WCMI-FM	Ashland Bcstg. Co.	93.7	Gilmore N. Nunn, Pres.
Bowling Green	WBON	Bowling Green Bcstg. Corp.	101.1	Ken D. Given, Pres.
Henderson	WSON-FM	Henderson Bcstg. Co., Inc.	99.5	Hecht S. Lackey, Pres.
Hopkinsville	WHOP-FM	Hopkinsville Bcstg. Co., Inc.	98.7	F. E. Lackey, Pres.
Lexington	WLAP-FM	Amer. Bcstg. Co.	94.5	J. E. Willis, Gen. Mgr.
Louisville	WBOX	Northside Bcstg. Corp.	100.7	J. Porter Smith, Pres.
Louisville	WHAS-FM	WHAS, Inc.	99.7	Barry Bingham, Pres.
Louisville	WRXW	WAVE, Inc.	95.1	George W. Norton, Jr., Pres
Madisonville	WFMW	Messenger Bcstg. Co., Inc.	103.1	Edgar Arnold, Sr., Pres.
Owensboro	WOMI-FM	Owensboro Bcstg. Co.	92.5	L. W. Hager, Pres.
Owensboro	WVJS-FM	Owensboro On the Air, Inc.	96.1	Vincent J. Steele, Pres.
Paducah	WKYC	Paducah Newspapers, Inc.	93.3	Edward J. Paxton, Jr., Pres.
Paducah	WPAD-FM	Paducah Bcstg. Co., Inc.	96.9	Pierce E. Lackey, Pres.

LOUISIANA

Alexandria	KALB-FM	Alexandria Bcstg. Co., Inc.	96.9	Walter H. Allen, Pres.
Alexandria	KVOB-FM	Central La. Bcstg. Corp.	99.7	Roy O. Martin, Pres.
Baton Rouge	WAFB-FM	Modern Bcstg. Co.	104.3	Louis S. Prejean, Pres.

FM Stations in Operation

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Baton Rouge	WBRL	Baton Rouge Bcstg. Co., Inc.	98.1	Douglas L. Manship, Pres.
Baton Rouge	WLCS-FM	Airwaves, Inc.	101.1	Harry B. Nelson, Prog. Dir.
Lafayette	KVOL-FM	Evangeline Bcstg. Co., Inc.	96.1	Morgan Murphy, Pres.
Monroe	KMFM	Liner's Bcstg. Station, Inc.	104.1	J. C. Liner, Pres.
New Orleans	WDSU-FM	WDSU Bcstg. Service	105.3	Edgar B. Stern, Pres.
New Orleans	WRCM	Supreme Bcstg. Co., Inc.	97.1	William Cortada, Pres
New Orleans	WSMB-FM	WSMB, Inc.	102.7	N. L. Carter, Pres.
New Orleans	WTPS-FM	Times Picayune Pub. Co.	95.7	L. K. Nicholson, Pres.
New Orleans	WWLH	Loyola University	100.3	Rev. T. J. Shields, Pres.
Shreveport	KRMD-FM	Radio Station KRMD	101.1	Glenn V. Wilson, Mgr.
Shreveport	KWKH-FM	International Bcstg. Corp.	94.5	John D. Ewing, Pres.

MAINE

Bangor	WGUY-FM	Guy Gannett Bcstg. Service	93.1	Guy P. Gannett, Pres.
Lewiston	WCOU-FM	Twin City Bcstg. Co., Inc.	93.9	Faust Couture, Pres.

MARYLAND

Annapolis	WNAV-FM	Capital Bcstg. Co.	99.1	Albert H. MacCarthy, Pres.
Baltimore	WCAO-FM	Monumental Radio Co.	102.7	Lewis M. Milbourne, Pres.
Baltimore	WITH-FM	Maryland Bcstg. Co.	104.3	Thomas G. Tinsley, Jr., Pres.
Baltimore	WWIN-FM	Belvedere Bcstg. Corp.	94.7	Thomas F. McNulty, Pres.
Bethesda	WBCC-FM	Bdcst. Mgment. Inc.	106.3	Willard Egolf, Pres.
Bradbury Heights	WBUZ	Chesepeake Bcstg. Co., Inc.	96.7	Leslie L. Altmann, Pres.
Cumberland	WCUM-FM	Tower Realty Co.	102.9	Karl F. Steinmann, Owner
Cumberland	WTBO-FM	Cumberland Bcstg. Co.	106.9	Mrs. Aurelia S. Becker, Owner
Frederick	WFMD-FM	Menocacy Bcstg. Co.	99.9	Laurence Leonard, Pres.
Hagerstown	WJEJ-FM	Hagerstown Bcstg. Co., Inc.	104.7	Grover C. Crilley, Pres.
Salisbury	WBOC-FM	Peninsula Bcstg. Co.	97.5	John W. Downing, Pres.
Silver Spring	WGAY-FM	Tri-Suburban Bcstg. Corp.	102.3	John W. Kluge, Pres.
Silver Spring	WOOK-FM	United Bcstg. Co.	95.9	Richard Eaton, Pres.

MASSACHUSETTS

Boston	WBZ-FM	Westinghouse Radio Stations, Inc.	92.9	Walter Evans, Pres.
Boston	WCOP-FM	Mass. Bcstg. Corp.	100.7	John Cowles, Pres.
Boston	WEEI-FM	Columbia Bcstg. System	103.3	Frank Stanton, Pres.
Boston	WHDH-FM	Matheson Radio Co., Inc.	94.5	Robert B. Choate, Pres.
Boston	WNAC-FM	The Yankee Network, Inc.	98.5	Linus Travers, Exec. V.-P.
Brockton	WBET-FM	Enterprise Pub. Co.	97.7	Charles A. Fuller, Gen. Mgr.
Cambridge	WXHR	Middlesex Bcstg. Corp.	96.9	Frank Lyman, Jr., Pres.
Chicopee	WACE-FM	Regional Bcstg. Co.	100.3	John S. Begley, Pres.
Greenfield	WHAI-FM	John Haigis	98.3	John W. Haigis, Pres.
Haverhill	WHAV-FM	Haverhill Gazette Co.	92.5	John T. Russ, Pres.
Holyoke	WHYN-FM	Hampden-Hampshire Corp.	93.1	Charles N. DeRose, Gen. Mgr.
Lawrence	WLAW-FM	Hildreth & Rogers Co.	93.7	Irving E. Rogers, Pres.
Lowell	WLLH-FM	Merrimac Bcstg. Co., Inc.	99.5	Gerald Harrison, Pres.
Lynn	WLYN-FM	Puritan Bcstg. Service, Inc.	105.5	Theodore Feinstein, Pres.
New Bedford	WBSM-FM	Bay State Bcstg. Co.	97.3	Joseph P. Duchaine, Pres.
New Bedford	WFMR	E. Anthony & Sons	98.1	Basil Brewer, Pres.
Pittsfield	WBEC-FM	Western Mass. Bcstg. Co.	94.3	Lawrence K. Miller, Pres.
Springfield	WBZA-FM	Westinghouse Radio Stations, Inc.	97.1	Walter Evans, Pres.
Springfield	WMAS-FM	WMAS, Inc.	94.7	Gerald Harrison, Pres.
Springfield	WSFL-FM	Springfield Bcstg. Co.	101.9	C. M. Minitsas, Gen. Mgr.
Springfield	WSPR-FM	WSPR, Inc.	97.9	Quincy A. Brackett, Pres.
West Yarmouth	WOCB-FM	E. Anthony & Sons, Inc.	94.3	Basil Brewer, Pres.
Worcester	WGTR	Yankee Network	99.1	Max Bradbar, Gen. Mgr.
Worcester	WTAG-FM	WTAG, Inc.	96.1	E. E. Hill, Exec. Vice-Pres.

MICHIGAN

Ann Arbor	WPAG-FM	Washtenaw Bcstg. Co.	98.7	Arthur E. Greene, Pres.
Battle Creek	WELL-FM	Federated Publications, Inc.	101.2	D. E. Jayne, Gen. Mgr.
Bay City	WBCM-FM	Bay Bcstg. Co., Inc.	96.1	Harley D. Peet, Pres.
Benton Harbor	WHFB-FM	Palladium Pub. Co.	99.9	S. R. Banyon, Pres.
Detroit	WDET	UAW-CIO Bcstrs. Corp.	101.9	Guy T. Nunn, Gen. Mgr.
Detroit	WJBK-FM	Fort Industry Co.	93.1	George B. Storer, Pres.
Detroit	WJLB-FM	Booth Radio & TV Station Inc.	97.9	John L. Booth, Pres.
Detroit	WJR-FM	WJR, The Goodwill Stations, Inc.	96.3	G. A. Richards, Chmn. of Bd.
Detroit	WLDM	Lincoln Bcstg. Co.	95.5	Ellis C. Thompson, Gen. Mgr.
Detroit	WWJ-FM	Evening News Assn.	97.1	Harry Bannister, Gen. Mgr.
Detroit	WXYZ-FM	WXYZ, Inc.	101.1	James G. Riddell, Gen. Mgr.
Flint	WAJL	Advertisers Press, Inc.	107.1	Myron Weingarden, Pres.

FM Stations in Operation

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
MICHIGAN				
Grand Rapids	WFRS	Grand Rapids Bcstg. Corp	92.5	Gerald R. Loop, Pres.
Grand Rapids	WLAV-FM	Leonard A. Versluis	96.9	Leonard A. Versluis, Owner
Jackson	WIBM-FM	WIBM, Inc.	92.3	Herman Radner, Pres.
Mt. Clemens	WMLN	Macomb Pub. Co.	106.3	Paul W. McKee, Pres.
Muskegon	WKBZ-FM	Ashbacker Radio Corp.	98.9	Grant F. Ashbacker, Pres.
Owosso	WOAP-FM	Argus Press Co.	103.1	M. H. Wirth, Gen. Mgr.
Pontiac	WCAR-FM	WCAR, Inc.	99.5	H. Y. Levinson, Pres.
Port Huron	WTTH-FM	Times-Herald Co.	99.1	F. Granger Weil, Pres.
Royal Oak	WEXL-FM	Royal Oak Bcstg. Co.	104.3	George B. Hartrick, Pres.
Saginaw	WSAM-FM	Saginaw Bcstg. Co.	98.1	M. L. Greenebaum, Pres.
Wyandotte	WJJW	The Wyandotte News Co.	103.1	Strauss Gantz, Pres.
MINNESOTA				
Duluth	WEBC-FM	Head of the Lakes Bcstg. Co.	92.3	Morgan Murphy, Pres.
Mankato	KYSM-FM	F. B. Clements & Co.	103.5	John F. Meagher, Gen. Mgr.
Minneapolis	KTIS-FM	Northwestern Schools	98.5	Dr. William Graham, Pres.
Minneapolis-St. Paul	WTCN-FM	Minn. Bcstg. Corp.	97.1	W. J. McNally, Pres.
Northfield	WCAL-FM	St. Olaf College	95.7	Milford Jensen, Oprs. Dir.
St. Cloud	KFAM-FM	Times Pub. Co.	104.7	Fred Schilplin, Pres.
Minneapolis	KSTP-FM	KSTP, Inc.	102.1	Stanley E. Hubbard, Pres.
Minneapolis	WMIN-FM	WMIN Bcstg. Co.	99.5	Frank M. Devaney, V.-P.
Winona	KWNO-FM	Winona Radio Service	97.5	M. H. White, Pres.
MISSISSIPPI				
Greenville	WJPR-FM	Radio Services Co.	101.9	Emmett H. McMurry, Jr., Pres.
Gulfport	WGCM-FM	WGCM Bcstg. Co.	101.5	Hugh O. Jones, Pres.
Hattiesburg	WRFM-FM	Forrest Bcstg. Co., Inc.	97.9	C. J. Wright, Sr., Pres.
Jackson	WJDX-FM	Lamar Life Insur. Co.	102.9	Wiley P. Harris, Gen. Mgr.
Meridian	WMOX-FM	Birney Imes, Jr.	98.5	Birney Imes, Jr., Pres.
MISSOURI				
Cape Girardeau	KFVS-FM	Hirsch Bcstg. Co.	95.7	Oscar C. Hirsch, Pres.
Cape Girardeau	KGMO	Cape Co. Bcsting Co.	97.7	Richard C. Brandt, Gen. Mgr.
Clayton	KFUO-FM	Lutheran Church	99.1	Herman H. Hohenstein, Dir.
Farmington	KREI-FM	Cecil W. Roberts	100.1	Cecil W. Roberts, Owner
Jefferson City	KWOS-FM	Capital Bcstg. Co.	98.5	R. C. Goshorn, Pres.
Joplin	WMBH-FM	Joplin Bcstg. Co.	96.1	D. J. Poynor, Pres.
Kansas City	KCMO-FM	KCMO Bcstg. Co.	94.9	T. L. Evans, Pres.
Kansas City	KOZY	Commercial Radio Equip. Co.	98.1	Everett L. Dillard, Pres.
Kennett	KBOA-FM	Kennett Bcstg. Corp.	98.9	Paul C. Jones, Pres.
Poplar Bluff	KWOC-FM	Poplar Bluff Bcsting Co.	94.5	A. L. McCarthy, Pres.
St. Louis	KXOK-FM	Star Times Pub. Co.	93.7	Elzey Roberts, Pres.
Sedalia	KDRO-FM	Milton J. Hinlein	99.7	Milton J. Hinlein, Pres.
Springfield	KTTS-FM	Independent Bcstg. Co.	94.7	J. H. G. Cooper, Pres.
NEBRASKA				
Lincoln	KFOR-FM	Cornbelt Bcstg. Corp.	102.9	James Stuart, Pres.
Omaha	KBON-FM	Inland Bcstg. Co.	98.7	Paul R. Fry, Vice-Pres.
NEVADA				
Las Vegas	KENO-FM	Nev. Bcstg. Co.	103.9	Maxwell Kelch, Owner
NEW HAMPSHIRE				
Claremont	WTSV-FM	Granite State Bcstg. Co., Inc.	106.1	William J. Barkley, Pres.
Manchester	WKBR-FM	Granite State Bcstg. Co., Inc.	100.1	William J. Barkley, Pres.
Manchester	WMUR-FM	The Radio Voice of N. H., Inc.	95.7	Hon. Francis P. Murphy, Pres.
Nashua	WOTW-FM	Nashua Bcstg. Corp.	106.3	Arthur A. Newcomb, Pres.
NEW JERSEY				
Alpine	WFMN	Edwin H. Armstrong	93.1	Dr. Edwin H. Armstrong, Owner
Asbury Park	WJLK	Asbury Park Press, Inc.	94.3	Wayne D. McMurray, Pres.

• • • FM Stations in Operation • • •

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Atlantic City	WBAB-FM	Press-Union Pub. Co.	100.7	Albert J. Feyl, Pres.
Atlantic City	WFPG-FM	Neptune Bcstg. Co.	98.5	John H. Laux, Pres.
Bridgeton	WSNJ-FM	Eastern States Bcstg. Corp.	98.9	Paul Alger, Gen. Mgr.
Elizabeth	WPOE	Radio Elizabeth, Inc.	96.7	Robert C. Crane, Pres.
Newark	WAAT-FM	Bremer Bcstg. Corp.	94.7	Irving R. Rosenhaus, Pres.
Newark	WNJR-FM	North Jersey Radio, Inc.	102.7	Edward W. Scudder, Jr., Pres.
New Brunswick	WCTC-FM	Chanticleer Bcstg. Co.	98.3	James L. Howe, Pres.
New Brunswick	WDHN	Home News Pub. Co.	93.5	Hugh N. Bond, Gen. Mgr.
Paterson	WPAT-FM	North Jersey Bcstg. Co.	103.5	Richard Drukker, Pres.
Plainfield	WXNJ	WXNJ, Inc.	103.9	Lucien Merle, Pres.
Trenton	WTOA	Mercer Bcstg. Co.	97.5	Jerome P. McCarthy, Gen. Mgr.

NEW YORK

Albany	WROW-FM	Hudson Valley Bcstg. Co., Inc.	93.9	Dr. John J. Quinlan, Pres.
Auburn	WMBO-FM	WMBO, Inc.	96.1	William O. Dapping, Pres.
Binghamton	WENE-FM	Empire Newspapers Radio, Inc.	101.7	J. H. Ottoway, Pres.
Binghamton	WNBF-FM	Clark Assoc., Inc.	100.5	John C. Clark, Sr., Pres.
Bristol Center	WVBT	Rural Radio Network, Inc.	95.1	Harold L. Creal, Pres.
Buffalo	WBEN-FM	WBEN, Inc.	106.5	Edward H. Butler, Pres.
Buffalo	WBNY-FM	Roy L. Albertson	92.9	Roy L. Albertson, Pres.
Buffalo	WWOL-FM	Greater Erie Bcstg. Co.	104.1	Leon Wyszatycki, Pres.
Cherry Valley	WVCV	Rural Radio Network, Inc.	101.9	Harold L. Creal, Pres.
Corning	WCLI-FM	Corning Leader, Inc.	106.1	W. A. Underhill, Pres.
Cortland	WKRT-FM	Cortland Bcstg. Co., Inc.	99.9	Leighton A. Hope, Pres.
De Ruyter	WVCN	Rural Radio Network, Inc.	105.1	Harold L. Creal, Pres.
Hempstead	WHLI-FM	FM Bcstg. Corp.	98.3	Elias I. Godofsky, Sta. Mgr.
Hornell	WWHG	The W. H. Greenhow Co.	105.3	Louis G. Buisch, Gen. Mgr.
Ithaca	WHCU-FM	Cornell University	97.3	Michael R. Hanna, Gen. Mgr.
Jamestown	WXRC	Western N. Y. Bcstg. Co.	103.3	Thaddeus Podbielniak, Gen. Mgr.
Kenmore	WJTN-FM	James Bcstg. Co.	93.3	Jay E. Mason, Pres.
Lockport	WUSJ-FM	Lockport Union-Sun & Journal, Inc.	99.3	Egbert D. Corson, Pres.
Massena	WMSA-FM	The Brockway Co.	105.3	Louis Saiff, Gen. Mgr.
New Rochelle	WGNR	New Rochelle Bcstg. Svc., Inc.	93.5	Julian H. Gins, Pres.
New York	WABF-FM	Metropolitan Bcstg. & TV, Inc.	99.5	Ira A. Hirschmann, Pres.
New York	WCBS-FM	Columbia Bcstg. System	101.1	Frank Stanton, Pres.
New York	WFDR	WFDR Bcstg. Corp.	104.3	Frederick F. Umhey, Pres.
New York	WGHF	WGHF, Inc.	101.9	William G. H. Finch, Pres.
New York	WJZ-FM	American Bcstg. Co., Inc.	95.5	Robert Kintner, Pres.
New York	WMCA-FM	WMCA, Inc.	92.3	Nathan Straus, Pres.
New York	WMGM-FM	Marcus Loew Booking Agcy.	100.3	Bertrum Lebhar, Jr., Exec. Dir.
New York	WNBC-FM	National Bcstg. Co., Inc.	97.1	Joseph H. McConnell, Pres.
New York	WNYC-FM	City of N. Y. Municipal Bcstg. Sys.	93.9	Seymour N. Siegel, Gen. Mgr.
New York	WOR-FM	General Tele Radio, Inc.	98.7	Theodore C. Streibert, Pres.
New York	WQXR-FM	Interstate Bcstg. Co., Inc.	96.3	Arthur H. Sulzberger, Pres.
Niagara Falls	WHLD-FM	The Niagara Falls Gazette Pub. Co.	98.5	Earl C. Hull, Vice-Pres.
Ogdensburg	WSLB-FM	St. Lawrence Bcstg. Corp.	106.1	Joseph R. Brandy, Pres.
Olean	WHDL-FM	WHDL, Inc.	95.7	E. B. Fitzpatrick, Pres.
Poughkeepsie	WHVA	Poughkeepsie Newspapers, Inc.	104.7	M. C. Speidel, Pres.
Rochester	WHFM	Stromberg-Carlson Co.	98.9	William Fay, Vice-Pres.
Rochester	WRNY-FM	Monroe Bcstg. Co., Inc.	97.9	George B. Kelly, Pres.
Schenectady	WBCA	Capitol Bcstg. Co., Inc.	101.1	Leonard L. Asch, Pres.
Schenectady	WGFM	General Electric Co.	99.5	R. S. Peare, Vice-Pres.
Syracuse	WNDR-FM	Syracuse Bcstg. Corp.	102.5	T. Frank Dolan, Pres.
Syracuse	WSYR-FM	Central N. Y. Bcstg. Corp.	94.5	H. C. Wilder, Pres.
Troy	WFLY	The Troy Record Co.	92.3	Frank L. York, Gen. Mgr.
Troy	WTRI	Troy Bcstg. Co., Inc.	102.7	H. C. Wilder, Pres.
Utica	WIBX-FM	WIBX, Inc.	96.9	Margaret Brown Stevens, Pres.
Utica-Rome	WRUN-FM	Rome Sentinel Co.	105.7	Bradley C. Barnard, Pres.
Watertown	WWNY-FM	The Brockway Co.	100.5	John Johnson, Pres.
Wethersfield	WFNF	Rural Radio Network, Inc.	107.7	Harold L. Creal, Pres.
White Plains	WFAS-FM	Westchester Bcstg. Corp.	103.9	V. E. Macy, Jr., Pres.

NORTH CAROLINA

Asheboro	WGWR-FM	Asheboro Bcstg. Co.	92.3	Roy Cox, Pres.
Asheville	WLOS-FM	Skyway Bcstg. Corp.	104.3	Charles B. Britt, Vice-Pres.
Burlington	WBBB-FM	Alamance Bcstg. Co., Inc.	101.1	E. Z. Jones, Gen. Mgr.
Burlington	WFNS-FM	Burlington-Graham Bcstg. Co.	93.9	John C. Hanner, Gen. Mgr.
Charlotte	WAYS-FM	Intercity Adv. Co.	107.7	G. W. Dowdy, Pres.
Charlotte	WBT-FM	Jefferson Standard Bcstg. Co.	99.9	J. M. Bryan, Pres.
Charlotte	WIST	Bcstg. Co. of the South	104.7	B. Calhoun Hipp, Pres.
Charlotte	WSOC-FM	Radio Station WSOC, Inc.	103.5	E. J. Gluck, Pres.
Durham	WDNC-FM	Durham Radio Corp.	105.1	C. C. Council, Pres.
Elkin	WIFM	John A. Hinshaw	100.9	John A. Hinshaw, Owner
Fayetteville	WFNC-FM	Cape Fear Bcstg. Co.	98.1	Victor W. Dawson, Gen. Mgr.
Forest City	WBBO-FM	Rutherford County Radio Co., Inc.	93.3	Ed M. Anderson, Pres.
Gastonia	WGNC-FM	F. C. Todd	101.9	F. C. Todd, Pres.

FM Stations in Operation

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Goldsboro	WEQR	Eastern Carolina Bcstg. Co., Inc.	93.3	Daniel Trueblood, Sta. Mgr.
Greensboro	WFMY	Greensboro News Co.	97.3	Gaines Kelley, Gen. Mgr.
Greensboro	WGBG-FM	Greensboro Bcstg. Co., Inc.	100.3	Ralph M. Lambeth, Pres.
Henderson	WHNC-FM	Henderson Radio Corp.	92.5	S. S. Stevenson, Pres.
Hickory	WHKY-FM	Catawba Valley Bcstg. Co., Inc.	102.9	Carl V. Cline, Pres.
High Point	WHPE-FM	High Point Enterprise, Inc.	95.5	R. B. Terry, Pres.
High Point	WMFR-FM	Radio Station WMFR	99.5	Frank S. Lambeth, Pres.
Leaksville	WLOE-FM	Douglas L. Craddock	92.7	D. L. Craddock, Pres.
Lexington	WBUY-FM	Davidson County Bcstg. Co.	94.3	C. Robert Ray, Sta. Mgr.
Madison-Mayodan	WFMB	Mayo Bcstg. Corp.	93.5	J. B. Shelton, Pres.
Raleigh	WNAO-FM	News & Observer Pub. Co.	96.1	Frank Daniels, Gen. Mgr.
Raleigh	WPTF-FM	WPTF Radio Co.	94.7	Richard Mason, Gen. Mgr.
Raleigh	WRAL-FM	Capitol Bcstg. Co., Inc.	101.5	A. J. Fletcher, Pres.
Reidsville	WREV-FM	Reidsville Bcstg. Co.	102.1	William Oliver, Pres.
Roanoke Rapids	WCBT-FM	Radio Station WCBT, Inc.	98.5	S. E. Crew, Pres.
Rocky Mount	WFMA	Josh L. Horne, Jr.	100.7	Josh L. Horne, Pres.
Rocky Mount	WEED-FM	W. A. Wynne	92.1	W. A. Wynne, Pres.
Salisbury	WSTP-FM	Piedmont Bcstg. Corp.	106.5	Alex P. Beard, Gen. Mgr.
Sanford	WSNS	Thomas E. Barker	103.1	Thomas E. Barker, Pres.
Sanford	WWGP	Sandhills Bcsting Corp.	105.5	Frank L. Baber, Co-owner
Shelby	WOHS-FM	Western Carolina Radio Corp.	96.1	Lee B. Weathers, Pres.
Statesville	WSIC-FM	Statesville Bcstg. Co., Inc.	105.7	Dr. James W. Davis, Pres.
Thomasville	WTNC-FM	Thomasville Bcstg. Co.	98.3	G. W. Lyles, Pres.
Wilmington	WMFD-FM	Richard Austin Dunlea	96.3	Richard Austin Dunlea, Pres.
Winston-Salem	WAIR-FM	WAIR Bcstg. Co.	93.1	George D. Walker, Gen. Mgr.
Winston-Salem	WSJS-FM	Piedmont Pub. Co.	104.1	Gordon Gray, Pres.

OHIO

Akron	WAKR-FM	Summit Radio Corp.	97.5	S. Bernard Berk, Pres.
Alliance	WFAH	Review Pub. Co.	101.7	Mrs. Alice C. Hoiles, Pres.
Ashland	WATG	Beer & Koehl	101.3	Robert M. Beer, Gen. Mgr.
Ashtabula	WICA-FM	WICA, Inc.	103.7	R. B. Rowley, Pres.
Bellaire	WTRF-FM	Tri-City Bcstg. Co.	100.5	Robert W. Ferguson, Gen. Mgr.
Canton	WAND-FM	P. C. Wilson	92.5	P. C. Wilson, Pres.
Canton	WCMW-FM	Stark Bcstg. Corp.	94.9	S. L. Huffman, Pres.
Canton	WHBC-FM	The Ohio Bcstg. Co.	94.1	Eugene Carr, Radio Dir.
Cincinnati	WCPO-FM	Scripps-Howard Radio, Inc.	105.1	Jack R. Howard, Pres.
Cincinnati	WKRC-FM	Radio Cincinnati	101.9	Hulbert Taft, Jr., Pres.
Cincinnati	WLWA	Crosley Bcstg. Corp.	101.1	James D. Shouse, Chmn. of Bd.
Cincinnati	WSAI-FM	Buckeye Bcstg. Co.	102.7	Marshall Field III, Pres.
Cleveland	WCUO	UAW-CIO Bcstg. Corp.	103.3	Ralph M. Wallace, Gen. Mgr.
Cleveland	WERE-FM	Cleveland Bcstg. Corp.	98.5	Ray T. Miller, Pres.
Cleveland	WHK-FM	United Bcstg. Co.	100.7	Kenneth K. Hackathorn, Gen. Mgr.
Cleveland	WJW-FM	WJW, Inc.	104.1	William M. O'Neil, Pres.
Cleveland	WSRS-FM	WSRS, Inc.	95.3	S. R. Sague, Pres.
Cleveland	WTAM-FM	National Bcstg. Co.	105.7	John McCormick, Gen. Mgr.
Columbus	WCOL-FM	The Pixley's	92.3	L. A. Pixley, Pres.
Columbus	WELD	Radio Ohio, Inc.	97.1	Richard A. Borel, Gen. Mgr.
Columbus	WHKC-FM	United Bcstg. Co.	98.7	Sterling Graham, Pres.
Columbus	WLWF	Crosley Bcstg. Corp.	96.3	R. E. Dunville, Pres.
Columbus	WVKO	Sky Way Bcstg. Corp.	94.7	Gustav Hirsch, Pres.
Dayton	WHIO-FM	Miami Valley Bcstg. Corp.	99.1	James M. Cox, Jr., Pres.
Dayton	WLWB	Crosley Bcstg. Corp.	97.5	R. E. Dunville, Pres .
Dayton	WTWO	Skyland Bcstg. Corp.	104.7	Ronald B. Woodyard, Pres.
Elyria	WEOL-FM	Elyria-Lorain Bcstg. Co.	107.3	Roy W. Ammel, Pres.
Findlay	WFIN-FM	Findlay Pub. Co.	100.5	R. L. Heminger, Pres.
Fostoria	WFOB	Seneca Radio Corp.	105.5	Andrew Emerine, Pres.
Fremont	WFRO-FM	Robert F. Wolfe Co.	99.3	Robert F. Wolfe, Pres.
Hamilton	WMOH-FM	Fort Hamilton Bcstg. Co.	103.5	Robert J. Briede, Pres.
Lima	WIMA-FM	Northwestern Ohio Bcstg. Corp.	102.1	G. E. Hamilton, Pres.
Lima	WLOK-FM	The Fort Industry Co.	103.3	George B. Storer, Pres.
Newark	WCLT	Advocate Prtg. Co.	100.3	Frank W. Spencer, Pres.
Portsmouth	WPAY-FM	The Scioto Bcstg. Co.	104.1	Roy D. Moore, Pres.
Steubenville	WSTV-FM	The Valley Bcstg. Co.	103.5	Jack N. Berkman, Pres.
Toledo	WSPD-FM	The Fort Industry Co.	101.5	George P. Storer, Pres.
Toledo	WTOL-FM	Community Bcstg. Co.	104.7	Frazier Reams, Pres.
Toledo	WTRT	Unity Corp., Inc.	99.9	Edward Lamb, Pres.
Wooster	WWST-FM	Wooster Republican Prtg. Co.	104.5	E. B. Evans, Gen. Mgr.
Worthington	WRFD-FM	Peoples Bcstg. Corp.	97.9	James R. Moore, Pres.
Youngstown	WFMJ-FM	WFMJ Bcstg. Co.	105.1	William F. Maag, Pres.
Youngstown	WKBN-FM	WKBN Bcstg. Corp.	98.9	W. P. Williamson, Jr., Pres

OKLAHOMA

Durant	KSEO-FM	Democrat Prtg. Co.	107.3	Leroy Moses, Gen. Mgr.
Enid	KCRC-FM	Enid Radiophone Co.	102.7	Milton B. Garber, Pres.
Muskogee	KBIX-FM	Okla. Press Pub. Co.	98.5	Tams Bixby, Jr., Pres.

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Muskogee	KMUS-FM	Muskogee Bcstg. Co.	101.5	W. J. Rea, Sr., Pres.
Oklahoma City	KOCY-FM	Plaza Court Bcstg. Co.	94.7	John D. Thomas, Pres.
Oklahoma City	KOMA-FM	KOMA, Inc.	105.9	John Toole Griffin, Pres.
Oklahoma City	KTOK-FM	KTOK, Inc.	104.3	O. L. Taylor, Pres.
Stillwater	KSPI-FM	Stillwater Pub. Co.	93.9	C. R. Bellatti, Pres.
Tulsa	KAKC-FM	Public Radio Corp.	95.5	Sam E. Avey, Pres.
Tulsa	KTUL-FM	Tulsa Bcstg. Co.	97.1	John Toole Griffin, Pres.

OREGON

Albany	KWIL-FM	Central Willamette Bcstg. Co.	101.7	R. R. Cronise, Pres.
Eugene	KUGN-FM	KUGN, Inc.	99.1	C. H. Fisher, Pres.
Grants Pass	KGPO	Southern Ore. Bcstg. Co.	96.9	A. E. Voorhies, Pres.
Portland	KEX-FM	Westinghouse Radio Stations, Inc.	92.3	Walter Evans, Pres.
Portland	KOIN-FM	KOIN, Inc.	101.1	Marshall Field, Pres.
Portland	KPFM	Bcstrs. Ore., Ltd.	97.1	Stanley M. Goard, Pres.
Portland	KPOJ-FM	KPOJ, Inc.	98.7	P. L. Jackson, Pres.
Portland	KWJJ-FM	KWJJ Bcstg. Co.	95.5	W. J. Jerman, Pres.

PENNSYLVANIA

Allentown	WFMZ	Penn-Allen Bcstg. Co.	100.7	Raymond F. Kohn, Pres.
Allentown	WKAP-FM	WKAP, Inc.	106.3	N. J. Rahall, Pres.
Allentown	WSAN-FM	Lehigh Valley Bcstg. Co.	99.9	Bryan Musselman, Co-owner
Altoona	WFBG-FM	Gable Bcstg. Co.	103.7	George P. Gable, Pres.
Altoona	WJSW-FM	Altoona Bcstg. Co.	100.1	Herbert T. Wolf, Pres.
Bethlehem	WGPA-FM	The Bethlehem Globe Pub. Co.	95.1	Rolland L. Adams, Vice-Pres.
Butler	WBUT-FM	Eagle Printing Co.	103.9	James Rowe, Gen. Mgr.
Butler	WISR-FM	Butler Bcstg. Co.	97.7	David Rosenblum, Pres.
Chambersburg	WCHA-FM	Chambersburg Bcstg. Co., Inc.	95.9	John S. Booth, Gen. Mgr.
DuBois	WCED-FM	Tri-County Bcstg. Co., Inc.	102.1	H. T. Gray, Pres.
Easton	WEEX	Easton Pub. Co.	98.3	J. L. Stackhouse, Pres.
Easton	WEST-FM	Associated Bcstrs., Inc.	107.9	Clair R. McCollough, Sta. Exec.
Erie	WERC-FM	Presque Isle Bcstg. Co.	99.9	Jacob A. Young, Pres.
Erie	WLEU-FM	WLEU Bcstg. Corp.	97.9	Leo J. Omelian, Pres.
Harrisburg	WABX	WABX, Inc.	100.9	Harold O. Bishop, Pres.
Harrisburg	WHP-FM	WHP, Inc.	97.3	A. K. Redmond, Gen. Mgr.
Hazleton	WAZL-FM	Hazleton Bcstg. Co.	97.9	Victor C. Diehm, Pres.
Johnstown	WARD-FM	Central Bcstg. Co., Inc.	92.1	Paul Short, Pres.
Johnstown	WJAC-FM	WJAC, Inc.	95.5	W. W. Krebs, Pres.
Lancaster	WGAL-FM	WGAL, Inc.	101.3	Clair R. McCollough, Pres.
Lancaster	WLAN-FM	Peoples Bcstg. Co.	96.9	F. H. Altdoerffer, Pres.
Lebanon	WLBR-FM	Lebanon Bcstg. Co.	100.1	Lester P. Etter, Mng. Dir.
Lewiston	WLTN	Lewiston Bcstg. Co.	97.9	J. S. Woods, Vice-Pres.
McKeesport	WMCK-FM	Mon-Yough Bcstg. Co.	104.9	Robert M. Cox, Pres.
Meadville	WMGW-FM	Meadville Bcstg. Svc., Inc.	100.3	H. C. Winslow, Pres.
New Castle	WKST-FM	WKST, Inc.	101.1	S. W. Townsend, Pres.
Philadelphia	KYW-FM	Westinghouse Radio Stations, Inc.	92.5	Walter Evans, Pres.
Philadelphia	WCAU-FM	WCAU, Inc.	98.1	Donald W. Thornburgh, Pres.
Philadelphia	WFIL-FM	Triangle Pub., Inc.	102.1	Roger Clipp, Gen. Mgr.
Philadelphia	WFLN	Franklin Bcstg. Corp.	95.7	L. M. C. Smith, Pres.
Philadelphia	WHAT-FM	Independence Bcstg. Co.	105.3	William A. Banks, Pres.
Philadelphia	WIBG-FM	Seaboard Radio Bcstg. Corp.	94.1	Paul F. Harron, Pres.
Philadelphia	WIP-FM	Penn. Bcstg. Co.	93.3	Benedict Gimbel, Jr., Pres.
Philadelphia	WPEN-FM	William Penn Bcstg. Co.	102.9	Albert J. Sylk, Pres.
Pittsburgh	KDKA-FM	Westinghouse Radio Stations, Inc.	92.9	Walter Evans, Pres.
Pittsburgh	KQV-FM	Allegheny Bcstg. Corp.	98.1	Charles T. Campbell, Pres.
Pittsburgh	WCAE-FM	WCAE, Inc.	96.1	Leonard Kapner, Pres.
Pittsburgh	WJAS-FM	Pgh. Radio Supply House, Inc.	99.7	H. K. Brennen, Pres.
Pittsburgh	WKJF	Mrs. A. J. R. Greer	93.7	Mrs. A. J. R. Greer, Pres.
Pittsburgh	WPIT-FM	WPIT, Inc.	101.5	John Laux, Pres.
Pittsburgh	WWSW-FM	WWSW, Inc.	94.5	O. M. Schloss, Jr., Pres.
Pottsville	WPAM-FM	Miners Bcstg. Svs.	95.5	J. L. Maguire, Pres.
Pottsville	WPPA-FM	A. V. Tidmore	101.9	A. V. Tidmore, Owner
Reading	WEEU-FM	Hawley Bcstg. Co.	92.9	Hawley Quier, Pres.
Scranton	WGBI-FM	Scranton Bcstrs. Inc.	101.3	M. E. Megargee, Pres.
Scranton	WARM-FM	Union Bcstg. Co.	93.7	Martin F. Memolo, Pres.
Scranton	WQAN-FM	The Scranton Times	92.3	Edward J. Lynett, Jr., Elizabeth R. Lynett, Owners
Sharon	WPIC-FM	Sharon Herald Bcstg. Co.	102.9	John Fahnline, Jr., Pres.
Sunbury	WKOK-FM	Sunbury Bcstg. Corp.	94.1	Harry H. Haddon, Pres.
Warren	WNAE-FM	Northern Allegheny Bcstg. Co.	92.1	David Potter, Jr., Pres.
Washington	WJPA-FM	Wash. Bcstg. Co.	104.3	William S. Yard, Pres.
Wilkes-Barre	WBRE-FM	Louis G. Baltimore	98.5	Louis G. Baltimore, Owner
Wilkes-Barre	WILK-FM	Wyoming Valley Bcstg. Co.	96.1	Dr. I. C. Morgan, Pres.
Wilkes-Barre	WIZZ	Scranton-Wilkes-Barre-Pittston Bcstg. Co., Inc.	103.3	Richard G. Evans, Pres.
Williamsport	WLYC	Lycoming Bcstg. Co.	105.1	John K. Keliher, Pres.

FM Stations in Operation

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Williamsport	WRAK-FM	WRAK, Inc.	100.3	E. M. Case, Pres.
York	WNOW-FM	Bcstg. Div., Helm Coal Co.	105.7	Lowell W. Williams, Gen. Mgr.
York	WRZE	White Rose Bcstg. Co.	98.5	Charles M. Gitt, Pres.
York	WSBA-FM	The Susquehanna Bcstg. Co.	103.3	Louis J. Appell, Pres.

RHODE ISLAND

Providence	WJAR-FM	The Outlet Co.	95.5	Mortimer L. Burbank, Pres.
Providence	WLIV	Colonial Bcstg. Co.	107.7	Augustus M. Wilson, Pres.
Providence	WPJB	Providence Journal Co.	105.1	George Pierce Metcalf, Pres.
Providence	WPRO-FM	Cherry & Webb Bcstg. Co.	92.3	William S. Cherry, Jr., Pres.
Woonsocket	WWON-FM	Woonsocket Bldg. Co.	105.5	Mrs. M. S. Palmer, Pres.

SOUTH CAROLINA

Anderson	WCAC	Wilton E. Hall	101.1	Wilton E. Hall, Owner
Charleston	WCSC-FM	WCSC, Inc.	96.9	John M. Rivers, Pres.
Charleston	WTMA-FM	Atlantic Coast Bcstg. Co.	95.1	Edward Manigault, Pres.
Columbia	WIS-FM	Bcsting. Co. of the South	94.5	G. Richard, Shafto, V.-P.
Greenville	WESC-FM	Greenville Bcstg. Co.	92.5	Mrs. Scott Russell, Pres.
Greenville	WFBC-FM	News-Piedmont Co.	93.7	B. H. Peace, Pres.
Greenville	WMRC-FM	Textile Bcstg. Co.	94.9	R. A. Jolley, Sr., Pres.
Greenwood	WCRS-FM	Grenco, Inc.	95.7	Douglas Featherstone, Pres.
Rock Hill	WRHI-FM	York County Bcstg. Co.	97.5	James S. Beaty, Jr., Gen. Mgr.
Spartanburg	WDXY	Spartan Radiocasting Co.	100.5	Walter J. Brown, Pres.
Spartanburg	WSPA-FM	Surety Bcstg. Co.	98.9	Francis Hipp, Pres.

SOUTH DAKOTA

Rapid City	KOTA-FM	B. H. Bcstg. Co. of Rapid City	94.7	Robert J. Dean, Pres.

TENNESSEE

Bristol	WOPI-FM	Radiophone Bcstg. Sta. WOPI, Inc.	96.9	W. A. Wilson, Sr., Pres.
Chattanooga	WDOD-FM	WDOD Bcstg. Corp.	96.5	Norman A. Thomas, Vice-Pres.
Chattanooga	WVUN	Unity Bcstg. Corp. of Tenn.	98.1	John S. Martin, Pres.
Jackson	WTJS-FM	Sun Pub. Co.	100.7	A. A. Stone, Pres.
Johnston City	WJHL-FM	WJHL, Inc.	100.7	W. H. Lancaster, Pres.
Kingsport	WKPT-FM	Kingsport Bcstg. Co., Inc.	98.5	C. P. Edwards, Jr., Pres.
Knoxville	WBIR-FM	Radio Station WBIR, Inc.	93.3	Gilmore N. Nunn, Pres.
Knoxville	WROL-FM	Mountcastle Bcsting. Co.	97.3	P. Mountcastle, Pres.
Memphis	WHHM-FM	Mid-South Bcstg. Corp.	106.9	P. E. Furlow, Pres.
Memphis	WMCF	Memphis Pub. Co.	99.7	H. W. Slavick, Gen. Mgr.
Nashville	WSIX-FM	WSIX Bcstg. Station	97.5	Jack M. Draughon, Gen. Mgr.
Nashville	WSM-FM	WSM, Inc.	103.3	John H. DeWitt, Jr., Pres.

TEXAS

Amarillo	KFDA-FM	Amarillo Bcstg. Corp.	100.3	Gilmore Nunn, Pres.
Beaumont	KRIC-FM	The Enterprise Co.	99.5	E. C. Davis, Vice-Pres.
Baytown	KREL-FM	Tri-Cities Bcstg. Co.	92.1	Robert Matherne, Pres.
Belton	KMHB	Mary Hardin-Baylor Coll.	97.1	Dr. Gordon G. Singleton, Gen. Mgr.
Cleburne	KCLE-FM	Marti, Inc.	94.3	George W. Marti, Owner
Dallas	KIXL-FM	Variety Bcstg. Co., Inc.	104.5	Lee Segall, Pres.
Dallas	KRLD-FM	KRLD Radio Corp.	92.5	John W. Runyon, Pres.
Dallas	KYBS	Baptist Gen. Convention of Texas.	107.9	Dr. R. Alton Reed, Gen. Mgr.
Dallas	WRR-FM	City of Dallas	101.1	Dale Drake, Gen. Mgr.
Denton	KDNT-FM	Harwell V. Shepard	106.3	Harwell V. Shepard, Gen. Mgr.
Edinburg	KURV-FM	J. C. Looney	104.9	J. C. Looney, Owner
Fort Worth	WBAP-FM	Carter Publications, Inc.	100.5	Amon Carter, Pres.
Galveston	KLUF-FM	The KLUF Bcstg. Co., Inc.	98.7	George Roy Clough, Pres.
Houston	KPRC-FM	Houston Post Co.	102.9	W. P. Hobby, Pres.
Houston	KTRH-FM	KTRH Bcstg. Co.	101.1	B. F. Orr, Pres.
Houston	KXYZ-FM	Shamrock Bcstg. Co.	96.5	Glenn H. McCarthy, Pres.
Houston	KLTI-FM	R. G. LeTourneau, Inc.	105.9	R. G. LeTourneau, Pres.
Longview	KRBA-FM	Darrell E. Yates	95.5	Darrell E. Yates, Pres.
Lufkin	KISS	The Walmac Co.	99.5	Howard W. Davis, Owner
San Antonio	KONO-FM	Mission Bcstg. Co.	92.9	Eugene J. Roth, Pres.
San Antonio	KTSA-FM	Sunshine Bcstg. Co.	101.5	Frank G. Huntress, Jr., Pres.
Temple	KTEM-FM	Bell Bcstg. Co., Inc.	107.5	Frank W. Mayborn, Pres.
Texarkana	KCMC-FM	KCMC, Inc.	98.1	Frank O. Myers, Gen. Mgr.
Tyler	KGKB-FM	Mrs. Lucille Buford	101.5	Mrs. Lucille Bulford, Owner
Wichita Falls	KWFT-FM	KWFT, Inc.	99.9	Kenyon Brown, Pres.

UTAH

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Salt Lake City	KDYL-FM	Intermountain Bcstg. & TV Corp.	98.7	S. S. Fox, Pres.
Salt Lake City	KSL-FM	Radio Svc. Corp. of Utah	100.3	J. R. Clark, Pres.

VIRGINIA

Arlington	WARL-FM	Northern Va. Bcstrs., Inc.	105.1	R. Kilbourne Castell, Pres.
Crewe	WSVS-FM	Southern Va. Bcstg. Corp.	104.7	C. S. Willis, Pres.
Danville	WBTM-FM	Piedmont Bcstg. Corp.	97.9	L. N. Dibrell, Pres.
Harrisonburg	WSVA-FM	Shenandoah Valley Bcstg. Corp.	100.7	Frederick L. Allman, Pres.
Lynchburg	WLVA-FM	Lynchburg Bcstg. Corp.	97.5	Edward A. Allen, Pres.
Lynchburg	WWOD-FM	Old Dominion Bcstg. Corp.	100.1	David Hugh Dillard, Pres.
Martinsville	WMVA-FM	Martinsville Bcstg. Co.	96.3	William C. Barnes, Pres.
Newport News	WGH-FM	Hampton Roads Bcstg. Corp.	96.5	Raymond B. Bottom, Pres.
Norfolk	WRVC	Larus & Bros. Co., Inc.	102.5	C. T. Lucy, Gen. Mgr.
Norfolk	WTAR-FM	WTAR Radio Corp.	97.3	Campbell Arnoux, Pres.
Portsmouth	WSAP-FM	Portsmouth Radio Corp.	99.7	T. E. Gilman, Pres.
Richmond	WCOD	Haven & Martin, Inc.	98.1	Wilbur M. Havens, Pres.
Richmond	WLEE-FM	Lee Bcstg. Corp.	102.9	Thomas G. Tinsley, Jr., Pres.
Richmond	WRNL-FM	Richmond Radio Corp.	102.1	D. Tennant Bryan, Pres.
Richmond	WRVB	Larus & Bros. Co., Inc.	94.5	C. T. Lucy, Gen. Mgr.
Roanoke	WDBJ-FM	Times World Corp.	94.9	J. P. Fishburn, Pres.
Roanoke	WROV-FM	Radio Roanoke, Inc.	103.7	Leo F. Henebry, Pres.
Roanoke	WSLS-FM	Roanoke Bcstg. Corp.	99.1	Paul C. Buford, Pres.
Suffolk	WLPM-FM	Suffolk Bcstg. Corp.	107.7	Fred L. Hart, Pres.
Winchester	WRFL	Richard Field Lewis, Jr.	92.5	Richard Field Lewis, Jr., Pres.

WASHINGTON

Longview	KWLK-FM	Twin City Bcstg. Corp.	103.9	C. O. Chatterton, Pres.
Richland	KALE-FM	Yakima Bcsting. Co.	103.9	Robert S. McCaw, Pres.
Seattle	KING-FM	King Bcstg. Co.	98.1	Henry B. Owens, Pres.
Seattle	KIRO-FM	Queen City Bcstg. Co.	100.7	Saul Haas, Pres.
Seattle	KISW	Ellwood W. Lippincott.	99.9	E. W. Lippincott, Pres.
Seattle	KOMO-FM	Fishers' Blend Station, Inc.	98.9	O. W. Fisher, Pres.
Tacoma	KTNT	Tacoma News Tribune.	97.3	Leonard H. Higgins, Mgr.

WEST VIRGINIA

Beckley	WCFC	Beckley Newspapers Corp.	101.3	E. J. Hodel, Gen. Mgr.
Beckley	WJLS-FM	Joe L. Smith, Jr.	99.5	Joe L. Smith, Jr., Pres.
Charleston	WGKV-FM	Kanawha Valley Bcstg. Co.	98.5	R. M. Venable, Pres.
Charleston	WKNA-FM	Joe L. Smith, Jr.	97.5	Joe L. Smith, Jr., Pres.
Clarksburg	WPDX-FM	Clarksburg Bcstg. Corp.	95.1	O. L. Billingsley, Pres.
Fairmont	WJPB	Fairmont Bcstg. Co.	92.3	J. Patrick Beacom, Pres.
Huntington	WHTN-FM	Greater Huntington Radio Corp.	100.5	A. B. Hyman, Pres.
Huntington	WPLH-FM	Huntington Bcstg. Corp.	102.5	Flem J. Evans, Pres.
Logan	WLOG-FM	Clarence H. Frey, Robert O. Greever	103.3	C. H. Frey, R. O. Greever, Owners
Martinsburg	WEPM-FM	Martinsburg Bcstg. Co.	94.3	C. Leslie Golliday, Gen. Mgr.
Morgantown	WAJR-FM	W. Va. Radio Corp.	99.3	Mrs. A. J. R. Greer, Chief Owner
Oak Hill	WOAY-FM	Robert R. Thomas, Jr.	94.1	Robert R. Thomas, Jr., Owner
Parkersburg	WPAR-FM	Ohio Valley Bcstg. Corp.	106.5	George H. Clinton, Vice-Pres.
Wheeling	WKWK-FM	Community Bcstg., Co.	97.3	Joe L. Smith, Jr., Pres.
Wheeling	WWVA-FM	The Fort Industry Co.	98.7	George B. Storer, Pres.

WISCONSIN

Eau Claire	WEAU-FM	Central Bcstg. Co.	94.1	W. C. Bridges, Pres.
Green Bay	WJPG-FM	Green Bay Newspaper Co.	101.1	A. B. Turnbull, Pres.
Janesville	WCLO-FM	Southern Wisc. Radio, Inc.	99.9	Sidney H. Bliss, Pres.
Madison	WFOW	Earl W. Fessler.	104.9	Earl W. Fessler, Pres.
Madison	WIBA-FM	Badger Bcstg. Co.	101.5	William T. Evjue, Pres.
Madison	WISC-FM	Radio Wisc., Inc.	98.9	Morgan Murphy, Pres.
Marshfield	WDLB-FM	Dairyland's Bcstg. Svc., Inc.	103.9	Lloyd L. Felker, Pres.
Merrill	WLIN-FM	Alvin E. O'Konski.	100.7	Alvin E. O'Konski, Pres.
Milwaukee	WEMP-FM	Milwaukee Bcstg. Co.	94.1	G. L. Roberts, Pres.
Milwaukee	WISN-FM	Hearst Radio, Inc.	102.9	G. W. Grignon, V.-P.
Neenah	WNAM-FM	Neenah Menasha Bcstg. Co.	98.5	Don C. Wirth, Vice-Pres.
Oshkosh	WOSH-FM	Oshkosh Bcstg. Co.	92.9	William F. Johns, Jr., Chief Owner
Poynette	WWCF	William C. Forrest.	94.9	William C. Forrest, Pres.
Racine	WRJN-FM	Racine Bcstg. Corp.	100.7	Frank R. Starbuck, Pres.
Rice Lake	WJMC-FM	WJMC, Inc.	96.3	Walter C. Bridges, Pres.
Sheboygan	WHBL-FM	WHBL, Inc.	100.3	A. Matt Werner, Pres.
Waukesha	WAUX-FM	Waukesha Bcstg. Co.	95.3	Carl Taylor, Pres.
Wisconsin Rapids	WFHR-FM	William F. Huffman Radio, Inc.	103.3	Mrs. Louise Huffman, Pres.

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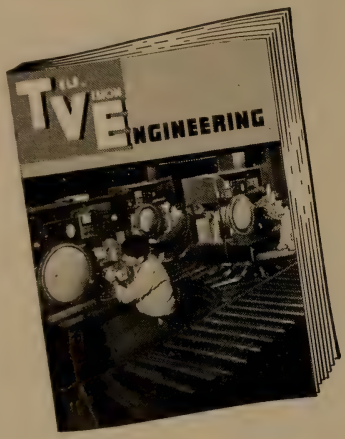
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Phone: HAymarket 1-6800

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PRODUCTS: Knight wire recorder, Knight tape recorder, Knight amplifiers, from 8 to 80 watts, Knight FM-AM tuner, Knight FM-AM chassis.

American Structural Products Co.
subsidiary of
Owens-Illinois Glass Co.

Box 1935, Toledo 1, O.
Phone: FA. 6543

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Industrial & Electronics
Sales Mgr. .....J. P. Kearney
Sales Promotion Mgr.....Harlan Hobbs
Advertising Mgr.....W. E. McWhorter

PRODUCTS: Cathode ray bulbs, hand blown hard and soft glass bulbs, and lime glass tubing, electronic glass, tube and rod specialties.

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25 Washington St., Brooklyn 1, N. Y.
Phone: MAin 5-2050

Pres. & Sales Manager.....Sam Norris
Dir. of Eng.....Dr. A. Senauke
Advertising Mgr.....Louis Shappe
Export Managers.....Rocke International

PRODUCTS: Cathode Ray Receiving & Transmitting Tubes; Power & Transmitting Tapes; Special Purpose Tubes; Radiotron Counters.

American Television & Radio Co.

300 East Fourth St., St. Paul 1, Minn.
Phone: Cedar 3791

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Credit Manager.....Henry Blehert
Purchasing Agent.....Albert A. Goffstein
Export Managers.....Lincoln Export Co.
Service Manager.....Allan Degnan

PRODUCTS: Auto Radio Vibrators, Heavy Duty Inverter Vibrators, DC-AC Inverters, Vibrator Packs, Battery Eliminators, and Rectifier Power Supplies.

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11 W. 42St., New York 18, N. Y.
Phone: LOngacre 5-6622

President .....Ernest V. Amy
Pur. Agt. & Credit Mgr.....Frank King

Chief Engineer.....Julius G. Aceves
Sales Manager.....F. A. Klingenschmitt
PRODUCTS: Master antenna systems, TV and FM antennas. Electronic developments.

Andrea Radio Corp.

27-01 Bridge Plaza North, L.I.C.1, N.Y.
Phone: STillwell 4-5411
President .....Frank A. D. Andrea
Sales Manager .....Lynn Eaton
Gen. Sec. & Chief Engineer .....Charles M. Sherwood
Sales Prom. & Advtg. Mgr....Jack L. Hobby
Plent Mgr.....Joseph A. Poitras
Service Mgr.....Joseph Haug
Credit Manager.....Victor J. Buck
Purchasing Agent.....Bruce B. Donald
Industrial Relations Mgr.....John Andrea
Export Manager.....Ramon Masvidal
PRODUCTS: Radio and TV-FM receivers and TV-AM-FM phono. combinations.

Andrew Corporation

363 E. 75 St., Chicago 19, Ill.
Phone: TRiangle 4-4400
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President .....Mrs. A. S. Andrew
V.-P. & Director of Sales Eng.....C. R. Cox
Production Mgr.....D. M. Smith
Chief Engineer.....J. S. Brown
Controller .....W. J. Mather
PRODUCTS: Coaxial transmission line FM-AM-TV, antennas FM broadcast, antenna phasing equipment and accessories, tower lighting equipment, indicating devices (misc.), monitoring equipment relays, transformers, UHF and VHF equipment and accessories.

Ansley Radio & Television, Inc.

41 St. Joe's Ave., Trenton 9, N. J.
Phone: TRenton 4-1175
President .....Bernard Fein
Purchasing Agent.....Gordon Poole
Traffic Manager .....John Forman
PRODUCTS: AM-FM console with phonograph; TV, table, console; FM table, FM console, AM-FM console; FM console with phonograph.

The Astatic Corporation

Harbor & Jackson Sts., Conneaut, O.
Phone: 12-656
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Treasurer-Asst. Gen. Mgr.....G. B. Fraser
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Purchasing Agent.....H. J. Green
Secretary .....F. H. Kuhlman
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Personnel Director.....F. H. Kuhlman
PRODUCTS: All channel TV and FM boosters.

Audak Company

500 Fifth Ave., New York 18, N. Y.
Phone: LA 4-3723-3724
President .....Maximilian Weil
Vice-President .....Geo. V. Sullivan
Advertising .....Hart Lehman
Secretary .....J. C. Parvey
PRODUCTS: Electronic reproducing and recording equipment.

Audio Devices, Inc.

444 Madison Ave., New York 22, N. Y.
Phone: PLaza 3-0973
President .....Wm. C. Speed
Vice-President-Sec. .....Bryce Haynes
BRANCH OFFICE: Allan H. Bodge, West Coast Mgr., 844 Seward St., Hollywod, Calif.
PRODUCTS: Recording discs (Audiodiscs), recording and playback points (Audio-points), Magnetic Recording Tape (Audiotape).

Audio Masters Co.

341 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 3-3881
President .....Herbert Rosen
PRODUCTS: Play-back machines, tape recorders.

Audio & Video Products Corporation

1650 Broadway, New York 19, N. Y.
Phone: PLaza 7-0780
Pres. & Gen. Mgr.....Charles E. Rynd
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Vice-Pres. (Engrg.)..W. Oliver Summerlin
PRODUCTS: Ampex magnetic tape recorders, Altec Lansing equipment, Cinema Engineering Products, Lip-Sync. equipment, microphones, recording tape and accessories.

Automatic Manufacturing Corp.

65 Gouverneur St., Newark 4, N. J.
Phone: Humboldt 5-2100
President .....Martin H. Benedek
Vice-Pres., Charge of Sales..Bert E. Smith
Chief Engineer.....Joseph A. Mazzola
Credit Mgr.....M. E. Silver
Purchasing Agent.....J. A. Heimbruch
PRODUCTS: Intermediate Frequency Coils, Radio Frequency Coils, K-trans, tuners.

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P. A. Box 1624, Muskogee, Okla.
Phone: 4762
President .....John F. Beasley
Vice-President .....Sidney N. Beasley
Secretary-Treas. .....James H. Beasley
Sales and Engineering Offices in Dallas, Texas and Chicago, Illinois.
PRODUCTS: Steel erectors (radio towers and antennas.)

Bendix Television & Broadcast Receiver Division (Bendix Aviation Corp.)

East Joppa Road, Towson 4, Maryland

Phone: Towson 2200

General Manager .....W. A. Mara
General Sales Manager.....R. W. Fordyce
Merchandise Manager.....C. J. Hassard
Adv. & Sales Prom. Mgr.....W. C. Lederer
Credit Manager .....H. F. B. Kerr
Chief Engineer .....J. M. Miller, Jr.
Service Manager .....W. P. Muller

PRODUCTS: 14", 16", 17" and 20" TV receivers, both table models and console. AM and FM Console radios; 3 speed phono on some models.

Bendix Radio, Broadcast Receiver & Television, Division of Bendix Aviation Corp.

Baltimore 4, Md.

Phone: TUxedo 4020

General Manager .....W. A. Mara
Sales Manager .....R. W. Fordyce
Chief Engineer .....J. Miller
Advertising Manager .....W. C. Lederer
Purchasing Agent .....J. L. Winchester
Gen. Factory Mgr.....E. F. Kolar

PRODUCTS: Radio and Television Receivers.

William Brand & Co.

276 Fourth Ave., New York 10, N. Y.

Phone: ORchard 4-6960

President .....William Brand
Sec. & Treas.....William Naumburg, Jr.
Vice-President .....Alfred W. Brand
Sales Manager.....R. H. Robinson
Chief Engr.....Stanley F. Luques

PRODUCTS: Flexible Oil Varnished Electrical Insulating Tubing; Saturated Sleeving; Varnished Glass Tubing; Extruded Plastic Tubing; Mica Plate, Segments and Punched Products; Mica Condenser Films; Block Mica and Punched Forms; Varnisher Cambric, Paper, Tapes; Electrical Insulation Composites; Wire Markers; Wire, Polyvinyl Insulated; Specializing in fine gauges of solid and stranded conductor construction. Wire, Polyethelene Insulated for High Voltage and Transmission Use—both Jacketed and Un-Jacketed Types.

Brook Electronics, Inc.

34 DeHart Pl., (Box 491), Elizabeth 2, N. J.

Phone: ELizabeth 2-7600

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Vice-Pres. & Chief Eng.....Lincoln Nash
Purchasing Agent.....Frank Hill

PRODUCTS: High quality audio amplifiers.

Browning Laboratories, Inc.

750 Main St., Winchester, Mass.

Phone: WInchester 6-2121

President .....G. H. Browning
Vice-President .....R. L. Purrington
Chief Engineer .....F. A. Spindell
Production Manager .....J. C. Sullivan

PRODUCTS: FM tuners: FM-AM tuners; Frequency meters, cathode ray oscilloscopes, 60-cycle calibrators, regulated power supplies and square wave generators, super high frequency signal generators, frequency calibrators, capacitance relays, electronic capacitance alarm systems.

William W. L. Burnett Radio Lab.

4814 Idaho St., San Diego 16, Calif.

Phone: Talbot 4943

Owner-Chief Eng....William W. L. Burnett

PRODUCTS: Piezo-electric crystals, crystal holders, constant temperature controlled ovens, frequency measuring equipment, laboratory equipment, conducting regular radio laboratory measurements, offering a completed frequency measuring service, from 10 kc to 500 mcs covering both AM and FM measurements. All stations must be within receiving distance of the laboratory. Special laboratory equipment developed and tested.

Chicago Telephone Supply Corp.

1142 W. Beardsley Ave., Elkhart, Ind.

Phone: 3-0310

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Chief Engineer .....W. H. Budd
Credit Manager .....M. F. Schenck
Purchasing Agent .....F. A. Bundy
General Superintendent.....G. M. Cooper
Industrial Relations Mgr.....A. M. Daily
Export Manager.....W. A. Nicely
Traffic Manager .....R. I. Corner

PRODUCTS: Composition variable resistors, wirewound variable resistors, associated switches.

Clarostat Mfg. Co., Inc.

Dover, N. H.

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Secretary .....Arthur Richenthal
Chief Engineer .....George Mucher
Sales Mgr. .....I. J. Youngblood
Jobber Sales Mgr.....Fran G. Chamberlain

PRODUCTS: Volume Controls; Sound System Constant-Impedance Controls, Attenuators, L- and T-pads, Faders, etc.; Fixed and Adjustable Wire-Wound Resistors; Voltage Dividers; Line Voltage Regulators; Resistance Bridges; etc.

Capehart-Farnsworth Corp.

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Phone: ANthony 5301

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Merchandise Mgr. ..... I. C. Hunter
Director of Advertising ..... S. A. Morrow
Sales Promotion Mgr. ..... William Costello
Director of Purchases ..... E. S. Needler
Traffic Mgr. ..... R. M. Hoey
Credit Mgr. ..... A. E. Sibley

PRODUCTS: Capehart television receivers, AM-FM phonograph-radios, table and clock radios, industrial television systems, FM transmitters, railroad communications equipment, railroad music and radio program distributing systems.

Collins Radio Co.

855—35th St., N. E., Cedar Rapids, Ia.
Phone: 3-0281

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Executive V. P. (New York) . W. J. Barkley
Vice-Pres.-Gen. Mgr. ..... R. S. Gates
V. J. Chg. Engr. & Mfg. ..... L. M. Craft
Secretary-Treasurer ..... S. J. Storm

PRODUCTS: Standard and FM broadcast station transmitters, speech equipment and accessories, Radio communication ground station and airborne transmitters and receivers for Government, commercial airlines and other industrial users. Radio amateur transmitters, receivers and accessories.

Columbia Records, Inc.

1473 Barnum Ave., Bridgeport 8, Conn.
Phone: Bridgeport 6-0181

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V. P. in Chg. of Mfg. and Engineering J. H. Hunter
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Export Mgr. ..... L. V. Ruysschaert
Ind. Rel. Mgr. ..... K. Raine
Order Service Mgr. ..... E. P. Eldridge
Traffic Manager ..... Lou Morrison

PRODUCTS: Phonograph Records, Phonograph Needles and Electrical Transcriptions, Long Playing Microgroove Records.

Continental Electric Co.

715 Hamilton St., Geneva, Ill.
Phone: GEneva 4140

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Credit Manager ..... J. E. DeVleshower
Chief Engineer ..... J. H. Conc
Sales Engineer ..... J. S. Kirk
Sales Manager ..... E. C. Hanson

PRODUCTS: Phototubes, rectifier tubes, thyratrons, lead sulfide cells, TRU VAC vacuum gauges, TV picture tubes.

Continental Electronics Mfg. Co.

4212 Buckner Blvd., Dallas 10, Texas
Phone: RIverside 3611

President ..... James O. Weldon
Vice-President ..... Lester H. Carr
General Mgr. ..... W. M. Witty

PRODUCTS: Broadcast Radio Equipment.

Corning Glass Works

Corning, New York
Phone: Corning 372

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V.P. & Secretary ..... William H. Curtiss
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Sales Mgr. Electronic Sales Dept. J. S. Muller
Purchasing Agent ..... F. S. Conable
Mgr., Public Relations Department Howard E. Bahr

PRODUCTS: Glass envelopes for tubes used for radio receiving, broadcasting, cathode ray, television and all other electronic purposes, tubing and special sealing glasses, pyrex brand radio, insulators and bushings, resistor tubes, metallized glassware, including timmer capacitors, resistors, etc.

Cornish Wire Co., Inc.

15 Park Row, New York 7, N. Y.
Phone: BArclay 7-5140

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Vice-Pres. & Gen. Sales Mgr. ..... W. F. Osler, Jr.
Treasurer ..... J. C. Stagg
Secretary ..... J. E. Hoffman
Sales Mgr. (Electric Wire Products Div.) ..... J. B. Baxter

PRODUCTS: Radio and TV wire products including electronic and intercommunicating wires and cables, electric wire products including lamp cords, fixture wire, rubber jacketed cords and cord sets.

Crosley Division-AVCO Mfg. Corp.

1329 Arlington St., Cincinnati 25, O.
Phone: KIrby 6600
N. Y. Phone: MUrray Hill 3-0202

Vice-Pres. & Gen. Mgr.....John W.Craig
Vice-Pres. & Gen. Sales Mgr...Wm. A. Blees
Gen. Works Mgr.....F. L. Meacham
Controller .....W. A. Smith
Director of Purchases.....Frank W. Warner
Director of Industrial Relations .....Paul W. Deubery
Asst. Gen. Sales Mgr.-In Charge of Adv.....V. C. Havens
Mgr. Radio & TV Section.....L. E. Septer
Mgr. Appliance Eng.....O. E. Norberg
Mgr. Electronic Eng.....D. B. Mason
Credit Manager .....John J. Hope, Jr.
Director of Exports.....Douglas C. Lynch
Service Dept. Mgr.....Harold A. Newell
Traffic Dept. Mgr.....Frank C. Partlan
President, Crosley Broadcasting Robert E. Dunville

PRODUCTS: Television, 24 models including table, consoles and console phono-combinations. Radio, 28 AM table models in wide color range, 6 clock radios in colors, 4 AM-FM models, 5 portable models, phono-combinations, and versatile radio-TV combination.

Doolittle Radio Inc.

7421 S. Loomis Blvd., Chicago 36, Ill.
Phone: RAdcliffe 3-4100

President .....E. M. Doolittle
Genl. Manager .....M. E. Montgomery

PRODUCTS: FD-12 Frequency & modulation monitor. Monitors carrier operating frequency as well as deviation during FM modulation on any four frequencies between 25 and 175 mc. "littlefones" Models PJZ-2, three-quarters watt output, 25-50 mc, PJ2-4, two full watts output, 25-50 mc, PJZ-12 one-half watt output 150-175 mc, and PJZ-14, one full watt output 150-175 mc.

Hugh H. Eby, Inc.

4700 Stenton Ave., Philadelphia, Pa.
Phone: DAvenport 4-7000

President .....James L. Hawley
Vice-Pres. .....Bernard Offerman
Secy.-Treas. .....Jules Sussman
Personnel Mgr. .....A. H. Hankinson
Chief Engineer .....E. E. Ritter
Credit Mgr. .....Wm. T. Lodwig
Sales Mgr. .....W. J. Sharp

PRODUCTS: Adaptors, jacks, knobs, plugs, male and female connectors, binding posts, octal sockets, miniature sockets (seven and nine pin), terminal strips, terminal boards, special assemblies (both mechanical and electrical) true shields, metal stampings.

Allen B. Du Mont Laboratories, Inc.

750 Bloomfield Avenue, Clifton, N. J.
Phone: Mulberry 4-7400
for all divisions

President .....Allan B. Du Mont
Vice-President .....Leonard F. Cramer
Director of Research Thomas T. Goldsmith, Jr.
Asst. to President.....Stanley F. Patten
Mgr., Mfg. Divisions except TV Receiver & Elect. Pts. .....C. Edwin Williams
Controller .....B. L. Graham
Director of Industrial Relations .....Harry Housten
General Supt. .....Bruce T. Du Mont
Government Sales .....H. B. Graham

TV Receiver Manufacturing Div.
35 Market St., East Paterson, N. J.

Manager .....Ricardo Muniz
Manufacturing Mgr. .....Morris Spector
Chief Engineer .....Irving E. Lempert
Purchasing Agent .....William Paton

TV Receiver Sales Div.
35 Market St., East Paterson, N. J.

Manager .....Ernest A. Marx
Sales Manager .....Walter L. Stickel
Adv. & Sales Promotion Henry R. Geyelin, Jr.
Service Manager .....E. W. Merriam

Electronic Parts Div.
35 Market St., East Paterson, N. J.

Manager .....Paul Ware
Sales Manager .....Harry Van Renssalaer
Chief Engineer .....Harvey Mensch
Manufacturing Mgr. .....Charles Seelig

TV Transmitter Division
1000 Main Avenue, Clifton, N. J.

Manager .....Herbert E. Taylor
Sales Manager .....James Tharpe
Chief Engineer .....Gordon Gregory
Manufacturing Mgr....Chester E. Greenwood
Purchasing Agent .....Lawrence A. Fuller

Cathode-Ray Instrument Div.
1000 Main Avenue, Clifton, N. J.

Manager .....Rudolf Feldt
Sales Manager .....G. Robert Mezger
Chief Engineer .....P. Samuel Christaldi
Manufacturing Mgr. .....Robert Svozil
Purchasing Agent .....C. Paul Martin

Cathode-Ray Tube Div.
750 Bloomfield Ave., Clifton, N. J.

Manager .....Irving G. Rosenberg
Chief Engineer .....A. Y. Bentley
Manufacturing Mgr. .....Frank Beldowski

Du Mont TV Network
515 Madison Ave., New York, N. Y.
Phone: MUrray Hill 8-2600

Director .....Mortimer W. Loewi
General Manager .....C. J. Witting

Sales Manager .....Thomas Gallery
Chief Eng., Network.....R. Chipp
Mgr., WTTG, Wash., D. C...Walter Compton
Mgr., WDTV, Pittsburgh....Donald Stewart
Public Relations & Publicity.....G. Lyons
Advertising Sales Promotion.....C. Stern

PRODUCTS: Du Mont Television Receivers, Du Mont Imputuners and Sensituners, Television Component Parts, Cathode-ray Tubes for Television Receivers and Industrial Use, Complete Television Transmitting Equipment including Control and metering accessories, camera chains, film pick-up chains, mixing desks, sync generators, and studio control consoles. Cathode-ray Oscillographs for Television and Radio Testing, and general industrial use.

Electronic Specialty Co.

3456 Glendale Blvd., Los Angeles 39, Calif.
Phone: NO. 2-2168

President .....Wm. H. Burgess

PRODUCTS: Ranger radio equipment; Shavex Electronic Inverters.

Electronic Tube Corp.

1200 E. Mermaid Lane, Phila. 18, Pa.
Phone: Chestnut Hill 7-6800

Pres.....Edward D. Gray
V.-P.-Chief Engineer.....Henry S. Bamford
Credit Mgr.....C. John Seez
Purchasing Agent.....J. Edwin Fitzgerald

PRODUCTS: Cathode Ray Receiving, Multi-Gum and Special Purpose Cathode Ray Tubes; Multi-Channel Oscilloscopes; High gain DC Amplifiers, Special design AC and DC Amplifiers; Special design Signal Generators ;Electronic Engineering and Development.

Emerson Radio & Phonograph Corp.

111 Eighth Ave., New York 11, N. Y.
Phone: CH. 2-1800

President .....B. Abrams
Secy.-Treas. .....Max Abrams
Exec. Vice-Pres.....Dorman D. Israel
V.-P.-Ass't to Pres.....John D. Small
Vice-Pres. Sales.....Charles Robbins
Vice-Pres. Purchasing.....Harvey Tullo
Vice-Pres. Work Mgr.....E. J. Kelly
Controller .....A. Vogel
Director Engineering.....D. D. Israel
Distribution Mgr.....Joseph Kattan
Sales Mgr. TV Div.....S. M. Abrams
Sales Promotion Mgr.....Hal Dietz
Public Relations Mgr.....E. F. Solow
Gov't Contracts Div. Mgr.....Gerald Light
Export Mgr.....Joseph Kattan
Personnel Mgr.....P. R. Certo
Service and Parts Mgr.....Edward Fishbein

PRODUCTS: *Emerson Television Receivers*: Table model and consoles 12½", 14", 16", 17", 19", direct view picture tube; also 19" projection TV. In table model and console; combination with radio and phonograph. *Emerson Radio Receivers*: AC/DC compact and table models; AM compact model; AM table models; AM portable; AM/FM table model. Portable radio: self powered and 3-way. Phonoradio table model; phonoradio console; record players.

Espey Manufacturing Co., Inc.

528 E. 72 St., New York 21, N. Y.
Phone: TRafalgar 9-7000

President & Treas.....Nathan Pinsley
V.-P. & Sales Advtg.....W. Walter Jablon
Vice-Pres. Production.....Sol Pinsley
V.-P. Eng.....Sam Sack
Secretary .....Morris Pinsley

PRODUCTS: Model TV3K, TV Training Kit, Model 511B AM & FM Radio Receiver Chasis, 10 watts audio, Model 512B AM-FM Radio Receiver Tuner, self powered. Model 513B, AM-FM Radio Receiver Tuner, Model 514-B, amplifier & power supply, 20 watts audio for Model 513B tuner.

Fairchild Recording Equipment Corp.

154 St. & 7 Ave., Whitestone, N. Y.
Phone: INdependence 3-2100

President.....Fred R. Driessen
Vice-Pres. & Gen Mgr...Wentworth D. Fling
Secretary-Treasurer.....John B. Wolff, Jr.

PRODUCTS: Sound recorders: synchronous disk recorders, synchronous magnetic tape recorders; transcription tables; magnetic cutterheads; dynamic pickups; miniature cartridges; recording equalizers; pick-up equalizers; unitized amplifier systems and audio systems. Special development projects undertaken.

Federal Telephone and Radio Corp.

100 Kingsland Road, Clifton, New Jersey
Phone: NUtley 2-3600

Executive Vice-Pres.....H. C. Roemer
Vice-President.....W. Hatton
Vice-President.....F. B. Powers
Asst. to the Exec. V.-P..G. T. Scharffenberger
Comptroller.....R. D. Osborne
Secretary.....W. B. Levet
Treasurer.....W. E. Ogilvie, Jr.
Dir. Vacuum Tube Div.....W. Happe, Jr.
Dir. of Selenium Intelin Div.....S. J. Powers
Works Mgr.....T. M. Douglas
General Sales Mgr.....R. S. Perry
Advertising Mgr.....Crump Smith
Sales Mgr. Vacuum Tube Div..C. J. Harrison

PRODUCTS: Radio and Television equipment, transmitting and rectifing tubes, TV receiving tubes, microwave radio relay links

and carrier systems, HF cable, field intensity meters, radar, miniature and standard selenium rectifier stacks, battery chargers and power supplies, measuring equipment.

Facsimile & Electronic Corp.

4th & Virginia St., Passaic, N. J.
Phone: PR. 7-3440

President.....Casper M. Bower
Asst. to Pres.....J. G. Crost
Chief Engineer.....M. L. Cohen
Purchasing Agent.....E. Coudron
Director of Research.....I. H. Franzel

PRODUCTS: Facsimile Receivers, Transmitters and Duplicators; Industrial Facsimile Equipment.

Franklin Airloop Corp.
A. W. Franklin Mfrg. Corp.,

43-20-34th St., Long Island City 1, New York
Phone: ST. 4-1160

President.....Albert W. Franklin
Works Mgr.....Henry M. Randall
Chief Engineer.....Milton King
Credit Mgr.....Albert Pappert
Purchasing Agent.....Jack Blau
Industrial Rel. Mgr.....Mrs. Sara Albert
Service Mgr.....William Telmoss
Sales Promotion Mgr.....Seymour Mausner

PRODUCTS: Tube adapters, bakelite stampings, banana pin boards, capacitor and resistor boards, brackets, bushings, cable assemblies, clamps, clips, connectors, contacts, couplings, dial light sockets, fastening devices, fiber stampings, hearing aid connectors, crystal holders, molded insulation parts, stamped insulation parts, jacks, test leads, looking rings, lugs, masonite stampings, metal parts, stamped, metal stampings, pilot light assemblies, pins, plastic fabrication, plugs, retaining rings, sockets, switches, terminal blocks, terminal boards, terminal strips, metal terminals, insulating washers.

Freed Radio Corp.

200 Hudson St., New York 13, N. Y.
Phone: WO. 4-0770

President .....Arthur Freed
V.-P. & Dir. of Eng. & Res.....Joshua Sieger
Dir. of Physics.....Adolph H. Rosenthal
Purchasing Agent.....Sam Abramson

PRODUCTS: TV consoles, radio-TV consoles, radio-TV-phonographs, AM-FM radio phonographs, AM-FM radios.

Gates Radio Co.

123 Hampshire St., Quincy, Ill.
Phone: 522-523

President.....P. S. Gates
Executive V-Pres.....L. I. McEwen
V.-P. Sales & Engr.....F. O. Grimwood
Executive Secretary.....A. S. Petzoldt
Chief Engineer.....F. W. Wentura
Mgr. Eastern Zone Sales...O. J. McReynolds
N. Y. Sales Engr.....L. J. Cervone

PRODUCTS: AM & FM transmitters; complete speech input systems; control units; transcription turntables and recording units; antenna phasing, coupling, and control equipment; power supplies; remote amplifiers; communications and talk-back remotes; transmission line for both coaxial and open wire types.

General Electronics Inc.

101 Hazel St., Paterson 3, N. J.
Phone: MU. 4-5271

President.....D. E. Replogle
Gen. Mgr.....C. G. Hampson, Jr.
Purchasing Agent.....C. W. Wilkie
Chief Eng.....R. Shima
Eng. Chg. Produn.....I. Stein
Sales Mgr.....V. E. Havers

PRODUCTS: Cathode ray tubes.

General Electric
Electronics Department

Electronics Park, Syracuse 1, N. Y.
Phone: 6-4411

Vice-Pres. & Gen. Mgr...Dr. W. R. G. Baker
Comptroller.....E. L. Hulse
Mgr. of Engineering.....I. J. Kaar
Mgr. of Marketing.....E. H. Vogel
Mgr., Receiver Div.....Willard H. Sahloff
Mgr. Com'l Equipment Div.....G. F. Metcalf
Mgr., Tube Div.....J. M. Lang
Mgr., Government Div.....V. M. Lucas

PRODUCTS: Radio and TV receivers, radio and TV transmitters, receiving, transmitting and industrial tubes, components, two-way communications equipment, electronic specialty items.

The General Industries Co.

Olive and Taylor Streets, Elyria, Ohio
Phone: 2235

President.....Allan W. Fritzsche
V.-P.-Sales Mgr., Motor Div.....H. E. Moon
V.-P.-Factory Mgr., Plastic Div..O. W. Marsh
Sales Mgr., Plastic Div.....Steve Hiltebrant
Factory Mgr., Motor Div.....Charles Walsh
Purchasing Agent.....Clete Heidrich
Treasurer.....C. F. Russert
Chief Eng. Motor Div....Howard Shumaker
Chief Eng. Plastic Div.....Russell Smith
Dir. of Industrial Relations.George Morrison

PRODUCTS: Electric Phonograph motors, Smooth power motors, Disc Recording assemblies, Tape Recording assemblies, Molders of plastic parts.

General Instrument Corp.

829 Newark Ave., Elizabeth 3, N. J.

Phone: ELizabeth 3-4400

Chairman of the Board....A. Blumenkrantz
Pres. & Treas.....R. E. Laux
Secy. & Controller.....W. M. Torgersen
Sales Manager.....Louis Martin
Director of Eng.....W. P. Hilliard
Chief Engineer.....B. N. Fisher
Credit Manager.....J. T. Lenihan
Dir. of Purchases.....C. B. L. Townley
Export Agents.....Ad. Auriema, Inc.

PRODUCTS: Television Front End Tuners, Variable Condensers, Auto Radio Tuners, Automatic Record Changers.

General Laminated Products, Inc.

2857 South Halsted Street, Chicago 8, Ill.

Phone: Victory 2-0707

N. Y. Phone: DIgby 9-1330

President .....Morris Perlman
Chief Engineer.....Albert Krivo
Purchasing Agent.....Robert Smith
Sales Mgr.....L. D. Tenenberg

PRODUCTS: Sockets, Terminal Board Assemblies, Laminated Phenolic Parts, Battery Connectors, Coil Forms, Resistor Board Assemblies, multiple and single Male and Female Pin Plug Assemblies.

General Precision Laboratory, Inc.

63 Bedford Road, Pleasantville, N. Y.

Phone: Pleasantville 2-2000

President.....H. G. Place
Exec. Vice-Pres.....Herbert Barnett
Vice-Pres. & Dir. of Res....Dr. R. L. Garman
Comm. Engr. Mgr.....Blair Foulds
Chief Engineer.....W. P. Short
Mgr. Theatre TV Dept.....John Sims
Mgr., TV Bcstg. Dept...E. A. Hungerford, Jr.
Govt. Contract Rep.....Walter Cooper
Mgr. Field Service Div....A. C. Haemer, Jr.

PRODUCTS: Image Orthicon Camera Chain, 16-mm Arc Projector, 16-mm Utility Projector, Video Recording System, Rapid Film Processor, Videogam Amplifier, Video Switcher, Synchronizing Generator, Videofilm Theatre Television System.

General Radio Co.

275 Massachusetts Ave., Cambridge 39, Mass.

Phone: TRowbridge 6-4400

N. Y. Phone: WOrth 2-5837

Chairman of Board.....H. B. Richmond
President.....E. H. Locke
Vice-Pres. for Sales.....A. E. Thiessen
Vice-Pres. for Mfg.....C. C. Carey
Secretary-Treasurer.....F. L. Tucker
Sales Engng. Mgr.....M. T. Smith
Export Mgr.....C. E. Hills, Jr.
Chief Engineer.....D. B. Sinclair
Publicity Mgr.....C. E. Worthen
Service Mgr.....H. H. Dawes

Graybar Electric Company, Inc.

420 Lexington Ave., New York 17, N. Y.

Phone: LE 2-4000

President.....A. H. Nicoll
Vice-President.....G. F. Hessler
Genl. Communications
Sales Mgr.....J. W. La Marque
Mgr., Electronic Sales.....R. W. Griffiths

PRODUCTS: Amplifiers, antenna equipment, attennators, cabinets, consoles, loudspeakers and accessories, monitors, recorders and accessories, speech input equipment, test equipment, towers, tower lighting equipment, transmission line and accessories, transmitters, broadcast, tubes, turntables, reproducers and accessories, wiring supplies and devices.

The Hallicrafters Co.

4401 W. Fifth Ave., Chicago 24, Ill.

Phone: Van Buren 6-6300

President.....Wm. J. Halligan
Exec. Vice-Pres.....R. W. Durst
Genl. Sales Mgr.....R. J. Sherwood
Chief TV Engineer.....H. J. Adler
Advertising Mgr.....Chas. J. Nesbitt
Service Manager.....Norman Cooper
Credit Manager.....Cal A. Sheara
Export Agents.....Phillips Export Corp.

PRODUCTS: TV Receivers, Short-Wave "Ham" Xmtrs. and Receivers, Portable Radios, FM/AM Radios.

The Hammarlund Mfg. Co., Inc.

460 W. 34 St., New York 1, N. Y.

Phone: LOngacre 5-1300

President.....Lloyd A. Hammarlund
Treasurer .....Joseph Lush
Secretary & Comptroller.....E. A. Wittmer
Chief Engineer.....Walter Keith

PRODUCTS: Communications, receivers, variable condensers, chokes, wave-guide plumbing, sockets.

Hartenstin-Zane Co., Inc.

225 Broadway, New York 7, N. Y.

Phone: BA 7-8390-1

Gen. Mgr. & Sec.....Chas. J. Hartenstine
Asst. Sec.....M. A. Hartenstine

PRODUCTS: Specialize in the design of tower foundations; erecting, lighting and painting radio towers; installing ground system for AM broadcasting, the installation of broadcasting antennae and accessories for FM & TV maintenance and repairs of radio towers, antennae & electrical accessories since 1922.

Harvey Radio Laboratories, Inc.

447 Concord Ave., Cambridge 38, Mass.

Phone: TRowbridge 6-2800

President.....Frank Lyman, Jr.
Dir. Contract Adm....Norman W. Bertelsen
Sales Engineer.....E. J. Vogel
Clerk of Corp.....R. W. Martin
Chief Engineer.....B. J. Cosman
Purchasing Agent.....Frank C. Waterhouse
Comptroller.....Gordon C. Genther
Production Mgr.....E. Douglas Papkee
Personnel Director.....Mary Rizzitano

PRODUCTS: High fidelity FM broadcast transmitting and studio equipment, short wave telephone and telegraph transmitters, high fidelity FM broadcast receivers, regulated power supplies, I-F strips, visual alignment signal generators, galvascopes and associated radio and electronic equipment, two-way emergency communications equipment.

Haydu Brothers

P. O. Box 1226, Plainfield, N. J.

Phone: PLainfield 6-0878

President.....George K. Haydu
Secy.-Treas. .....Zoltan Haydu
Chief Engineer.....Victor De Lucia
Sales Manager.....Don Kenney
Purchasing Agent.....A. Fleischman

PRODUCTS: Television picture tubes, miniature receiving tubes, power tubes for transmitting and industrial use, electron guns for television picture tubes, components for all types of vacuum tubes, including receiving and transmitting. TV radio, x-ray, incandescent and special purpose tubes, equipment for the manufacture of such tubes, equipment for the manufacture of neon signs, cold cathode lamps, and various special purpose lamp machinery.

Hazeltine Electronics Corp.

58-25 Little Neck Pkway, Little Neck, L. I., N. Y.

Phone: FLushing 7-8700

President.....W. A. MacDonald
Executive Vice-Pres.....J. B. Dow
V.P. in Chg. of Sales.....F. Robinson
V.P. in Chg. of Research...A. V. Loughren
V.P. in Chg. of Engrng.....O. M. Dunning
V.P. in Chg. of Mfr.....J. Willenbecher
Director of Procurement.....M. E. Bahr

PRODUCTS: Military types of radio and radar equipment. Air and marine electronic navigational equipment. Radio, radar and TV test equipment for laboratory and production testing.

Hytron Radio & Electronics Corp.

P. O. Box 390, 76 Lafayette St., Salem, Mass.

Phone: Salem 2260

President.....Bruce A. Coffin
Chairman of Board-Treas...Lloyd H. Coffin
Vice-President.....Edgar M. Batchelder
Vice-Pres. & Sales Mgr.....John Q. Adams
V.P. Chg. of Engineering...C. F. Stromeyer
Advertising Manager.....Harry G. Burnett
Credit Manager.....M. S. Jones
Purchasing Agent.....Edward R. Carroll
Industrial Relations Mgr.....A. S. Nelson
Export Manager.....W. L. Urquhart

PRODUCTS: Receiving and electronic tubes; special purpose tubes, voltage regulators.

The Indiana Steel Products Co.

6 N. Michigan Ave., Chicago 2, Ill.

Phone: FRanklin 2-1114

Pres. & Treas.....A. D. Plamondon, Jr.
V. P. & Gen. Mgr.....R. F. Smith
V. P. & Sales Mgr.....F. A. Hayden
Advertising Manager.....I. A. Dickey

PRODUCTS: Permanent Magnets, Ion Traps, Permanent Magnet Focus Coils, Magnetrons, Magnet Assemblies, Magnetic Ferrites, Hyflux Magnetic Recording Tape, Magnetic Tape Recording and Reproducing Heads.

Insuline Corp. of America

3602—35th Ave., Long Island City 1, N. Y.

Phone: AStoria 8-3738

President.....S. J. Spector
Secretary-Treasurer.....A. S. Spector
General Sales Mgr.....B. L. Cahn
Advertising Manager.....A. S. Chambers
Superintendent .....F. Henneke
Industrial Sales Mgr.....I. Romm
Chief Engineer.....L. Lester
Purchasing Agent.....H. Weston
Production Chief.....H. White

PRODUCTS: Adapters, Phone Pick-up; Aligning Tools; Amplifier Chassis; Angles and Brackets Antenna, Auto Radio; Antenna Connectors; Antenna Kits; Antennas, Home Mast; Antennas, FM & Television; Auto Radio Noise, Suppressors; Bases, Steel; Beads, Cable; Binding Posts; Binding Post Heads; Bushings, Insulated; Cabinets, Metal; Cabinets, Speaker; Cable Clamps; Chassis Base; Chassis, Bottom Plate; Chokes; Chrome Trim; Clips, Alligator; Clip, Brass Spring; Code Set, Triplex; Coils, Coil Forms; Condensers; Cords, Double Phone; Cords, Resistor; Couplers, Flexible; Cushions, Ear; Cutters, Replacement; Cutting Tools; Dial Markers; Dial Plates; Displays; Drill, Replacement; Eyelets; Equalizing Condensers; FM Antennas; Fuse Mountings; Fuse Retainers; Grid Caps; Grid Cap Shield; Grommets, Rubber; Hardware, Radio; Headphones; Insulators; Jacks; Jacks, Microphone; Jacks, Shielded; Jacks, Tip; Jacks, Transmitting; Jars, Glass; Knobs; Lugs, Sol-

dering; Lugs, Spade; Lugs, Terminal; Meter Cabinets; Morse Code Records; Mountings, Fuse; Name Plates; Netutralizing Tools; Noise Eliminators; Nuts; Oscillators; Panels, Aluminum, Bakelite, Masonite, Metal, Meter, Racks; Panel Bearings; Phone Cords; Phones, Ear; Phone Plugs; Phone Tips; Plates, Bottom; Plugs; Punches; Recks, Brackets, Chassis; Radio Panels; Record Player Switch; Reducers; Resistor Cords; Riveting Punch Set; Rivets, Rods; Screw Drivers, Insulated; Screws; Shearing Punch; Shields; Shields, Grid Cap; Sockets; Soldering Irons; Soldering Iron Elements; Spaghetti, Flexible; Spacers, Bushings; Spade Lugs; Speaker Cabinets; Steel Cabinets; Strips, Terminal; Suppressors, Auto Radio; Switches; Television, Accessories; Antennas, Tools; Terminal Lugs; Terminal Strips; Test Leads; Test Lead Wire; Test Prods; Test Tools; Tools; Tools, Neutralizing; Trans. Coil Mountings; Transmitting Tube Caps; Tube Shields; Tubing; Washers; Window Pole Antenna; Wire, Test Lead; Wrenches, Wrench Sets.

Jackson Electrical Instrument Co.

18 S. Patterson Blvd., Dayton 1, O.

Phone: HEmlock 4076

President.....4.....Paul F. Jackson
Vice-President.....Robert C. Apple
Sales Manager.....Myron Fulkerson
Production Manager.....William Hagstrum

PRODUCTS: Oscillograph, TV generator, tube testers, VTVM, test oscillators, FM generators, condenser testers, audio oscillator.

Jefferson Electric Co.

25th Ave. & Madison St., Bellwood, Ill.

Phone: MAnsfield 6-7161

President.....J. M. Brennan
V. P. & Sales Mgr.....J. R. Ford
V. P., Engineer.....L. Mauerer
Executive Engineer.....J. Caldwell, Jr.
Credit Manager.....Victor E. Lee
Export Manager.....M. J. Schmitt
Director of Purchases....Edward J. Banigan

PRODUCTS: Power transformers, chokes and audio input and output transformers, horizontal and vertical scanning transformers, centering and focusing coils.

Jensen Manufacturing Co.

6601 S. Laramie Ave., Chicago 38, Ill.

Phone: POrtsmouth 7-7600

President.....Thomas A. White
Sales Manager.....Charles A. Hausen
Product Manager.....Ralph P. Glover

PRODUCTS: Loudspeakers and accessories, cabinets for radio and TV equipment.

JFD Manufacturing Co., Inc.

6101-6123 16th Ave., Brooklyn 4, N. Y.

Phone: BEnsonhurst 6-9200

President.....Julius Finkel
Vice-President.....Albert Finkel
Secretary-Treasurer.....Edward Finkel

PRODUCTS: TV antennas, FM antennas, TV antenna brackets and accessories, insulators, TV booster, wire, masts, glare filters, wire strippers, key hex wrenches, plugs, male, female, AC-DC continental and domestic test leads, test prods., phono needles, grille cloth, dial pointers, steel rule and ..wire gauge, line cords, resistance cords, AC service cords, "Sockette" radio tube adapters, exact duplicate ballast tubes, phosphor bronze dial cable, battery adapted harnesses, adjustable ballast tubes, resistance cord adapters, phono adapter switches, microphone connectors, midget jacks and plugs, toggle switches, auto condensers.

Johns-Manville

22 E. 40th St., New York 16, N. Y.

Phone: LExington 2-7600

Commodity Manager.....P. J. Washburn (Acoustical Materials)

PRODUCTS: Sound control materials for broadcasting and recording studios.

Kerrigan-Lewis Mfg. Co.

4421 W. Rice St., Chicago 51, Ill.

Phone: SPaulding 2-7208

President.....Vincent M. Kerrigan
Vice-Pres.-Treasurer.....Charles F. Lewis
Secretary.....Fergus Kerrigan

PRODUCTS: Magnet and Litzendraht Wire.

King Laboratories, Inc.

127 Solar St., Syracuse 4, N. Y.

Phone: 2-5209

President.....Aden J. King
Vice-President.....F. M. Michaelian
Treas. & Gen. Mgr.....W. R. MacLeod
Secretary.....Barbara H. Sisson

PRODUCTS: Special alloys, chemicals and metals, radio tube parts, barex getters.

Langevin Manufacturing Corp.

37 W. 65 St., New York 23, N. Y.

Phone: ENdicott 2-7200

Chairman of Board.....Carl C. Langevin
President.....Donald S. Morgan
Vice-President.....J. Martinez
Chief Engineer.....Clyde E. Hallmark
Asst. Terasurer.....Andrew J. Prins

PRODUCTS: Audio amplifiers, power supplier, audio and power transformers, accessories for public address and broadcast systems.

Lehigh Structural Steel Co.

17 Battery Place, New York 4, N. Y.
Phone: WHitehall 4-1424

Sales Mgr., Radio Div.....J. F. Neary
PRODUCTS: Towers for TV-AM-FM Vertical Radiators Relay Towers.

Machlett Laboratories, Inc.

1063 Hope St., Springdale, Conn.
Phone: STamford 4-5781

President.....R. R. Machlett
Vice-Pres. of Sales.....W. E. Stevenson
Treasurer.....J. A. Lambert
V.P. of Production.....J. W. Skehan
Vice-President.....H. J. Hoffman
Mgr. Engineer.....T. H. Rogers
Adv. Mgr.....R. N. Kellogg, Jr.
Industrial Rel. Mgr.....R. Gordon Hamblen
Export Mgr.....A. J. Foster
PRODUCTS: X-ray tubes for all medical, industrial and special purposes, Valve Tubes, Radio Transmitting Tubes, Communication Tubes, R.F. Heating Tubes.

The Magnavox Co.

Bueter Road, Fort Wayne 4, Indiana
Phone: Eastbrook 5471

Chairman of the Bd....Richard A. O'Connor
President.....Frank M. Freimann
V.P. & Secretary.....Gerard M. Ungaro
Vice President.....Edwin J. Pridham
V.P. & Comptroller.....John D. Grayson
Treasurer.....J. S. Sturgeon
Radio-Phonograph & TV Factory Manager.....Harold M. Detrick
Factory Mgr.-Components Division.....L. E. Quinnell
Chief Television Engineer.....Frank Norton
Chief Radio-Phonograph Engineer.....R. H. Dreisbach
Mechanical Engineer R.P. & TV.....W. E. Kierulff
Asst. Sales Mgr. & Merch. Mgr.-Radio & TV Div.....Stewart Roberts
Dir. of Adv. & Public Relations.....Lauren K. Hagaman
Sales Manager—Components Div.....Stanley S. Sondles
Sales Mgr. Spec. Devices....John C. Koonz
Service Mgr. RP & TV.....Ray J. Yeranko
PRODUCTS: Receivers: Radio: AM-FM Console with Phonograph. Television: Table, Console, AM-FM Console with Phonograph. Speakers, Capacitors, Solenoids.

Majestic Radio & Television, Div. of Wilcox-Gay Corp.

70 Washington St., Brooklyn 1, N. Y.
Phone: ULster 2-6000

President.....Leonard Ashbach
V.-P. & Gen. Mgr.....Louis Silver
Vice-President.....Maurice Raphael
V.-P. & Comptroller.....Ben Ross
Secretary.....Barnett S. Trott
Advertising Mgr.....Joseph G. DeVico
Export Manager.....Ernest Nigaglioni
Chief Engineer.....Frank Dieli
PRODUCTS: TVreceivers; TV-radio receivers; TV-radio-phonograph combinations; radio-phonograph combinations.

Measurements Corp.

116 Monroe St., Boonton, N. J.
Phone: BOonton 8-2131

President-Gen. Mgr.....H. W. Houck
Chief Engineer.....Jerry B. Minter
Sales Mgr.....Nelson C. Doland, Jr.
Credit Mgr.....Robert Meyer
Advertising Mgr.....Edgar M. Weed
PRODUCTS: Standard signal generators, pulse generators, square wave generators, UHF radoi noise & field strength meters, vacuum tube voltmeters, peak voltmeters, megohm meters, megacycle meters, modulation meters, R.F. attenuators, inductance bridges, capacitance bridges, phase sequence indicators, moisture meters, TV transmission and receiving test equipment, special test equipment, fixed capacitors and resistors, variable condensers.

Miles Reproducer Co., Inc.

812 Broadway, New York 3, N. Y.
Phone: SPring 7-7670-1

President.....Dr. S. R. Birne
Sec.-Gen. Mgr.....J. M. Kuhlik, Sc.D.
Chief Eng.....I. W. Kuhlik
Purchasing Agent.....J. V. Conniff
Treasurer.....H. B. Kuhlik
Advertising Mgr.....B. Burns
Dr. of Pub. Rel.....George Ruskin
PRODUCTS: Filmgraph sound-on-film recorders and reproducers, continuous recorders and reproducers, tape recorders and reproducers, automatic recoders and repoducers, permanent recorders and reproducers, reference recorders, conference recorders, telephone recorders, interview recorders, telemike, induction units for listening to or recording two-way telephone conversations, battery operated recorders, portfolio type recorders.

James Millen Mfg. Co., Inc.

150 Exchange St., Malden 48, Mass.
Phone: Malden 4-4108-9

President.....James Millen
Sales Mgr.....E. E. Williams
Credit Manager.....Frances Bearse
Purchasing Agent.....George E. Pike
Chief Engineer.....Wade Caywood
PRODUCTS: Receivers: Amateur, Aviation, Marine, Police, Emergency Services.

Transmitters: Relay, Fixed Station, Marine, Aviation, Police, Emergency Services. All types Receiver and Transmitter component parts except Tubes; Crystals, Fixed Resistors and Capacitors.

Mirror Record Corp.

40-25 206 St., Bayside, L. I., N. Y.
Phone: BAyside 9-5656

Pres. & Treas.....P. K. Trautwein
Chief Engineer.....R. V. Hough

PRODUCTS: Recording accessories (discs, cutting needles, playback needles).

Motorola, Inc.

4545 August Blvd., Chicago 51, Ill.
Phone: Spaulding 2-6500

President.....Paul V. Galvin
Exec. Vice-Pres.....Robert W. Galvin
Vice-Pres. Cons. Prod. Div.....Elmer H. Wavering
Vice-Pres. Ch. Mchdse.....Walter H. Stellner
Vice-Pres. in Charge of Communications & Electronics Division.....D. E. Noble
Sales Mgr. Cons. Goods Div...Wm. H. Kelley
Prod. Mgr. Home & Auto Radio Div. .....Jack Davis
Prod. Mgr. TV & Handie Talkie Units .....E. Passow
Dir. Aduty-Sales Prom.....Ellis L. Redden
Sales Mgr. Comm. & Electronic Div.....Eugene S. Goebel
V.P. Finance.....George R. MacDonald
Vice-Pres .in Chagre of Procurement.....Frank J. O'Brien
Credit Manager.....Henry Kleinhans
Export Manager.....Carl M. Wynne
Service Manager.....A. T. Alexander

PRODUCTS: Receivers: Battery-Automotive, Table, Personal; Portable, Portable AC-DC; Radio—AM Table, AM Portable AC-DC, AM Table with Phonograph, AM-FM Table, AM-FM Console, AM-FM Console with Phonograph; Television—Table, Console, AM-FM Console, AM-FM Console with Phonograph. Record Players. Communications Equipment: Marine, Police, Railroad, Trucks and Busses, Taxicab, Walkie-Talkie, Radar Systems. Transmitters: Marine, Police, Fixed Station, Supervisory Control, Telemetering, Carrier Communication and Microwave Multiplex Systems.

The Muter Co.

1255 S. Michigan Ave., Chicago 5, Ill.
Phone: WAbash 2-8800

President.....Leslie F. Muter
Vice-Pres. & Sales Mgr.....K. E. Rollefson
Vice-Pres. & Credit Mgr.....A. A. Dailey
Purchasing Agent.....A. R. Campbell

PRODUCTS: Resistors, switches, ceramic capacitors, Spirashields, coils, precision potentiometers, I.F. and R.F. transformers.

National Carbon Div., Union Carbide & Carbon Corp.

30 East 42nd St., New York 17, N. Y.
Phone: MUrray Hill 7-8000

President.....A. V. Wilker
Vice-Pres. & Gen. Mgr.....J. M. Spangler
Vice-President.....C. O. Kleinsmith
Gen. Sales Mgr. Cons. Prods.....A. C. Bryan
Mgr. Battery Eng. Dept.....W. H. Fritz
V.-P., Adv. Sales Mgr.....H. M. Waren

PRODUCTS: "Eveready" "Mini-Max" "B" batteries for portable and farm type receivers, "Eveready" dry cells, "Eveready" flashlight batteries for miniature receivers, "Eveready" "Ail Cell" batteries for 2-volt and 1.4 volt receivers.

National Union Radio Corp.

350 Scotland Rd., Orange, N. J.
Phone: ORange 2-6600

President.....K. C. Meinken
Sales Mgr.....V. K. Ulrich
Director Research.....A. M. Skellett
Treasurer.....W. H. Carey
Secretary.....J. V. Deevy
Credit Mgr.....H. A. Pope
Asst. Adv. Mgr.....E. V. Rast

PRODUCTS: Electron tubes, receiving, TV, transmitting, cathode ray, special purpose, tube research & development, panel lamps, radio dry batteries.

New York Transformer Co., Inc.

Third Ave., Alpha, N. J.
Phone: PHillipsburg 5-1188

President.....Joseph B. Schaefer
Sales Manager.....Thomas B. Armstrong
Chief Design Eng.....Ernest D. Belanger
Chief Engineer.....George Pappas
Purchasing Agent.....Carl Seefer
Plant Superintendent.....A. H. Coover
Controller .....Kenneth Llewelyn

PRODUCTS: Transformers and reactors for TV, radios, transmitters, and receivers; audio frequency coils, electronic control devices and Hornet miniaturized transformers.

Oxford Electric Corp.

3911 S. Michigan Ave., Chicago 15, Ill.
Phone: ATlantic 5-6161

President.....J. D. Ceader
V.P. & Mgr.....Hugo Sunberg
Secy. & Treas.....David E. Davis
General Sales Mgr.....John A. Proctor, Jr.
Asst. Sales & Serv. Mgr.....Wm. B. Barnes
Chief Engineer.....K. H. Wessel
Works Manager.....A. Sorice

PRODUCTS: Radio speakers, output and line transformers, cathode ray tubes.

Packard-Bell Company

3443 Wilshire Blvd., Los Angeles 16, Calif.
Phone: DUnkirk 2-2141

President.....Herbert A. Bell
Vice-President.....Robert S. Bell
Vice-President.....Joe M. Spain
Sec.-Treas.....Lowell R. Day
Ass't. Sec.-Treas.....John L. Speis
Chief Engineer.....Charles Nichols
Plant Manager.....Jean Gleis
General Sales Mgr.....Kenneth R. Johnson
Dir. of Adv. & Sales Prom.....George W. Oliver
Service Manager.....Thomas L. Stevens
Personnel Dir.....Charles Askin

PRODUCTS: Radios, Radio-Phonograph-Recorder Combinations), Television. Radio-Phonograph Combinations, Television-Radio-Phonograph Combinations.

The Pentron Corp.

221 E. Cullerton, Chicago 10, Ill.
Phone: Victory 2-7234

President .....Irving Rossman
Treasurer .....Bernard Sahlens
Secretary .....Theodore Rossman
Chief Engr.....Rudolph A. Bierwirth
Mech. Engr.....Walter Hall
Quality Control.....Thos. Olsen

PRODUCTS: Magnetic Recording Equipment, Amplifiers, Electronic Communications Equipment.

Philco Corp.

Tioga & C Sts., Philadelphia 34, Pa.
Phone: NEbraska 4-5100

Board Chairman.....James T. Buckley
President .....William Balderston
Exec. V.P.....James H. Carmine
Pres.-TV & Radio Div.....Larry F. Hardy
V.P.-Ind. Rel.....Harold W. Butler
V.P. & Dir. of Purchases.....William H. Chaffee
V.P.-Oper.-TV & Radio Division.....Joseph H. Gillies
V.P.....Russell L. Heberling
V.P.-Sales-TV & Radio Div. .....Frederick D. Ogilby
V.P., Gen. Sales Mgr.....John M. Otter
V.P.-Finance.....Courtnay Pitt
V.P.-Watsontown Cab. Div.....Fred D. Rombach
V.P.-Service & Quality..Henry T. Paiste, Jr.
V.P.-Research.....David B. Smith
V.P.-Dir. of Res. & Eng.....Leslie J. Woods
V.P.-Adv.....John F. Gilligan
Pres.-Philco Intl. Corp...Dempster McIntosh
Traffic Manager.....J. Swan

PRODUCTS: Receivers: Battery—Automobile, Table, Portable, Portable AC-DC; Radio—AM Midget, AM Table, AM Console, AM Portable AC-DC, AM Portable Wet Cell, AM Table with Phonograph, AM Console with Phonograph, AM Console with Phonograph and Recorder, AM-FM Table, AM-FM Console, AM-FM Table with Phonograph, AM FM Console with Phonograph; Television—Table, Console, Console with Phonograph, AM-FM Console with Phonograph, Record Players, Communications Equipment: Marine, Railroad, Walkie-Talkie, Radar Systems. Transmitters: Micro Wave, Relay. Tubes: Receiving, Cathode Ray Receiving.

Philmore Manufacturing Co., Inc.

113 University Place, New York 3, N. Y.
Phone: ALgonquin 4-3363

President .....Philip Schwartz
V.P. & Sales Mgr.....M. L. Granat
Chief Engineer.....Reginald Burke
Credit Manager.....C. Mildred
Export Manager.....M. Greenker
Purchasing Agent.....Murray Granat

PRODUCTS: TV chassis, completely wired and aligned, TV kits with video and sound wired and fully aligned, with full instructions to complete the wiring, TV kits completely unassembled with full instructions for wiring. One, two and three tube kits, aerial kits, microphones (carbon type), crystal sets, crystal set kits, crystal detectors, coils.

Pilot Radio Corp.

37-06 36 St., Long Island City 1, N. Y.
Phone: STillwell 4-5455

President .....Isador Goldberg
Executive Vice-Pres.....E. L. Hall
Secretary-Treasurer.....I. W. Wyckoff
General Works Mgr.....J. I. Benjamin
Sales Manager.....E. M. Gilmore
Purchasing Agent.....B. A. Jablow
Chief Engineer.....Dr. W. Auerbacher

PRODUCTS: AM-FM table models and phono combinations, portable radio receivers, and TV receivers.

Presto Recording Corp.

P. O. Box 500, Hackensack, N. J.
Phone: HAckensack 3-5700

President.....George J. Saliba
Secretary.....Morris M. Gruber
Treasurer .....A. Benjamin
Comptroller.....Ruth B. Sholes
Sales Manager.....Thomas B. Aldrich

PRODUCTS: Disc recording and transcription equipment; tape recording and transcription equipment; recording amplifiers; limiter amplifiers; blank recording discs.

Press Wireless Mfg. Co., Inc.

Cantiague Rd., Hicksville, L. I., N. Y.

Phone: FIeldstone 7-2330

President.....T. Mitchell Hastings, Jr.
V.P. & Mgr. of W. Newton Plant.....Norman F. Hoard
Purchasing Agent.....Edward Callum
Chief Engineer.....Earl E. Eldridge
Sales Manager.....J. Harvey McCoy

PRODUCTS: Transmitters, 100 watts to 100 kilowatts for A-1, A-2, A-3, A-5, & F-1, high frequency broadcast & communications. Terminal equipment for radioteletype, radiotelephone, radiophoto & facsimile. Broadcast relay equipment including exalted carrier diversity systems, compression amplifiers, line amplifiers, page recorders (six minutes to 24 hours continuous voice recording). Communications equipment for telegraph includes ink-tape recorders, neutral & polar keyers, modulators and demodulators, channelizing terminals and complete receiving terminals.

Polarad Electronics Corp.

9 Ferry St., New York 7, N. Y.

Phone: DIgby 9-2080

President.....Dr. D. L. Jaffe
Chief Engineer.....P. H. Odessey
Sales Engineer.....Leo Gross

PRODUCTS: TV studio & test equipment, synchronized generator, TV monoscope signal source, picture & wave form monitor, portable picture monitor dual, TV camera chain, distribution amplifier, camera channel amplifier, dual & single regulated power unit, radio cue system, wide band video amplifier, color TV studio & test equipment; color TV receivers & monitors.

Radio Condenser Co.

Davis & Copewood Sts., Camden 3, N. J.

Phone: EMerson 5-5500

President.....Stanley S. Cramer
Exec. Vice-Pres.....Russell E. Cramer
V.-P., Charge of Sales..Russell E. Cramer, Jr.
Treasurer.....William W. Paul
Chief Engineer.....J. S. Robb

PRODUCTS: TV Tuning Devices; Variable Air Condensers; Variable Air Capacitors for special radio apparatus of all description; Automotive Push-Button Permeability Tuning Units.

RCA Victor Division, Radio Corp. of America

Front & Cooper Sts., Camden, N. J.

Phone: WOodlawn 3-8000

V.P. & Gen. Mgr.....W. A. Buck
Operating V.P.....C. M. Odorizzi
V.P. in Chge. of Tech. Prod.....L. W. Teegarden
V.P. in Chge. of Cons. Prod.....J. B. Elliott
V.P. in Chge. of Dis.....R. A Seidel
VP. in Chge. of Materials..V. deP. Goubeau
V.P. in Chge. of Eng.....D. F. Schmit
V.P. in Chge. of Eng. Prod.....W. W Watts
V.P. & Dir. Pers. Dept.....E. M. Tuft
V.P. & Gen. Mgr. of Home Inst. Dept.....H. G. Baker
V.P. & Dir. Finance Dept.....J. S. Carter
V.P. & Western Mgr.....H. R. Maag
V.P. & Gen. Mgr. of Tube Dept..R. T. Orth
V.P. & Gen. Mgr. of Record Dept.....P. A. Barkmeier
Pres., RCA Service Co., Inc.....E. C. Cahill
Pres., RCA Victor Dist. Corp...W. M. Norton
V.P. & Dir. of Pub. Rel. Dept.....J. K. West
Dir. of Acctg.....D. L. Trouant
Dir. of Dist.....H. M. Winters
Dir. of Plant Eng.....Frank Sleeter
Gen. Attorney.....S. E. Ewing
Chief Eng. Home Instruments Dept.....D. D. Cole
Chief Eng. Eng. Prod. Dept....M. C. Batsel
Chief Eng. Tube Dept.....G. R. Shaw
Gen. Sales Mgr. Home Instruments.....A. B. Mills
Gen. Sales Mgr. Eng. Products...T. A. Smith
Mgr. Comm. Sales, Records Dept.....L. A. Kanaga
Gen. Sales Mgr. Tube Dept.....L. S. Thees

DIVISION PLANTS: Camden, N. J. (General offices); Bloomington, Ind.; Indianapolis, Ind.: Marion, Ind.: Monticello, Ind.; Pulaski, Va.; Lancaster, Pa.; Harrison, N. J.; Hollywood, Calif.; New York, N. Y.; Canonsburg, Pa.; Detroit, Mich., and Cincinnati, O.

PRODUCTS: Antenna Systems, Application & Maintenance, Engineering Services, Aviation Radio Equipment, Battle Announce Systems; Brenkert Projection Equipment, Broadcast Station Equipment (AM and FM), Communications Equipment, Component Radio & Electronic Parts, Custom Disc Recordings, Direction Finders, Drive-In Theatre Equipment, Electronic Carillons & Chines, Electronic Fire Control Equipment, Electronic Tube Parts & Machinery, Electron Microscopes, Facsimile Equipment, Faradon Condensers, Film Recording Equipment, Film Recording Sevrice Studio (New York and Hollywood), High Frequency Heating Equipment, Industrial Electronic Products, Industrial Sound Equipment, Inter-Communication Equipment, Microphones, Music Library Service, Police Radio Equipment; Projection Booth Equipment, Public Address & Plant Broadcasting Equipment, Radar Equipment, Radio Parts, RCA Dry Batteries, RCA Victor Radios, RCA, Cunningham, and RCA Victor Electron Tubes, RCA Victor Records, Albums, Needles, Recording Equipment, Scientific Equipment, Screens,

Service & Maintenance for Electronic Equipment, 16 mm. Sound Film Projectors, Sonar Equipment, Sound Discs for Slide Films, Sound Powered Telephones, Sound Systems & Components, Special Apparatus & Technical Services for U. S. Government TV Receivers, Transmitters and Associated Equipment, Test & Measuring Equipment, Theatre Furnishings, Theatre Sound Systems, Victrola Radio-phonographs.

Radio Engineering Laboratories, Inc.

35-54 36 St., Long Island City 1, N. Y.
Phone: AStoria 8-1010

President.....C. R. Runyon, Jr.
V. P. & Mgr. of Sales....Frank A. Gunther
Secy. & Dir. of Purchases.....Joseph Behr
Chief Engineer.....Malbon H. Jennings
Director of Research.....James R. Day
Comptroller.....James A. Cronin

PRODUCTS: Broadcast transmitter, FM, 250 watts to 50 kw; Antennas-FM, speech input equipment, FM monitors, FM receivers, FM studio to transmitter link equipment, custom built high quality audio equipment. Quadrilene Amplifiers, Serrasoid modulators, Ten watt FM educational transmitters, Broadcast mobile transmitter link equipment, point-to-point multiplex communications equipment, FM radio relay links, special FM communications systems, FM store receivers, FM bus receivers and radio music receivers.

Rangertone, Inc.

73 Winthop St., Newark 4, N. J.
Phone: HUmboldt 5-2550

President.....R. H. Ranger
Vice-Pres., Chief Engineer...P. M. Brubaker
Secretary Sales Manager.....S. L. Ackerman
Asst. Treas.-Purchasing Agent.A. V. Colabella

PRODUCTS: Magnetic Tape Recorders: for normal Broadcast; for TV Synchronized Sound to Motion Picture Film. Thyratron Inverters: for Controlled 60 cycle Power, and Magnetic Heads.

Raytheon Manufacturing Co.

138 River St., Waltham 54, Mass.
Phone: 5-5860
Branch Office:
60 E. 42 St., New York 17, N. Y.

Manager.....Henry J. Giest
Phone: MUrray Hill 7-1550

PRODUCTS: Tubes, TV microwave relay equipment, communications, microwave equipment.

Reeves Soundcraft Corp.

10 East 52nd St., New York 22, N. Y.
Phone: PLaza 9-2644

President.....Hazard E. Reeves
Exec. Vice-Pres.....Harry P. Weston
Vice-President-Sales .....Edward Schmidt
Vice-Pres.-Production.....Harry F. Scheirer
Sales Manager.....Donald E. Ward
Dir. of Magnetic Research & Production.....E. W. Franck
Advertising Manager.....David O. S. Ruark
Mgr. of Gov. Oper.....Robert Killgore

PRODUCTS: Blank recording discs, magnetic recording tape, full width magnetic recording film, striped magnetic film, TV picture tubes, TV projection sets.

Rek-O-Kut Company

38-01 Queens Blvd., Long Island City 1, N. Y.
Phone: STillwell 4-7062-3-4

President, Sales Manager.....George Silber
Plant Supt.....S. Simonson
Credit Manager.....F. Wein
Export Dept.....Morhan Exporting Corp.

PRODUCTS: Instantaneous Recording Equipment, Recording Turntables, Transcription Turntables, Cutters, Amplifiers, Meters.

Sentinel Radio Corp.

2100 Dempster St., Evanston, Ill.
Phone: UNiversity 4-2400

President .....E. Alschular
Vice-President.....L. Frankel
Vice-President.....M. D. Block
Production Manager.....I. J. Jacogsen
Chief Engineer.....W. J. Schnell
Purchasing Agent.....J. L. Jones
Credit Manager.....C. S. Willard
Sales Manager.....E. G. May
Export Manager.....H. A. Silleox

PRODUCTS: Sentinel radio receiving sets and table, console models, portable radios, radio-phonograph combinations, table and console models, FM-AM table console and radio phonograph combinations, television receivers of all types.

Sherron Electronics Co.

(*Div. of Sherron Metallic Corp.*)
1201 Flushing Ave., Brooklyn 6, N. Y.
Phone: HYacinth 7-2820

President.....P. H. Sherron
Vice-President.....J. W. Hunter
Senior Vice-President.....R. M. Stock
Dir. of Electronic Res....John Vergeichik
Director of TV.....P. J. Golhofer
Dir. of Purchases.....M. C. Turner

PRODUCTS: Amplitude modulated transmitters, frequency modulated transmitters, TV transmitters, modulators at all power levels for above transmitters, control consoles for radio stations, pulse generators, oscilloscopes, regulated power supplies, custom

built equipment designed and manufactured to customers requirements. Experimentally licensed TV station KE2XIE manned by licensed personnel for TV investigations, communications equipment.

Standard Radio Transcription Services, Inc.

140 North LaBrea, Hollywood 36, Calif.
Phone: WEbster 9181

President .....Gerald King
Vice-President.....Milton M. Blink
V.-P. in Chg. of Sales—Eastern Office
Alex Sherwood
Sales Mgr.—Central States Office
Gus Hagenah
Business Mgr. & Counsel...Lewis TeeGarden
Production Manager.....Harry Bluestone
Chief Engineer.....Ernest Baumeister

PRODUCTS: Standard radio transcription library service, Standard super sound effects, Mood music library.

Stewart-Warner Electric Div. of Stewart-Warner Corp.

1826 W. Diversey Pkway., Chicago 14, Ill.
Phone: LAkeview 5-6000

President.....J. S. Knowlson
Sr. Vice-President.....F. A. Hiter
General Manager.....E. G. Fossum
Gen. Sales Mgr.....E. L. Taylor
Advertising Mgr.....J. B. Ottman
Service Mgr.....R. W. Felber
Chief Engineer.....S. C. Kolanowski
Credit Manager.....A. W. Grossklags
Publicity Mgr.....C. W. Grange
Export Mgr.....J. E. Burke
Purchasing Agent.....J. S. Burress
Industrial Relations Mgr.....W. W. Miller
Traffic Manager.....R. C. Stockton

PRODUCTS: RADIOS: AM, Short-Wave, AM-FM Console, Table, Console Combinations, Table Combinations, Portables; Civil and Military Electronic Devices; Miniaturized Electronic Equipment; Citizens Radio Transceivers. TV: Table, Console, Console Combinations, and Direct View.

Stromberg-Carlson Co.

100 Carlson Rd., Rochester 3, N. Y.
Phone: CUlver 0260

President.....Robert C. Tait
Vice-President .....Lee McCanne
Vice-President.....Sidney R. Curtis
Sales Manager.....Clifford J. Hunt
Credit Manager.....Charles W. Pritchard
Mgr. Adv. & Pub. Rel Stanley H. Manson

PRODUCTS: TV Table Models, TV Consoles, TV Combinations with AM, FM, and 3-speed record changer, Table Model Radios, Combination Radios with AM, FM, and 3-speed changer, Electronic Carillon Equipment. Intercommunicating Systems, Telephones, and Switchboard Equipment.

Sylvania Electric Products, Inc.

1740 Broadway, New York 19, N. Y.
Phone: JUdson 6-2424

Chairman of Board.....Max F. Balcom
President.....D. G. Mitchell
Vice-President.....E. Finley Carter
Vice-President.....R. H. Bishop
Exec. Vice-President.....H. Ward Zimmer
General Sales Mgr., Radio Div.
G. R. Sommers
Dir. of Advertising.....T. P. Cunningham

PRODUCTS: Television Picture Tubes, Radio and Television Receiving Tubes, Germanium Diodes, Radio and Television Testing Equipment, Radio and Television Receivers, Tube Parts, Tungsten and Chemical Products.

Sylvania Electric Products, Inc. Radio & Television Division

254 Hano Street, Buffalo 7, New York
Phone: Victoria 2450

General Manager .....A. L. Chapman
Gen. Manufacturing Mgr.....H. S. Riordon
Gen. Sales Mgr.....J. K. McDonough
Adv. & Promotion Mgr.....B. O. Holsinger
Industrial Relations Mgr.....H. S. Hagen

PRODUCTS: Sylvania Radio Receivers (AM & FM) Sylvania "Movie-Clear" Television Receivers.

Television Associates, Inc.

E. Michigan St., Michigan City, Ind.
Phone: 3655

President.....W. C. Eddy
Chief Engineer.....A. H. Brolly
Plant Superintendent.....J. L. Lahey
Secretary .....Margaret Durnal

PRODUCTS: Studio lighting equipment: Ceiling mounted incandescents, and fluorescents; dolly mounted fluorescents; control fixtures for mounting spotlights; light panel control equipment and switch panels. Microwave relay equipment: Reflectors and mounting supports; parapet clamps; metal tripods. Studio equipment: Camera Dollies, tripods, hi-hats and lo-hats for camera mounting, cable clamps. Projection Room accessories: Continuous reel magazines, rewind mandrels, and storage racks for continuous reel film loops; kaleidoscope projectors; specialized film loops for continuous reel use.

Television Equipment Corp.

238 William St., New York 7, N. Y.
Phone: COrtlandt 7-5160

President .....Leonard Mautner
Vice-President .....William Brown
Secretary .....William Brown
Treasurer.....Harold B. Schneider

PRODUCTS: TV cameras, studio equipment, transmitters, test equipment, oscilloscopes, telecoupler—TV master antenna systems, TV booster amplifiers.

Transmitter Equipment Mfg. Co., Inc.

345 Hudson St., New York 14, N. Y.
Phone: WAtkins 4-1550

President.....Morton B. Kahn
Treasurer.....Morton B. Kahn
Secretary.....E. J. Nagler

PRODUCTS: Broadcast Station Equipment, AM and FM, Studio Amplifying Consoles, Radio Communication Transmitters, both AM and FM, Air, Ground Communication Equipment, AM and FM, Electronic Computors, Radar Equipment, Guided Missile Controls, etc.

U. S. Recording Company

1121 Vermont Ave., N.W. Washington 5, D. C.
Phone: Sterling 3626

General Manager.....Joseph Tait
Plant Manager.....Robert L. Kaufman
Chief Engineer.....Henry P. Meisinger
Sales Manager.....Eugene Rosen

PLANT: 1347 South Capitol St.
Phone: Sterling 3626

PRODUCTS: Manufacturers and distributors of audio and sound equipment—Panacoustic, Presto, Magnecord, Stromberg-Carlson, Liberty Carrillon, and many others. Specializing in engineering manufacturing, assembling custom equipment for radio Broadcast stations. Complete Studio and Technical Plant for Sound Recording—both disc and tape.

United States Television Mfg. Corp.

3 W. 61st St., New York 23, N. Y.
Phone: CIrcle 6-4255

President .....Hamilton Hoge
Vice-President.....Francis H. Hoge, Jr.
Purchasing Manager.....Jack Gordon
Chief Engineer.....N. Maradino
Chief Mechanical Engr...Henry Strahlman
Credit Manager.....Herbert Slote

PRODUCTS: Television: 10" & 15" Table Model Direct View, 12" Consolette Direct View, 12" & 15" Console Direct View, 15" Consolette Direct View, 475 & 675 sq. in. Projection, Instruments: UST-ALL Electronic Sweep Generator.

Westinghouse Electric Corp.

306 Fourth Ave., Pittsburgh 6, Pa.

President.....Gwilym A. Price
V.P. (Cons. Prods.).....J. M. McKibbin
Ass't to V. P. (Cons. Prods.)...Roger Bolin

Home Radio Division

Manager.....F. M. Sloan
Asst. Mgr.....A. G. Rogers
Asst. to Mgr.....L. J. Fitzpatrick
Chief Engineer.....G. C. Larson
Mgr. of Mftg.....F. H. Barnett
Purchasing Agent.....J. R. Todd
Sales Manager.....J. F. Walsh
Asst. Sales Mgr.....J. W. Hitchcock
Adv. & Sales Prom. Mgr.....Earl L. Hadley
Asst. to Adv. Mgr.....J. Reed
Sales Prom. Mgr.....F. S. McCarthy
Service Manager.....W. H. McKnew
Merchandise Mgr.....A. Earle Fisher

Weston Electrical Instrument Corp.

614 Frelinghuysen Avenue, Newark 5, N. J.
Phone: Bigelow 3-4700; WOrth 4-3510 in N.Y.

President.....Earl R. Mellen
Exec. V-P.....Ross Nichols
Vice-Pres. in Charge of Sales
H. L. Gerstenberger
Vice-Pres. & Chief Engr.....John H. Miller
Credit Manager.....B. E. Arthur
Purchasing Agent.....George T. Deaney
Gen. Sales Mgr.....Phil Barnes
Advertising Manager.....C. B. Denton
Export Manager.....John H. Purcell
Service Manager.....Charles W. Biswanger

PRODUCTS: Electrical Indicating Instruments, Sensitive Relays and Associated Devices, Service and Tube Testing Equipment, Electrical Speed and Temperature Indicating Equipment, Photoelectric Devices and Photographic Exposure Meters, Weston Industrial and Laboratory Thermometers, Weston Aircraft Instruments.

Wheeler Laboratories, Inc.

122 Cutter Mill Rd., Great Neck, N. Y.
Phone: GReat Neck 2-7806

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Evans, A. E. ..... KGO, KGO-TV, San Francisco
Ewing, George W. ..... KFXM, San Bernardino
Ferguson, Don ..... KCOK, Tulare
Forrssell, Gene ..... KIST, Santa Barbara
Friend, Russ ..... KRDU, Dinuba
Freitag, Willis O. ..... KRKD, Los Angeles
Fritch, Harvey E. ..... KALI, Pasadena
Fulwood, Fred ..... KWTC, Barstow
Gerloff, Milton ..... KGST, Fresno
Grim, Charles ..... KXO, El Centro
Guenther, Stanley G. ..... KVOE, Santa Anna
Haag, Merlin W. ..... KECC, Pittsburg
Hall, Fred ..... KVEN, Ventura
Harrison, William ..... KTYL, Mesa
Hartman, W. Herbert ..... KCRA, Sacramento
Hassett, Verne ..... KSRO, Santa Rosa
Herman, John M. ..... KTIP, Porterville
Houston, Harold ..... KSUE, Susanville
Isberg, R. A. ..... KRON-TV, San Francisco
Jarvis, L. P. ..... KPMC, Bakersfield
Johnston, J. Lee ..... KEEN, San Jose
Jury, Harold ..... KTSL, Hollywood
Karpisek, William ..... KROY, Sacramento
Kerr, Don ..... KBUC, Corona
Keys, Donald F. ..... KWSD, Mt. Shasta
Kiner, Dean ..... KDAC, Ft. Bragg
Klitzing, Richard ..... KITO, San Bernardino
Kohlenberger, William ..... KMNS, San Luis Obispo

Chief Engineers

Larson, Barbara.....WBIZ, Eau Claire, Wis.
Leake, Paul.....KROW, Oakland
Logan, Mary.....WBAY, Green Bay, Wis.
Long, Henry M.....KPHC, Walsenburg
Maginnis, William.....KSYC, Yreka
Mandelert, Alicia.....WEAU, Eau Claire, Wis.
Mason, Curtis.....KFI, Los Angeles
McBain, Donald C.....KCMJ, Palm Springs
McDowell, Lawrence W.....KFOX, Long Beach
McGee, Carl.....KSTN, Stockton
McQueary, Lloyd.....KMYC, Marysville
Mealey, Keith L.....KFRE, Fresno
Milton, Vern.....KSDO, San Diego
Mobley, Mal. Jr.....KMPC, Los Angeles
Moore, Raymond M.....KTLA, Los Angeles
Morecroft, John.....KOWL, Santa Monica
Nesmith, Frank.....KWG, Stockton
Nicolay, Albert.....KTMS, Santa Barbara
Oakley, Ron.....KFAC, Los Angeles
Obuchon, Homer.....KGFJ, Los Angeles
Partridge, Ray L.....KDAN, Oroville
Patterson, Norwood.....KSAN, San Francisco
Peck, Curtis.....KNBC, San Francisco
Planting, Merwyn F.....KVSM, San Mateo
Pope, Russ.....KVCV, Redding
Reader, Jack.....KXLA, Pasadena
Reeves, Don C.....KNGS, Hanford
Reeves, Leonard.....KFVD, Los Angeles
Rice, Jay.....KGIL, San Fernando
Sayre, Maxon.....KTUR, Turlock
Schwartz, Dale.....KPRL, Paso Robles
KVEC, San Luis Obispo
Scott, Walter H.....KSJO, San Jose
Shatto, Luverne.....KERN, Bakersfield
Sherburne, Charles J.....KCBQ, San Diego
Smith, Roswell S.....KLX, Oakland
Spargo, Paul W.....KWKW, Pasadena
Sronce, Stam.....KFBK, Sacramento
Swanson, Roy D.....KUBA, Yuba City
Thomsen, Christie.....WBEL, Beloit, Wis.
Towne, A. E.....KPIX, KSFO, San Francisco
Tracewell, James.....KREO, Indio
Treaster, Lyman.....KKIN, Visalia
Underwood, E. G.....KFRC, San Francisco
Vanderbeek, Herbert.....KVON, Napa
Walker, Drew.....KROP, Brawley
Wallace, Bill.....KMJ, Fresno
Williamson, Bert.....KYND, Fresno
Williamson, Warren.....KSON, San Diego
Wright, Omer.....KDON, Santa Cruz

Colorado

Austin, Harold.....KCOL, Ft. Collins
Birdsong, O. J.....KRLN, Canon City
Blanchard, Robert R.....KLMO, Longmont
Brewer, Harry.....KFKA, Greeley
Brokaw, Bill.....KGIW, Alamosa
Dobbins, Blair.....KBOL, Boulder
Ekren, T. C.....KVOD, Denver
Emrich, Paul F.....KYOU, Greeley
Fitzmorris, Robert.....KRDO, Colorado Springs
Hall, Bill.....KFTM, Ft. Morgan
Hay, Charles.....KFXJ, Grand Junction
James, Glen.....KMYR, Denver
James, Vir N.....KVRH, Salida
Kelley, O. E.....KTLN, Denver
Kounter, Gerald.....KCSJ, Pueblo
Metcalf, Bill.....KEXO, Grand Junction
Morrisey, T. G.....KFEL, Denver
Owen, Robert H.....KOA, Denver
Pyle, W. D.....KVOD, Denver
Shanks, Willis C.....KGHF, Pueblo
Sickella, Walter.....KOKO, La Junta
Sidwell, Bob.....KUBC, Montrose
Strang, H. C.....KVOR, Colorado Springs
Vanderlinden, Lew.....KIUP, Durango
Wehrman, Harvey.....KLZ, Denver
Wood, Edwin.....KLMR, Lamar

Connecticut

Balnius, Sam.....WKNB, New Britain
Crawford, Winthrop.....WICC, Bridgeport
DeLaurentis, Vincent.....WNHC & WNCH-TV, New Haven
Dubenetsky, Alexander.....WICH, Norwich
Faubel, Edward A.....WSTC, Stamford
Fleisher, Gene.....WWCO, Waterbury
Gellman, Ernest S.....WAVZ, New Haven
Hales, Frank B.....WBRY, Waterbury
Herman D. Taylor.....WTIC, Hartford
Holt, Hillys.....WHAY, New Britain
Holt, Rogers.....WONS, Hartford
Jenson, Russ.....WTOR, Torrington
Jensen, Russell.....WATR, Waterbury
King, Fred.....WELI, New Haven
Langfelder, Gabriel.....WMMW, Meriden
Martino, Italo A.....WDRC, Hartford
Masini, Charles.....WTHT, Hartford
Morey, Gerald J.....WNLC, New London
Pallokat, Alfred.....WLCR, Torrington
Ricci, Richard A.....WBIS, Bristol
Thomas, Harold.....WNAB, Bridgeport

Delaware

Eckstein, Herbert H.....WAMS, Wilmington
Galow, Ralph.....WDOV, Dover
Kennedy, H. Edwin.....WILM, Wilmington
Mathiot, J. E...WDEL & WDEL-TV, Wilmington
Neuhaus, Wayne C.....WTUX, Wilmington

District of Columbia

Beville, Ross H.....WWDC, Washington
Burleson, M. M...WTTG & WTTG-TV, Washington
Cannon, Ralph E. Jr.....WINX, Washington
Cooper, Donald.....WRC, Washington
Harvey, Frank...WMAL, WMAL-TV, Washington
Hunt, Clyde.....WTOP, Washington

Florida

Askew, W. F.....WOBS, Jacksonville
Bennett, Russell.....WMIE, Miami
Browne, Emerson.....WTRR, Sanford
Callan, John D.....WTAN, Clearwater
Castle, Charles.....WDHL, Bradenton
Clifton, Charles.....WTNT, Tallahassee
Craig, L. Orden.....WSIR, Winter Haven
Cruickshank, Jim.....WPLA, Plant City
Daniel, W. Dodd.....WLOF, Orlando
Dashiell, Gene.....WHOO, Orlando
Donovan, James R.....WPDQ, Jacksonville
Ellenwood, W. K.....WMFJ, Daytona Beach
Fernandez, A. G.....WKXY, Sarasota
Gano, Ovid.....WRUF, Gainesville
Grant, James E., Jr.....WSPB, Sarasota
Hance, Leon.....WPCK, Panama City
Hartwick, Charles A., Jr.....WMBM, Miami Beach
Hayford, Beecher.....WJHP, Jacksonville
Hayford, Beecher.....WTMC, Ocala
Heath, Harold.....WCOA, Pensacola
Heitzman, William P.....WIRK, West Palm Beach
Hill, Edwin W.....WHBO, Tampa
Hopkins, John T., III.....WJAX, Jacksonville
Keicher, Andrew.....WEAT, Lake Worth
Kindell, Tom.....WJVB, Jacksonville Beach
Kinney, Walter.....WTTT, Coral Gables
Lee, William P.....WLAK, Lakeland
Lewis, Earl W.....WTVJ, Miami
Link, Louis J.....WSUN, St. Petersburg
Lowe, Charles.....WKWF, Key West
Mangold, William D.....WTSP, St. Petersburg
McCall, L. C.....WWPF, Palatka
Mennitt, Lawrence C.....WVCG, Coral Gables
Mickle, Lauren.....WJBS, Deland
Millard, James H.....WNDB, Daytona Beach
Miniard, Tom.....WCNU, Crestview
Mitchell, Joseph.....WFLA, Tampa
Moore, William Pharr.....WDAE, Tampa
Parker, Clarence S.....WNER, Live Oak
Raistrick, Ernest.....WFOY, St. Aug.
Reeder, William.....WFEC, Miami
Reynolds, John.....WINZ, Hollywood
Rider, Gene.....WQAM, Miami
St. Jean, Manley.....WPIN, Clearwater
Sanford, Merle.....WFTL, Ft. Lauderdale
Scott, Milton C.....WIOD, Miami
Shropshire, A. W.....WGBS, Miami
Singlton, Bruce E.....WDSR, Lake City
Smith, Arthur.....WKAT, Miami Beach
Snowden, William A., Jr.....WTAL, Tallahassee

Sowinski, James ..... WIRA, Ft. Pierce
Stephens, James ..... WIVY, Jacksonville
Stomtsch, Harold ..... WORZ, Orlando
Tison, J. B. ..... WALT, Tampa
Vordermark, Ernest .. WMBR-AM-TV, Jacksonville
Waltz, Kenneth R. ..... WMMB, Melbourne
Yarbrough, James E. ..... WDBO, Orlando

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Georgia

Akerman, Ben ..... WGST, Atlanta
Atkinson, William R. ..... WGBA, Columbus
Andrews, John S. ..... WBLJ, Dalton
Beaty, Lamar ..... WMGA, Moultrie
Bobo, Rabun F. ..... WRDW, Augusta
Brooks, Lesley P. ..... WDUN, Gainesville
Brown, F. Keith ..... WGGA, Gainesville
Brown, Hudie ..... WDAK, Columbus
Carlton, Redus A. ..... WGPC, Albany
Cole, Edward ..... WLAQ, Rome
Cram, Paul B. ..... WAGA-TV, Atlanta
Daugherty, C. F. ..... WSB, Atlanta
Dennis, Ralph M. ..... WGOV, Valdosta
Dillard, Sam ..... WGLS, Decatur
Drewry, L. D. ..... WRFC, Athens
Duke, Thomas ..... WALB, Albany
Evans, Bill ..... WGAU, Athens
Gamble, Joe A. ..... WRBL, Columbus
Goodrich, H. S. ..... WBML, Macon
Hattaway, Robbie O. ..... WMVG, Milledgeville
Hill, William J., III ..... WTJH, East Point
Holt, David J. ..... WBGE, Atlanta
Hooper, Chessley F. ..... WLBB, Carrollton
Hunt, Garry C. ..... WGAA, Cedartown
Hunt, Gary ..... WROM, Rome
Jewett, Howard C., Jr. ..... WDAR, Savannah
Jopling, John ..... WGAC, Augusta
Kennedy, William F. ..... WERD, Atlanta
Legare, John E. ..... WAYX, Waycross
Livingston, G. C., Jr. ..... WATL, Atlanta
Lopresti, Jack ..... WWNS, Statesboro
Magill, Robert ..... WRLD, West Point
Mallory, Kenneth T. ..... WKTG, Thomasville
McKay, J. M. ..... WLAG, Lagrange
McLane, Broadus ..... WKLY, Hartwell
Meeks, J. Carl ..... WLET, Toccoa
Moats, William ..... WCCP, Savannah
Nichols, Delmas A. ..... WBGR, Jesup
Norton, J. T. ..... WBHF, Cartersville
Nunez, Wilfrido ..... WDMG, Douglas
Owen, Reeve ..... WTOC, Savannah
Poole, J. W. ..... WPAX, Thomasville
Price, Harold G. ..... WQXI, Atlanta
Rankin, George P. ..... WMAZ, Macon
Rivard, John ..... WDEC, Americus
Roberts, Wendell C. ..... WWGS, Tifton
Starr, R. A. Sox ..... WRGA, Rome
Stephens, Joe ..... WDWD, Dawson
Strauss, Chuck ..... WFOM, Marietta
Swint, Ernst ..... WJBF, Augusta
Tarpley, Marvin W. ..... WBBQ, Augusta
Thompson, M. E. ..... WSAV, Savannah
Weir, James B. ..... WVOP, Vidalia
Whitley, G. H., Jr. ..... WKEU, Griffin
Wilder, James M. ..... WFRP, Savannah
Williams, Edward W., Jr. ..... WTWA, Thomson

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Idaho

Burgess, T. G. ..... KCID, Caldwell
Call, Ellis W. ..... KSEI, Pocatello
Eggleston, Richard ..... KGEM, Boise
Evans, C. W. ..... KVNI, Coeur d'Alene
Hartley, Marvin ..... KTFI, Twin Falls
Jones, Lloyd ..... KLIX, Twin Falls
Johntz, James ..... KDSH, Boise
Jones, Don ..... KWEI, Weiser
Lockwood, Donald R. ..... KBIO, Burley
Madsen, Arch L. ..... KVMV, Twin Falls
Mauldin, Denzil ..... KEIO, Pocatello
Nelson, Blaine ..... KIFI, Idaho Falls
Ross, Gilbert M. ..... KFXD, Nampa
Tochtermann, Harold ..... KIDO, Boise
Wilson, Gene ..... KRLC, Lewiston
Young, H. D. ..... KRPL, Moscow

Illinois

Ashenfelter, Richard L. ..... WCVS, Springfield
Bailey, Fred ..... WJBC, Bloomington
Barker, Vincent S. ..... WFRL, Freeport
Cassens, G. J. ..... WLDS, Jacksonville
DeCosta, Les ..... WJOL, Joliet
Derhake, Edmund ..... WGEM, Quincy
Ebel, A. James .... WMBD, Peoria; WDZ, Decatur
Eckels, Richard ..... WKAN, Kankakee
Fisher, Ed ..... WSDR, Sterling-Dixon
Garcia, William ..... WOKZ, Alton
Gladson, Elmer ..... WEBQ, Harrisburg
Hayes, Elmer P. ..... WHFC, Cicero
Hirsch, Oscar C. ..... WKRO, Cairo
Horine, Carl ..... WWXL, Peoria
Horner, Douglas H. ..... WGIL, Galesburg
Horstman, Edward C. ..... WENR-TV, Chicago
Jacker, Edward W. ..... WAIT, Chicago
Khochel, Ray F. ..... WPRC, Lincoln
Korn, Thomas F. ..... WEDC, Chicago
Kusack, William ..... WBKB, Chicago
Lovely, Wayne ..... WEEK, Peoria
Looper, R. O. ..... WHOW, Clinton
Luttgens, Howard ..... WNBQ, Chicago
Luukinen, Rudolph ..... WIRL, Peoria
Lynch, Larry ..... WQUA, Moline
Magin, T. G. ..... WDAN, Danville
McCann, Lawrence ..... WLPO, La Salle
Meyer, John ..... WKAI, Macomb
Meyers, Carl J. ..... WGN, WGN-TV, Chicago
Miller, Adron ..... WVLN, Olney
North, Dwight ..... WCNT, Centralia
Pilcher, Louis P. ..... KVOL, Lafayette
Plotts, Ellery ..... WGES, Chicago
Prandoni, Emil L. ..... WSIV, Pekin
Ralston, George A. ..... WRMN, Elgin
Ribas, Gene ..... WBYS, Canton
Rowe, Thomas ..... WLS, Chicago
Schenke, Robert ..... WDWS, Champaign
Schnedorf, L. J. ..... WNMP, Evanston
Sherman, George ..... WBBM, Chicago
Shirk, Kenneth C. ..... WIND, Chicago
Sinnett, Robert J. .. WHBF, WHBF-TV, Rock Island
Smith, Wilfred A. ..... WROK, Rockford
Stuckwish, Milburn H. ..... WSOY, Decatur
Swaringen, E. C. ..... WTAX, Springfield
Swingle, Joseph ..... WKID, Urbana
Tolmie, Richard H. ..... WCRA, Effingham
Ulrich, Carl W. ..... WAAF, Chicago
Vandament, Harold ..... WROY, Carmi
Westerdale, Neill R. ..... WMIX, Mt. Vernon
Whitman, Urlin ..... WTAD, Quincy
Willett, Charles E. ..... WCFL, Chicago
Yandell, Rayburn ..... WJPF, Herrin

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Indiana

Aderhold, Harvey ..... WIBC, Indianapolis
Alden, Eugene E. ..... WIRE, Indianapolis
Baldwin, Ralph ..... WAOV, Vincennes
Bock, Francis ..... WJVA, South Bend
Chase, Eugene A. ..... WKJG, Ft. Wayne
Cole, Herbert ..... WSBT, South Bend
Crain, Maury ..... WLBC, Muncie
Duning, Louis ..... WKBV, Richmond
Felts, Ray ..... WTHI, Terre Haute
Finger, Carl J. ..... WBIW, Bedford
Fischer, Eugene A. ..... WLRP, New Albany
Garba, Harry ..... WASK, Lafayette
Gresham, Stokes ..... WISH, Indianapolis
Haun, Arnold ..... WJCD, Seymour
Hoffman, Gilbert ..... WJPS, Evansville
Holland, Harold .. WFBM, WFBM-TV, Indianapolis
Holzapfel, Don ..... WGL, Ft. Wayne
Kealey, Ira D. ..... WHOT, South Bend
Lockwood, Edward ..... WXLW, Indianapolis
Nelson, Earl ..... WSAL, Logansport
Nyfeler, Keith ..... WTOM, Bloomington
Ratts, Bruce H. ..... WOWO, Ft. Wayne
Rector, Chester ..... WIOU, Kokomo
Routh, Kenneth ..... WCBC, Anderson
Ruyle, Donald ..... WITZ, Jasper-Huntingburg
Schilling, R. J. ..... WIMS, Michigan City
Schoeney, Erwin ..... WGBF, Evansville
Schultz, William ..... WEOA, Evansville
Shroyer, L. M. ..... WHBU, Anderson

Stewart, Howard.....WBOW, Terre Haute
Stinson, Charles F.....WKAM, Warsaw
Stoltz, George F.....WIKY, Evansville
Voss, Victor.....WWCA, Gary
Warren, William Wallace.....WANE, Ft. Wayne
Weigel, Morton.....WTTV, WTTS, Bloomington
Westfall, Charles.....WBAT, Marion
Wulliman, James C.....WCNB, Connersville
Zellmer, Lester.....WTRC, Elkhart

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Iowa

Amoo, Lloyd R.....KIOA, Des Moines
Arvidson, Paul.....WOC, WOC-TV, Davenport
Barker-Heim.....WKBB, Dubuque
Bartlett, F. E.....KSO, Des Moines
Burgess, Howard F.....KWWL, Waterloo
Caldwell, Ken M.....KCRG, Cedar Rapids
Carlson, Howard.....KAYL, Storm Lake
Dickens, James.....KWCR, Cedar Rapids
Dier, S. C.....KSCJ, Sioux City
Duncan, Jack H.....KSMN, Mason City
Easterly, Willard.....KTRI, Sioux City
Edenson, Ed.....KWPC, Muscatine
Full, Elliot.....KXIC, Iowa City
Hall, Robert W.....KSWI, Council Bluffs
Hancock, Robert.....KDTH, Dubuque
Hatchett, Wayne J.....KJFJ, Webster City
Hixenbaugh, George.....WMT, Cedar Rapids
Kanago, Elson.....KICD, Spencer
Kelso, Doyle.....KASI, Ames
Marshall, Hubert J.....KXGI, Ft. Madison
Mott, James L.....KOKX, Keokuk
Parker, Gerald.....KROS, Clinton
Poole, Jean A.....KSIB, Creston
Quentin, Charles.....KRNT, Des Moines
Reimers, Robert K.....KCOG, Centerville
Sawyer, Roger.....KGLO, Mason City
Smith, Alvin.....KCOM, Sioux City
Schroeder, R. J.....KMA, Shenandoah
Sinclair, David.....KVFD, Ft. Dodge
Snyder, Reed E.....WHO, Des Moines
Zaruba, Arnold.....KDEC, Decorah

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Kansas

Allen, Dale.....KTSW, Emporia
Barnett, Glen.....KAYS, Hays
Bliesner, Carl B.....WREN, Topeka
Brosseau, W. D.....KSEK, Pittsburg
Casey, E. D.....KGAR, Garden City
Clary, M. H.....KWHK, Hutchinson
Coltrane, Daniel W.....KOFO, Ottowa
Dickensheets, Lewis.....WIBW, Topeka
Heithecker, Ted.....KANS, Wichita
Hoisington, Duane.....KGNO, Dodge City
Howe, Edward H.....KSOK, Arkansas City
Hughes, Claude.....KNEX, McPherson
Jaminet, J. Sarto.....KGGF, Coffeyville
Kettner, Ernest L.....KIND, Independence
Kidd, T. L.....KFH, Wichita
Kramer, Claude.....KARE, Atchison-St. Joseph
Meek, Richard P.....KJCK, Junction City
Newby, Harold.....KAKE, Wichita
Pash, Wayne.....KSCB, Liberal
Peterson, Willard H.....KTOP, Topeka
Pyle, Kay.....KFBI, Wichita
Reed, Daniel.....KPRS, Olathe
Reed, David L.....KCLO, Leavenworth
Stafford, Leo.....KOAM, Pittsburg
Teats, James L.....KLKC, Parsons
Totten, Gale.....KJAY, Topeka
Wallack, Chester A.....KVGB, Great Bend

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Kentucky

Cross, Harvey L.....WFTM, Maysville
Drake, Elmer C.....WNOP, Newport
Dawson, Stephen N.....WLOU, Louisville
Denton, Ralph F.....WSFC, Somerset
Dunbar, Paul.....WVLK, Lexington
Esten, Perry W.....WGRC, Louisville
Ferrell, Guy N.....WLSI, Pikeville
Fox, J. Francke, Jr.....WHLN, Harlan
French, James C.....WKIC, Hazard
Hargrove, Joseph.....WKTM, Mayfield
Hart, Wm. J., Jr.....WPKE, Pikeville
Hendricks, Jack.....WKCT, Bowling Green
Henson, Russell.....WCTT, Corbin
Hudson, Wilbur....WAVE, WAVE-TV, Louisville
Hulse, C. H.....WKAY, Glasgow
Jagoe, Ear Robert.....WVJS, Owensboro
Latham, John.....WNBS, Murray
Locklar, Henry C.....WLAP, Lexington
Lovell, Henry C.....WHIR, Danville
Mahoney, Marvin.....WPKY, Princeton
Mick, Evers.....WFMW, Madisonville
Morris, U. C.....WPAD, Paducah
Nunn, Vernon R., AM
Cleveland, Robt. FM.....WSON, Henderson
Peters, Harold I.....WOMI, Owensboro
Picazo, M. E.....WMTC, Van Cleve
Pontrich, Nolan.....WKYW, Louisville
Scarsdale, Melvin.....WINN, Louisville
Sims, C. G.....WKYB, Paducah
Simpson, William L.....WHOP, Hopkinsville
Smith, T. K.....WFKY, Frankfort
Summerford, D. C.....WKLO, Louisville
Toleman, Edd.....WZIP, Covington
Towner, Orrin W.....WHAS, Louisville
Weaver, Clarence W.....WCMI, Ashland

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Louisiana

Allen, Donald K.....WAFB, Baton Rouge
Antony, W. E.....KWKH, Shreveport
Bailey, Clovis L.....KSIG, Crowley
Blackmon, L. M.....KANE, New Iberia
Bloom, J. D., Jr.....WWL, New Orleans
Bourgeois, Albert.....WNOE, New Orleans
Carlson, L. J.....KENT, Shreveport
Carson, LaVance.....KWSL, Lake Charles
Case, E. E.....WIBR, Baton Rouge
Craft, A. B.....KPLC, Lake Charles
Crawford, John.....KVOB, Alexandria
Curnutt, F. E.....WIHL, Hammond
Dudley, Vernon.....WJBO, Baton Rouge
Eckhardt, S. E.....KTRY, Bastrop
Hebert, Fred.....KSLO, Opelousas
Hyatt, Wm.....KNOE, Monroe
Jones, Donald.....KCIL, Houma
Maddox, C. H.....KTBS, Shreveport
Martin, George P.....KROF, Abbeville
Nevill, William C.....WJMR-WRCM (FM) New Orleans
Riddle, Lindsey...WDSU-TV, WDSU, New Orleans
Schreiber, Raymond S., Jr.....KSYL, Alexandria
Sexton, Jesse R.....KALB, Alexandria
Van Valkenburg, James Edward
WLCS, Baton Rouge
Vargo, Andrew.....KLOU, Lake Charles

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Maine

Deters, Arthur.....WIDE, Biddeford
Dickson, Walter.....WABI, Bangor
Dinsmore, Harold I.....WRDO, Augusta
Hall, Leslie R.....WLAM, Lewiston-Auburn
Hodgkens, Roger W.....WGAN, Portland
Hughes, L. E.....WAGM, Presque Isle
MacGown, Lauris P.....WGUY, Bangor
MacIntosh, Robert W.....WABM, Houlton
Mason, Donald.....WCOU, Lewiston
Parker, Robert.....WFAU, Augusta
Perry, Roger L.....WPOR, Portland
Ruiz, Horace.....WMTW, Portland
Smith, Dan B.....WCSH, Portland
Sutherland, Donald H.....WTVL, Waterville
Wibby, John.....WLBZ, Bangor

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Maryland

Bareham, William C..WBAL-TV, WBAL, Baltimore
Brewer, G. Harold.....WARK, Hagerstown
Chaconas, Nicholas J.....WGAY, Silver Spring
Clendenning, William Paul...WCUM, Cumberland
Duff, James S.....WITH, Baltimore
Herr, Donald.....WBCC, Bethesda
Houston, G. Porter.....WCBM, Baltimore
Jones, Martin L.....WCAO, Baltimore
Jones, Paul C.....WNAV, Annapolis
Kuntz, William O.....WASA, Havre de Grace
Lahmah, Glenn.....WAAM-TV, Baltimore
McIntire, George.....WJEJ, Hagerstown

Merritt, Jerrold P.....WCEM, Cambridge
Nopper, Carlton G.....WMAR-TV, Baltimore
Ranft, William Q.....WFBR, Baltimore
Reckling, Leroy.....WSID, Baltimore
Ridgeway, John.....WTBO, Cumberland
Robertson, James W.....WFMD, Frederick
Sepe, Edmund N.....WDYK, Cumberland
Story, Vernon V.....WOOK, Silver Spring
Ward, Jack W.....WBOC, Salisbury

Massachusetts

Asher, James D.....WJDA, Quincy
Ayer, Walton T.....WBEC, Pittsfield
Baldwin, Phillip K.....WHDH, Boston
Bartol, Francis.....WKOX, Framingham
Browning, E. A.....WTAG, Worcester
Dailey, Wm. B.....WMNB, North Adams
Dorschug, Harold A.....WEEI, Boston
Gaumont, Eugene.....WHAV, Haverhill
Glinka, Richard.....WACE, Chicopee
Grobowski, Z. V.
WNBH, New Bedford; WOCB, W. Yarmouth
Hale, Roland C.....WCOP, Boston
Hauser, W. H.....WBZ-TV, Boston
Hewinson, E. G.....WSFL, Sprinfield
Hinckley, George A.....WLAW, Lawrence
Jaspert, Geo. H.....WCCM, Lawrence
Joslin, F. R.....WARE, Ware
Lavendol, Leonard.....WBRK, Pittsfield
Menishian, John.....WMEX, Boston
Michaels, Anthony G.....WLLH, Lowell-Lawrence
Michnovez, John.....WMAS, Springfield
O'Grady, Gerald F.....WNAW, North Adams
Paley, Jack.....WHYN, Holyoke
Parker, John.....WLYN, Lynn
Pavac, John C.....WSAR, Fall River
Rattigan, Herbert.....WBMS, Boston
Spates, James L.....WTXL, W. Springfield
Townsend, George.....WSPR, Springfield
Vincent, P. H.....WHOB, Gardner
Wheeler, Leland F.....WHAI, Greenfield
Wilson, Vernon P.....WNEB, Worcester

Michigan

Allen, James W.....WHRV, Ann Arbor
Anick, Paul F.....WMIQ, Iron Mtn.
Blumerich, Homer.....WMRP, Flint
Brauhn, Leon H.....KNUJ, New Ulm
Brown, Elwood.....WABJ, Adrian
Brozek, Gordon.....WDMJ, Marquette
Burgan, George L.....WHDF, Houghton
Clark, Edward H.....WJLB, Detroit
Carpenter, Ralph H.....WBCM, Bay City
Carson, M.....WOAP, Owosso
Castle, C. X.....WJIM, Lansing
Cole, Steve.....WCEN, Mt. Pleasant
Dahlbacka, Arne.....WJMS, Ironwood
Fallain, Frank D.....WFDF, Flint
Forsyth, Ed.....WWOK, Flint
Frincke, Paul O.....WJBK, WJBK-TV, Detroit
Geranis, Arris J.....WBCK, Battle Creek
Groenevelt, Richard.....WGRD, Grand Rapids
Grove, Irving.....WFYC, Alma
Jones, Darrell.....WTAC, Flint
Kaari, Eugene A.....WIKB, Iron River
Kiker, Wm. H
WTCM, Traverse City; WATZ, Alpena
Klann, Harvey.....WHAK, Rogers City
Kocher, Charles.....WXYZ, WXYZ-TV, Detroit
Lee, Carl E.
WJEF, Grand Rapids; WKZO, Kalamazoo
Leydorf, George.....WJR, Detroit
Maloney, Bernard R.....WJPD, Ishpeming
Martin, Jerrold.....WKMH, Dearborn-Detroit
McCollen, Harold.....WSAM, Saginaw
Morris, Wm. F.....WSOO, Sault Ste. Marie
Munn, E. Harold, Jr.....WTVB, Coldwater
Pendleton, K. B.....WKBZ, Muskegon
Petters, John.....WKLA, Ludington
Pomeroy, John C.....WILS, Lansing
Robinson, Munson.....WHFB, Benton Harbor
Ryan, Elwood G.....WBBC, Flint
Sparks, Garrett G.....WEXL, Royal Oak
Stearns, George D.....WPAG, Ann Arbor
Stephens, Carl.....WGFG, Kalamazoo
Stevens, Lee G...WLAV, WLAV-TV, Grand Rapids
Stone, Earl J.....WELL, Battle Creek
Stoner, Marion.....WTTH, Port Huron
Thomas, Max W.....WKNX, Saginaw
Thrun, Russel S.....WHLS, Port Huron
Timmer, Jack.....WFUR, Grand Rapids
Wesser, Carl.....WWJ, Detroit
Westrate, Millard C.....WHTC, Holland
Williams, Russell.....WWJ-TV, Detroit
Wilson, Robert.....WOOD, Grand Rapids
Wirtanen, C. W.....WIBM, Jackson
Wolf, Peter A.....WMDN, Midland
Woody, Floyd.....WGRO, Bay City

Minnesota

Allen, Harold E.....KGDE, Fergus Falls
Beloungy, J. J.....WCCO, Minneapolis
Bothman, Henry J.....KTRF, Thief River Falls
Brautigam, Gene.....WLOL, Minneapolis
Clarke, Fred C.....KAAA, Red Wing
Cross, Bob.....KROC, Rochester
Dettman, Robert.....KDAL, Duluth
Fessenmeyer, Ross.....KBZY, Grand Rapids
Geiken, Don.....KVOX, Moorehead
Gill, Norman P...WEBC, Duluth; WHLB, Virginia
Hagaman, Boynton.....KLER, Rochester
Headen, Harvey V.....KEYD, Minneapolis
Holt, Robert.....KATE, Albert Lea
Houts, James.....KYSM, Mankato
Hyde, John E., Jr.....KDHL, Faribault
Johnson, Stanley.....KWNO, Winona
Kiewel, William J.....KROX, Crookston
Lasky, Melvin
WDSM, Duluth-Superior; WEVE, Eveleth
Lentz, Gerald.....KXRA, Alexandria
Linder, Bill.....KMHL, Marshall
Linder, Willard.....KWLM, Willmar
Lounsberry, William H.....WREX, Duluth
McMahon, John
KSTP, KSTP-TV, St. Paul-Minneapolis
Mickelson, M. F.....KWAD, Wadena
Rasmussen, Sumner.....WPBC, Minneapolis
Sherman, John M.....WTCN, Minneapolis
Unkenholz, Grant.....KBMW, Breckenridge
Vandersluis, Art.....KBUN, Bemidji
Wilson, Walton.....KSUM, Fairmont
Winkler, Charles.....WDGY, Minneapolis
Witschen, Robert.....KFAM & FM, St. Cloud

Mississippi

Aldridge, Charlie.....WNAG, Grenada
Aldridge, Jay.....WROB, West Point
Allen, Ray.....WJPR, Greenville
Anderson, James D.....WCMA, Corinth
Benson, G. G.....WRBC, Jackson
Betmarik, Alois.....WMOX, Meridian
Brady, Phillip.....WAPF, McComb
Drake, C. E.....WQBC, Vicksburg
Frantz, F. H.....WHOC, Philadelphia
Gilmore, Lawrence.....WCLD, Cleveland
Graves, C. D.....W..ROX, Clarksdale
Graves, Clyne.....WAML, Laurel
Greene, LeRoy.....WELO, Tupelo
Hook, Charles T.....WGCM, Gulfport
Jetton, Welton H.....WGVM, Greenville
McFerrin, Thomas.....WCBI, Columbus
McLemore, B. B.....WFOR, Hattiesburg
Murphy, Don.....WRJW, Picayune
Patterson, Thomas.....WJXN, Jackson
Perkins, C. A.....WSLI, Jackson
Pharris, Tom.....WJMB, Brookhaven
Pierce, Ed.....WLAU, Laurel
Sanders, Robert Louis.....WSKB, McComb
Saxon, Joe.....WTOK, Meridian
Sharpling, Charles.....WHSY, Hattiesburg
Tolar, Ray.....WCJU, Columbia

Missouri

Barker, Lee E.....KICK, Springfield
Bauer, Fritz.....KWTO, Springfield
Bench, Edward B., Jr.....KSTL, St. Louis
Bruner, Bob.....KXEO, Mexico
Chapin, Wells.....WIL, St. Louis
Conner, Bob.....KBOA, Kennett

Curry, William.....KTTS, Springfield
Flaherty, J. A.....WDAF, WDAF-TV, Kansas City
Goldenberg, Henry.....WHB, Kansas City
Gregg, Paul.....KNEM, Nevada
Hackmann, Leroy.....KWOS, Jefferson City
Haigh, Robert.....KFRU, Columbia
Harrison, Austin A.....KSWM, Joplin
Harvey, Harry.....KMOX, St. Louis
Hirsch, Ralph L.....KSIM, Sikestown
Irminger, Roy.....KRES, St. Joseph
Koch, J. Wesley.....KFEQ, St. Joseph
Langford, J. P.....KDMO, Carthage
Langford, Jack.....WMBH, Joplin
Lidenton, Donald M.....KWOC, Poplar Bluff
Meador, Ralph.....KFSB, Joplin
Mitchum, Martin M.....KTTR, Rolla
Moler, Ray.....KFRM, KMBC, Kansas City
Morris, Cal.....KWRE, Warrenton
Parrish, Ben.....KHMO, Hannibal
Porter, Charles.....KIRX, Kirkesville
Rekart, Arthur F.....KXOK, St. Louis
Risk, J. E.....KSD-TV, KSD, St. Louis
St. Vrain, W. E.....KXLW, St. Louis
Troeglen, Karl.....KCMO, Kansas City
Volk, Joseph A.....WEW, St. Louis
White, E. Dennis.....KGBX, Springfield
Williams, Bill.....KMMO, Marshall
Williams, Max.....KCKN, Kansas City
Zehr, Nicholas.....KWK, St. Louis

Montana

Bauer, George H.....KOJM, Havre
Dahl, Don.....KGVO, Missoula
Foster, Jim.....KOPR, Butte
Goodreau, Ed.....KXLJ, Helena
Halvorsen, Oscar H.....KGCX, Sidney
Hildebrand, Ted.....KBMY, Billings
Jones, Verle, Jr.....KAVR, Havre
Kukkola, Eugene.....KXLK, Great Falls
Myhre, Wilbur L.....KFBB, Great Falls
Parker, Duane.....KXLQ, Bozeman
Patterson, William H.....KGEZ, Kalispell
Poole, Henry B., Jr.....KMON, Great Falls
Powers, Donald.....KXGN, Glendive
Provis, W. J.....KXLF, Butte
Sather, David.....KXLO, Lewiston
Scofield, Charles L.....KRJF, Miles City
Sylvester, Dick.....KPRK, Livingston

Nebraska

Allison, Duane B.....KHAS, Hastings
Blakesely, H. Jay.....KODY, North Platte
Davenport, Edward.....KCOW, Alliance
Emerson, Wilbur R.....KWBE, Beatrice
Hardy, Harold.....KJSK, Columbus
Korinek, M. J.....KOLN, Lincoln
Kotera, Wm. J.....WOW-TV, Omaha
Lenwell, LeRoy W.....KBRL, McCook
Lewis, Jack.....KGFW, Kearney
Morrison, Harland A.....KOLT, Scottsbluff
Moudy, Dale.....KOWH, Omaha
Nelson, N. P.....KOWH, Omaha
Proctor, Leslie A.....KNEB, Scottsbluff
Schroeder, R. J.....KMTV, Omaha
Welna, Richard E.....KBON, Omaha
Wiedenbach, Frank.....WJAG, Norfolk
Winkler, Charles..KOIL, Omaha, KFOR, Lincoln

Nevada

Berry, W. E.....KENO, Las Vegas
Comer, Wilbur.....KWRN, Reno
Craig, Wesley.....KOH, Reno
Dow, Ralph.....KLAS, Las Vegas
Peterson, Merle.....KOLO, Reno
Young, Fred.....KRAM, Las Vegas

New Hampshire

Batchelder, Ernest F.....WKNE, Keene
Bingham, Robert C.....WOTW, Nashua
Chandler, Vincent H.....WMUR, Manchester
Davis, Albert J.....WTSV, Claremont
Davis, George.....WKXL, Concord
Hennessey, James F.....WMOU, Berlin
Phillips, Royston.....WKBR, Manchester
Schow, Reginald A. B.....WFEA, Manchester
Vacarro, Anthony.....WHEB, Portsmouth

New Jersey

Brenner, Frank V.....WATV, Newark
Chassey, Frederick.....WKDN, Camden
Fekel, Francis.....WSNJ, Bridgeton
Foster, Herman.....WHBI, Newark
Godfrey, Earle.....WBAB, Atlantic City
Katz, Norman.....WMID, Atlantic City
Kilmer, Theodore P.....WTTM, Trenton
Lucas, Earl.....WPAT, Paterson
McKnight, Cleon.....WJLK, Asbury Park
Mullen, C. V.....WWBZ, Vineland
Novak, John.....WTNJ, Trenton
Prow, Rudy.....WMTR, Morristown
Testan, Peter.....WNJR, Newark
Thron, Blair K.....WFPG, Atlantic City
Williams, Robert L.....WCTC, New Brunswick
Zander, John.....WCAM, Camden

New Mexico

Carman, W. H.....KOAT, Albuquerque
Dodds, Leonard.....KGGM, Albuquerque
Hughes, Vernon.....KICA, Clovis
Johnson, George S...KOB, KOB-TV, Albuquerque
Morrison, John.....KVER, Albuquerque
Palmer, Kay.....KGAK, Gallup
Rader, Eugene.....KGFL, Roswell
Schultz, A. F.....KFUN, Las Vegas
Sene, William.....KAVE, Carlsbad
Walz, Russell A.....KCHS, Hot Springs
White, David Fred, Jr.....KTNM, Tucumcari
Wilkins, Ray.....KTRC, Sante Fe

New York

Atherton, Otis.....WHDL, Olean
Azar, Solomon A.....WUSJ, Lockport
Barron, William A.....WKRT, Cortland
Bartlett, Benton R.....WWRL, Woodside
Bates, Wiley R.....WDOS, Oneonta
Beck, Irving P.....WSNY, Schenectady
Bell, Allen.....WELM, Elmira
Belle Isle, Armand G.....WSYR-TV, Syracuse
Brown, Charles.....WEVD, N. Y.
Bubbers, John J.....WLIB, New York
Burke, John P.....WEOK, Poughkeepsie
Chasins, Abram.....WQXR, N. Y.
Chismark, Albert H.....WTRY, Troy
Crow, H. Eugene.....WHEN-TV, Syracuse
Czaplack, Gus.....WJJL, Niagara Falls
David, W. Russel, Sr.....WPTR, Albany
Delaney, James.....WKAL, Rome
Dowdell, John T.....WIBX, Utica
Dowling, William.....WCBA, Corning
Dye, Robert.....WNDR, Syracuse
Edwards, Fred.....WOSC, Fulton
Emch, Robert.....WARC, Rochester
Fiedler, LeRoy.....WKBW, Buffalo
Fuelling, Paul.....WMGM, N. Y.
Gabriele, Vincent J.....WVOS, Liberty
Gardner, Kenneth J.
WHEM-TV, WHAM, Rochester
Ghiloni, Peter F.....WGAT, Utica
Gram, James.....WWHG, Hornell
Greene, R. Carlton.....WGVA, Geneva
Greene, Thurlowe A.....WENY, Elmira
Hallinan, Charles.....WKOP, Binghamton
Hanson, O. B.....WNBC, N. Y.
Heisler, Charles.....WROW, Albany
Henderson, Ken.....WRNY, Rochester
Henry, Carroll—Studio Supvr.....WRUN, Utica
Heustis, Henry.....WEAV, Plattsburg
Hill, Emile.....WOV, N. Y.
Hoffman, Karl.....WGR, Buffalo
Hoffman, Norman R.....WHCU, Ithaca
Holingsworth, R. Lee.....WKBS, Oyster Bay
Housekeeper, Peter C.....WLNA, Peekskill
Howard, Tom.....WPIX, N. Y.
Kelley, A. A.....WINR, Binghamton
Kingsley, Ralph J.....WBEN, WBEN-TV, Buffalo
Knaack, Frank E.....WHLI, Hempstead
Kratzert, Harold J.....WJTN, Jamestown
La Casse, Larry.....WLEA, Hornell

Lissner, Charles.....WALL, Middletown
Lyke, Ervin F.....WVET, Rochester
Marks, Frank.....WJZ-TV, N. Y.
McCafferty, James.....WMCA, N. Y.
McDonough, James F.....WHUC, Hudson
Miles, R.....WGBB, Freeport
Muir, Donald.....WOLF, Syracuse
Nazak, John M.....WIRY, Plattsburg
Poppele, J. R.....WOR-TV, WOR, N. Y.
Purcell, W. J...WRGB, WGY, Schenectady, N. Y.
Ridgeway, Frank.....WEBR, Buffalo
Saj, Frank.....WWOL, Buffalo
Sanders, Edwin R.....WXRA, Buffalo-Kenmore
Sardi, O. A.....WOKO, Albany
Schryver, Donald.....WATN, Watertown
Semes, Marvin.....WKIP, Poughkeepsie
WGNY, Newburgh
Seitz, Frank A.....WFAS, White Plains
Smith, George.....WFCB, Dunkirk
Stantz, L. H.....WNBF-TV, WNBF, Binghamton
Steiger, George.....WHOM, N. Y.
Stewart, Richard J.....WENT, Gloversville
Stoker, W. C.....WHAZ, Troy
Stromer, Adolf.....WICY, Malone
Tarkulich, Michael.....WMSA, Massena
Thomas, Joseph.....WWSC, Glens Falls

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North Carolina

Abernethy, T. K.....WSIC, Statesville
Alford, William L.....KGTC, Greenville
Arneson, Charles L.....WGNI, Wilmington
Ballew, Frank A.....WMNC, Morganton
Bartlett, George W.....WDNC, Durham
Brandon, Thomas C.....WGIV, Charlotte
Brock, Truman.....WEWO, Laurinburg
Brooks, J. D.....WABZ, Albemarle
Burrets, John J.....WJNC, Jacksonville
Burwell, G. W. B.....WEGO, Concord
Caudle, L. L., Jr.....WSOC, Charlotte
Cecil, Yancy.....WHPE, High Point
Chambers, William M.....WLOS, Asheville
Chandler, Charles D.....WFNS, Burlington
Coddington, Bob.....WHIT, New Bern
Cummins, Ray.....WMBL, Morehead City
Fleming, Arnold Bruce.....WPAQ, Mt. Airy
Fullen, Roy E.....WTIK, Durham
Groves, W. C., Jr.....WGNC, Gastonia
Hamrick, William H.....WWNC, Asheville
Hedrick, Phil.....WSJS, Winston-Salem
Henley, Wm. E.....WAYN, Rockingham
Hepner, Fred.....WFVG, Fuquay Springs
Herring, E. I.....WMFD, Wilmington
Hiland, Lewis.....WHNC, Henderson
Hinson, Foy.....WGTL, Kannapolis
Honeycutt, Fred.....WBUY, Lexington
Spikula, Russell.....WTOB, Winston-Salem
Stanton, E. M., Jr.....WWNF, Fayetteville
WHIP, Mooresville
Stromberg, Criss A., Jr.....WJRI, Lenoir
Sugg, L. M.....WTNC, Thomasville
Troutman, Elmer H.....WIRC, Hickory
Trueblood, Daniel B.....WGBR, Goldsboro
Tysor, Berry.....WBBB, Burlington
Voigt, Donald C.....WLTC, Gastonia
Wallace, Robert M.....WOHS, Shelby
Watson, Carl B. (Tony).....WSTP, Salisbury
Wilbur, Frank.....WHCC, Waynesville
Williams, Dan.....WVOT, Wilson
Wilroy, John F.....WHED, Washington
Winn, Eldred.....WLOE, Leaksville

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North Dakota

Baker, C. W.....KLPM, Minot
Barnett, Ray.....KGCU, Bismarck-Mandan
Franklin, Clark.....KDIX, Dickinson
Gabrielson, Olaf.....KFGO, Fargo
Moritz, Richard.....KDLR, Devil's Lake
Nelson, Ivar.....KFYR, Bismarck
Petrich, Arnold.....KILO, Grand Forks
Ridgway, Robert E.....KSJB, Jamestown
Savold, Julius.....WDAY, Fargo
Sjostrom, Charles.....KOVC, Valley City
Thornforde, Cliff.....KNOX, Grand Forks

Ohio

Adams, Ernest L.....WHIO-TV, Dayton
Beckwith, Larry.....WPFB, Middletown
Berg, B. V.....WHKK, Akron
Bernato, F. N.....WICA, Ashtabula
Bondy, Hugo A.....WHHH, Warren
Bopp, Calvin.....WLW-T, Cincinnati
Bushong, Victor L.....WIZE, Springfield
Cherpack, John, Jr.....WBBW, Youngstown
Clark, Charles E.....WMOA, Marietta
Counts, Harold.....WBEX, Chillicothe
Cowen, George.....WTRF, Bellaire
DeConnick, Leo.....WCOL, Columbus
DeLaney, Ralph.....WHK, Cleveland
Dieringer, Frank A.....WFMJ, Youngstown
Epperson, J. B.....WEWS, Cleveland
Fox, Bob.....WGAR, Cleveland
Friedman, Thomas.....WXEL, Cleveland
Gill, Joseph.....WTVN, Columbus
Hickey, John.....WAND, Canton
Holmes, Harold.....WTOL, Toledo
House, Lloyd.....WING, Dayton
Houston, Charles R.....WHOK, Lancaster
Hunt, Wm. A.....WHIZ, Zanesville
Hunter, Darrel.....WLOK, Lima
Knopp, Irwin L.....WAKR, Akron
Knull, Frank.....WJEL, Springfield
Whittaker, Ben.....WSRS, Cleveland
Wiggins, Eugene.....WTNS, Coshocton
Wildermuth, John L.....WADC, Akron
Wilkens, B. T.....WKBN, Youngstown
Wilson, George A...WKRC, WKRC-TV, Cincinnati
Windle, Ben.....WCLT, Newark

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Oklahoma

Abbott, Warren W.....KSMI, Seminole
Allen, Neal.....KWCO, Chickasha
Archer, George.....KSIW, Woodward
Baucum, Ernest.....KWHW, Altus
Black, Elmo.....KTOW, Oklahoma City
Brown, Roy.....KOME, Tulsa
Buford, Bill.....KSWO, Lawton
Burke, J. A.....KGYN, Guymon
Coleman, Murray D.....KCRC, Enid
Daniel, Don.....KNOR, Norman
Davis, Jay.....KLPR, Oklahoma City
Donley, M. M.....KAKC, Tulsa
Easum, Clifford.....KTOK, Oklahoma City
Edwards, Eugene O.....KBIX, Muskogee
Foss, Darrel D.....KTJS, Hobart
Jones, Dan.....KTAT, Frederick
Kolb, W. E.....KVSO, Ardmore
Lovell, H. J.....WKY, WKY-TV, Oklahoma City
Martin, Robert.....KGFF, Shawnee
McCullom, Paul.....KSPI, Stillwater
Miller, George.....KADA, Ada
Rountree, George.....KVLH, Pauls Valley
Ruppe, Kenneth.....WBBZ, Ponca City

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Oregon

Applegate, Calvert.....KERG, Eugene
Bigger, Hal.....KNPT, Newport
Bobisud, Walter A.....KBKR, Baker
Bookwalter, Louis S.....KOIN, Portland
Boyd, Edward M.....KFJI, Klamath Falls
Brower, Robert.....KGON, Oregon City
Davidson, Herb.....KWIL, Albany
Dick, Max.....KRNR, Roseburg
Dickinson, Robert.....KBND, Bend
Durham, Murray M.....KLBM, La Grande
Elliott, Art.....KODL, The Dalles
Ely, Thomas T.....KEX, Portland
Harland, Charles E.....KSRV, Ontario
Hathaway, George.....KUGN, Eugene
Johnson, Ray.....KMED, Medford
Johnson, Rodney F.....KPDQ, Portland
Loerke, Wayne.....KRUL, Corvallis
Loomis, Dwight.....KWJJ, Portland
McElroy, Edward.....KOCO, Salem
Millin, Ralph.....KXL, Portland
Richards, Rodney.....KYJC, Medford
Riley, William R.....KASH, Eugene
Singleton, Harold C.....KGW, Portland
Spaugh, Roger.....KOOS, Coos Bay

Sturtevant, Henry.....KPOJ, Portland
Viken, Floyd.....KORE, Eugene
Williams, N. L.....KUIN, Grants Pass

Pennsylvania

Ackley, Rex.....WCRO, Johnstown
Adams, Robert G.....WCDL, Carbondale
Allen, L. L.....WHJB, Greensburg
Altdoerrfer, Frank H.....WLAN, Lancaster
Arcoletti, Leo.....WKRZ, Oil City
Bair, Howard.....WCMB, Lemoyne
Baker, Clarence.....WIKK, Erie
Beman, Douglas.....WMAJ, State College
Berninger, John.....WPIT, Pittsburgh
Bisbing, Franklyn.....WNAR, Norristown
Bowley, Raymond J.....WPTZ, Philadelphia
Bragonier, Robert.....WVAM, Altoona
Brewer, Wm. A.....WBUD, Morrisville
Burgoon, George.....WFBG, Altoona
Burtis, Charles W.....WPEN, Philadelphia
Cassady, Park.....WLTR, Hazleton
Caum, Kenneth.....WBPZ, Lock Haven
Coleman, Millard J.....WARD, Johnstown
Cooke, Kenneth R.....WGBI, Scranton
Cordaro, C. Frank.....WKAP, Allentown
Craig, Ernest.....WHUN, Huntington
Csop, Michael.....WICU, WICU-TV, Erie
Dreese, William.....WHGB, Harrisburg
Duck, Llewelyn.....WCPA, Clearfield
Eberhart, Woodrow G.....WSBA, York
Emch, Robert.....WKST, New Castle
Eney, I. N.....KYW, Philadelphia
Field, John.....WTEL, Philadelphia
Fireman, Paul.....WBUX, Doylestown
French, Theodore.....WILK, Wilkes-Barre
Goldman, Arnold.....WHAT, Philadelphia
Gottshall, William.....WAEB, Allentown
Greenwood, James.....WCAE, Pittsburgh
Haines, Homer M.....WNAE, Warren
Harris, Clifford C.....WIP, Philadelphia
Heck, A. C.....WPIC, Sharon
Hestor, Ken.....WERC, Erie
Hines, John Wm.....WBVP, Beaver Falls
Hooper, George.....WIBG, Philadelphia
Hurley, Wilkes.....WEDO, McKeesport
Iles, Alec F.....WJMJ, Philadelphia
Kaiser, Henry R.....WWSW, Pittsburgh
Keller, John W.....WKOK, Sunbury
Kenney, Theodore C.....KDKA, Pittsburgh
Kikta, Thomas.....WMBS, Uniontown
Leibensperger, E. Daniel.....WHP, Harrisburg
Leitch, John G...WCAU, WCAU-TV, Philadelphia
Noullet, R.....WLOA, Braddock
Oschmann, Adolph W.....WARM, Scranton
Pelletier, Joe.....WACB, Kittaning
Queer, Paul R.....WCVI, Connellsville
Ramsay, Robert.....WDAD, Indiana
Rex, Paul F.....WISR, Butler

Rhode Island

Britto, Joseph.....WRJM, Newport
Buckley, Richard I.....WRIB, Providence, R. I.
Ferri, John V.....WPRO, Providence
Gerson, Joseph.....WWON, Woonsocket
Johnson, Gilbert.....WFCI, Providence
Krogstad, Milton.....WDEM, Providence
Siegel, Donald W.....WERI, Westerly
Tilley, Harry.....WEAN, Providence

South Carolina

Albee, Wilbur.....WCSC, Charleston
Beaty, James S., Jr.....WRHI, Rock Hill
Beckholt, Haroid R.....WSPA, Spartansburg
Birchfield, William P.....WHAN, Charleston
Brienen, Donald A.....WHSC, Hartsville
Browning, Gus Myers.....WRNO, Orangeburg
Burdette, Clyde J.....WORD, Spartansburg
Byrd, Tom L.....WTYC, Rock Hill
Caldwell, Russell.....WDSC, Dillon
Cameron, Vernon.....WGCD, Chester
Clark, Roger.....WFGN, Gaffney
Eidson, Herbert G., Jr.....WIS, Columbia
Garrison, W. E.....WFBC, Greenville
Gilliam, Ray.....WKDK, Newberry
Greene, H. B.....WAIM, Anderson
Jenne, Frank A.....WJMX, Florence
Knight, U. Gordon.....WTMA, Charleston

South Dakota

Alwin, Fran.....KWAT, Watertown
Crocker, George.....KSDN, Aberdeen
Froke, Lester C.....KELO, Sioux Falls
Gloe, Bob.....KISD, Sioux Falls
Hobbs, Charles W.....KGFX, Pierre
Marty, Roland.....KLJV, Huron
Pierce, Max.....KSOO, Sioux Falls
Todd, Clif.....WNAX, Yankton

Tennessee

Andrews, Fred.....WROL, Knoxville
Beasely, Hubert.....WMMT, McMinnville
Bailey, John.....WJZM, Clarksville
Baker, B. C.....WDEF, Chattanooga
Barnes, B. B.....WAPO, Chattanooga
Bowers, M. C., Jr.....WBEJ, Elizabethton
Brodie, R. B.....KORN, Mitchell
Brown, Charles E.....WIRJ, Humboldt
Daugherty, George W.....WHUB, Cookeville
Deaderick, J. G.....WMPS, Memphis
Duke, Charles R.....WSIX, Nashville
Evans, Ray.....WNOX, Knoxville
Frase, E. C., Jr.....WMC, Memphis
Garland, O. K.....WJHL, Johnson City
Gilpin, Warren.....WCOR, Lebanon
Gordon, Robert M.....WTJS, Jackson
Griffin, O. C., Jr.....WKDA, Nashville
Hobbs, Revis.....WKRM, Columbia
Tucker, Ernest.....WEKR, Fayetteville
Turner, J. W.....WLAR, Athens
Welton, Roy.....WHBQ, Memphis

Texas

Adams, John.....KFDX, Wichita Falls
Allen, J. T.....KXOX, Sweetwater
Bailey, Franklin.....KDSX, Denison
Bartlett, Harold W.....KFDM, Beaumont
Beck, Al.....KGRS, Harlingen
Bledsoe, W. S.....KFYO, Lubbock
Boatright, Morris Glenn.....KPAC, Port Arthur
Boehnemann, Harry.....KIUN, Pecos
Bradford, Bill.....KSST, Sulphur Springs
Braffett, John B.....KCTX, Childress
Bridges, W. K.....KXIX, Corpus Christi
Callison, Glenn.....KLIF, Dallas
Casey, Curtis M.....KTEM, Temple
Casey, John B.....KRBC, Abilene
Chase, Warren R.....KURV, Edinburgh
Chinski, Gerald.....KXYZ, Houston
Christian, James R.....KVAL, Brownsville
Cisneros, V.....KELP, El Paso
Clay, R. L.....KMHT, Marshall
Clyce, Tom.....KGVL, Greenville
Collins, Hudson.....KGKB, Tyler
Collins, J. Raymond.....WFAA, Dallas
Cordell, Martin.....KGAF, Gainesville
Cornelius, Gene.....KPET, Lamesa
Crossland, O. C.....KNUZ, Houston
Crouse, John R.....KXOL, Ft. Worth
Daniels, Paul H.....KPLT, Paris
Daugharty, Marvin E.....KREL, Baytown
Davis, O. P.....KDWT, Stamford
Dove, Jesse.....WACO, Waco
Easterwood, Marvin J., Jr.....KRIC, Beaumont
Egerton, W. G.....KTSA, San Antonio
Fennimore, Gene.....KLYN, Amarillo
Flynn, Roy.....KRLD, Dallas
Kritz, Norbert A.....KNAF, Fredericksburg
Gemoets, E. L.....KEPO, El Paso
Griffith, Harold.....KEYS, Corpus Christi
Grubbs, Chester.....KCNC, Ft. Worth
Grubbs, L. R.....KWTX, Waco
Haigh, Joseph B.....KABC, San Antonio
Harmon, Robert A.....KTRN, Wichita Falls
Mullan, Lester.....KTRH, Houston
Murray, Frank P.....KOSE, Nacogdoches
Nelin, Cecil.....KNEL, Brady
Newsom, Vance.....KSWA, Graham
Norris, Clark.....KVOP, Plainview

Chief Engineers

Odom, Wallace.....KOGT, Orange
Osborn, Garth W.....KPDN, Pampa
Parsons, Melvin.....KWBC, Ft. Worth
Pepin, George.....KDDD, Dumas
Peterson, James.....KFJZ, Ft. Worth
Phillips, W. P.....KTAN, Sherman
Peteet, William.....KGKL, San Angelo
Rainey, Gordon W.....KTAE, Taylor
Rampy, C. W.....KMAE, McKinney
Respondek, A. M.....KCFH, Cuero
Richardson, Jimmie.....KNET, Palestine
Rodgers, Lloyd E.....KCLE, Cleburne
Rodrigues, Emilio.....KRCT, Baytown
Rowlett, John E., Jr.....KECK, Odessa
Scharath, Alfred W.....KVET, Austin
Seals, Brownie.....KSTA, Coleman
Siercovich, John.....KITE, San Antonio
Torrey, W. H.....KGNC, Amarillo
Tripp, Bob E.....KIXL, Dallas
Tucker, D. J.....WRR, Dallas
Walton, K. J.....KTSM, El Paso
Wardwell, Harry W.....KIBL, Beeville
Webb, Richard L.....WTAW, College Station
Wheeler, Harvey T.....KPRC, Houston
Whitaker, Troy.....KINE, Kingsville
Wileman, R. A.....KTBB, Tyler
Wiley, Herbert T.....KWFT, Wichita Falls
Wilson, Frank, Jr.....KCTI, Gonzales
Wilson, Willis A.....KBOR, Brownsville
Wood, Frank.....KFRD, Rosenberg
Yates, Rom.....KCRS, Midland
Zuehl, Richard.....KWED, Seguin

Utah

Bell, C. Wendell.....KUTA, Salt Lake City
Boothe, Wayne T.....KLO, Ogden
Clayton, Vincent.....KSL-TV, Salt Lake
Cozzens, W. D'Orr.....KALL, Salt Lake City
Heyborne, Robert L.....KSUB, Cedar City
Keyes, Henry.....KOVO, Provo
Mitchell, Compton C.....KJAM, Vernal
Olesen, Delmonte.....KVNU, Logan
Reid, Leo E.....KOAL, Price
Weibell, Fred.....KMUR, Murray

Vermont

Boisvert, Theodore
WDEV, Waterbury, WWSR, St. Albans
Davis, L. C.....WSKI, Montpelier
McKernan, James F.....WTWN, St. Johnsbury
Quill, John C.....WJOY, Burlington
Tierney, J. W.....WCAX, Burlington

Virginia

Aed, Sammie T.....WEAM, Arlington
Anthony, Robert E., Jr.....WHAP, Hopewell
Bittne, Lawrence.....WNNT, Warsaw
Boyer, W. Edward.....WBOB, Galax
Braun, Lou.....WGH, Newport News
Braun, Warren L.....WSVA, Harrisonburg
Briggs, J. P.....WSLS, Roanoke
Charles, Maurice.....WHYU, Newport News
Chrismon, Charles K.....WFLO, Farmville
Doherty, John.....WHLF, So. Boston
Fauson, Charles E.....WPUV, Pulaski
Hall, Frank A.....WROV, Roanoke
Hinkle, Charles.....WFVA, Fredericksburg
Houser, Rex C.....WTON, Staunton
Kennedy, Lawrence.....WINA, Charlottesville
Kyle, James W.....WMBG, WTVR, Richmond
Leggett, Lindley H.....WREL, Lexington
Lindell, Dick.....WTAR, Norfolk
Manrow, W. M.....WCAV, Norfolk
McGuigan, George W., Jr.....WLEE, Richmond
Motley, Lyle C.....WBTM, Danville
Murphy, Emmett.....WFAX, Falls Church
Muse, Dewey W.....WMVA, Martinsville
Newman, J. Edward.....WDBJ, Roanoke
Norris, Luther.....WYVE, Wytheville
Orth, John T.....WLVA, Lynchburg
Pinkerton, Forest T.....WWOD, Lynchburg
Raabe, R. W.....WBBL, Richmond

Washington

Autosyn, E. P.....KSPO, Spokane
Bookwalter, Louis S.....KJR, Seattle
Boor, John.....KMO, Tacoma
Brott, F. J.....KOMO, Seattle
Brown, Ralph.....KWLK, Longview
Burns, Darrel K.....KXLE, Ellensburg
Cabe, Les.....KRSC, Seattle
Cook, F. C.....KXRN, Renton
Dubuque, John.....KXA, Seattle
Evans, C. W.....KNEW, Spokane
Foley, Dave.....KRKO, Everett
Freeman, George A.....KING-TV, Seattle
Frese, George.....KPQ, Wenatchee
Goodwin, Sherwin.....KRKL, Kirkland
Hallberg, Bert.....KBRO, Bremerton
Harper, Ernest.....KVOS, Bellingham
Holmes, John.....KELS, Kelso
Kelley, John.....KELA, Centralia-Chehalis
Kissler, Roland.....KSEM, Moses Lake
Langford, George.....KXLY, Spokane
Lind, Perry.....KOL, Seattle
MacLafferty, M. L.....KUJ, Walla Walla
McCoy, William R.....KWNW, Wenatchee
McCredie, C. J.....KWIE, Kennewick
McDonough, D M.....KVI, Seattle

West Virginia

Baker, Fred A.....WKWK, Wheeling
Barickman, Buford J.....WCOM, Parkersburg
Boyd, Dallas P.....WBRW, Welch
Brooks, V. G.....WPAR, Parkersburg
Brown, Harry S.....WBLK, Clarksburg
Bullio, Robert W.....WBTH, Williamson
Craver, Campbell J.....WMON, Montgomery
Dixon, William E.....WCHS, Charleston
Drummond, June.....WVVW, Fairmont
Flanagan, P. T.....WHIS, Bluefield
Ginkel, Al J...WJLS, Beckley; WKNA, Charleston
Graham, Earl.....WLOH, Princeton
Heil, Sterling H.....WEPM, Martinsburg
Hough, R. D.....WPDX, Clarksburg
Keim, Edward L.....WWVA, Wheeling
Kilpatrick, Leroy.....WSAZ, Huntington
Mac Cormack, Ralph.....WHAR, Clarksburg

Wisconsin

Bergum, Kenneth.....WBIZ, Eau Claire
Boos, Jerry.....WDLB, Marshfield
Clay, Wayne A.....WCLO, Janesville
Dechant, F. Lee.....WRJN, Racine
Dodge, George.....WFOX, Milwaukee
Duben, W. C.....WOMT, Manitowoc
Evans, Ralph.....WOKY, Milwaukee
Fliegel, E. W.....WNAM, Neenah-Menasha
Greeley, W. M.....WISC, Madison
Hahn, Norman.....WIBA, Madison
Holbrook, Darrel.....WLDY, Ladysmith
Holmes, Stanley.....WGEZ, Beloit
Host, Raymond.....WMAW, Milwaukee
Jorgesen, Thorwald.....WEAU, Eau Claire
Kolsky, Robert.....WJMC, Rice Lake
Laeser, Phil.....WTMJ, Milwaukee
Leeman, Al.....La Crosse, WKBH
Link, Otto.....WATW, Ashland
Lubinski, Cas.....WLIP, Kenosha
Mayer, Herbert J.....WHBL, Sheboygan
Merkl, George.....WHBY, Appleton
Meyers, Wendell S.....KFIZ, Fond Du Lac
Miller, Gordon.....WFHR, Wisconsin Rapids
Monaco, Gino.....WMIL, Milwaukee
Northrop, Donald.....WRCO, Richland Center
Paske, Rolland E.....WEMP, Milwaukee
Randall, Adin.....WAUX, Waukesha

Wyoming

Barnhart, Phil.....KODI, Cody
Clark, Gordon E.....KRAL, Rawlins
Crosthwaite, Bob.....KWYO, Sheridan
Mueller, Gilbert.....KVRS, Rock Springs
Mursu, John.....KVOC, Casper
Simons, Duane.....KSPR, Casper
Smith, L. O.....KOWB, Laramie
Toomey, Frank.....KOVE, Lander



INTERNATIONAL

International Broadcast Stations
In The United States

☆

Stations of Mexico

☆

Radio Cadena Nacional, S. A.

☆

Radio Programas de Mexico, S. A.

☆

AM Stations of Cuba

☆

TV Stations of Cuba

NINETEEN FIFTY-ONE

RADIO OPERATIONS IN ITALY

By THOMAS B. MORGAN, *Director of Special Events for WOV*



Thomas Morgan

IN addition to the artistic and technical facilities which characterize the Rome studios and offices of WOV of New York, the rooms and corridors have become a veritable center for American and Italo-American activities. WOV listeners visiting Rome use these Rome headquarters as a sort of home base. This is outside the work of the staff, which has attained an enviable distinction in having produced some of the most outstanding radio beats from Rome and the outlying centers of Italy.

To the credit of the WOV-Rome staff goes an accolade for having given the first radio story of the finding and location of the tomb of St. Peter with the relics of the Apostle. This was the result of the decade of excavations which have gone on under the basilica of St. Peter's. The Rome bureau registered a world scoop on the first radio interview with Ingrid Bergman and Roberto Rossellini. The present marital split of Robert Taylor was registered first by WOV-Rome, which obtained the first exclusive interview with Lia de Lio, the new flame of the star of "Quo Vadis," which was filmed here. WOV-Rome was also the only American radio station to records the wedding ceremony of Tyrone Power to Linda Christian in the Church of St. Francis.

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The WOV-Rome studios and offices are located in a palatial mansion known as Bondi Palace. It is immediately across the street from the Medici Villa and gardens. On the same block is the famed Villa Borghese, Rome's beautiful Public park. WOV's address is No. 4 Via di Porta Pinciana.

The WOV offices and studios consist of a salon and five spacious rooms with high ceilings, in keeping with the design of a Roman palace. The salon is used as reception and leisure room for the large number of visitors who drop in. Nearly one thousand callers a month have been registered during a busy season. The large director's room is presided over by George Cueto, who also functions as production manager. A soundproof studio opens from the main salon. The control room is contiguous to the studio. A rehearsal room and large office also open from the main salon.

Four commercial programs emanate from the WOV-Rome studios daily, keeping the entire staff on its toes. These programs take distinctly different forms —news reports, commentaries, interviews, on-the-spot reporting and travelogues.

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WOV-New York listeners were treated to a recording of the voices of Linda Christian and Tyrone Power at their wedding in Rome. The WOV mike was in the orange blossoms before the altar where they were wed, and Cueto through his ingenuity obtained a perfect recording of the event.

A WOV recording broadcast in America was credited with saving the life of 12-year old Elio Graffi of Rome. Elio, ill with a believed incurable complaint, spoke through the WOV mike to millions of listeners. Funds for his care poured in from America and the child's life was saved.

In a recent "March of Time" presentation, part of the sound track was recorded by WOV on-the-spot at the Italian Boys Republic.

WOV had the first radio account of the finding of the tomb of St. Peter in the recent excavations. The account was given by chief Vatican archaeologist, Professor Enrico Josi. This was followed by a further exclusive when your writer revealed the story of the finding of the relics of St. Peter. A series of six programs traced the historic phases through which the tomb went preceding its recent discovery. The details of this patient work will be compiled in a book by this writer and Professor Josi. ("The Tomb of St. Peter.")

The personnel of the WOV-Rome studios and offices, in addition to Cueto, Basco, Novasio and Gerbi, include Vera Fontanella, script writer and correspondent; Magio Maffio-Letti, engineer; Lina Lustrati, traffic; and Matilda Biaggi, secretary. Sponsors placed through WOV-Rome include Linee Aeree Italiene, E.N.I.T., The Island of Sicily, and others.

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INTERNATIONAL STATIONS IN THE UNITED STATES

Licensee and Location	*Call Letters*	*Ownership*	*Power*
The Associated Broadcasters, Inc. San Francisco, California	KWID-1	Government owned	100 kw.
	-2	Government owned	50 kw.
Columbia Broadcasting System, Inc. Brentwood, Long Island, N. Y.	WABC-1	Privately owned	50 kw.
	-2	Privately owned	50 kw.
	-3	Privately owned	50 kw.
Columbia Broadcasting System, Inc. Wayne, N. J.	WABC-5	Government owned	50 kw.
	-6	Government owned	50 kw.
Columbia Broadcasting System, Inc. Delano, Calif.	KCBR-1	Government owned	200 kw.
	-2	Government owned	50 kw.
	-3	Government owned	50 kw.
The Crosley Corporation Mason, Ohio	WLWO-1	Government owned	75 kw.
	-2	Privately owned	50 kw.
The Crosley Corporation Bethany, Ohio	WLWO-3	Government owned	75 kw.
	-4	Government owned	75 kw.
	-5	Government owned	75 kw.
	-6	Government owned	75 kw.
	-7	Government owned	75 kw.
	-8	Government owned	75 kw.
General Electric Company Schenectady, New York	WGEO-1	Privately owned	100 kw.
	-2	Privately owned	50 kw.
	-3	Jointly owned	25 kw.
General Electric Company Belmont, Calif.	KGEL-1	Privately owned	50 kw.
	-2	Government owned	100 kw.
National Broadcasting Co., Inc. Bound Brook, N. J.	WRCA-1	Government owned	50 kw.
	-2	Government owned	50 kw.
	-3	Government owned	50 kw.
	-4	Privately owned	50 kw.
	-5	Privately owned	50 kw.
	-6	Privately owned	50 kw.
National Broadcasting Co., Inc. Dixon, Calif.	KRCA-1	Government owned	50 kw.
	-2	Government owned	50 kw.
	-3	Government owned	200 kw.
Westinghouse Radio Stations, Inc. Hull Mass.	WBOS-1	Privately owned	50 kw.
World Wide Broadcasting Corp. Scituate, Mass.	WRUL-1	Privately owned	50 kw.
	-2	Privately owned	50 kw.
	-3	Privately owned	50 kw.
	-4	Privately owned	80 kw.
	-5	Privately owned	10 kw.

No mystery...

This ability to serve Mexico's rich market!

Out of Mexico City's thirty-odd broadcasters, XEW and XEQ alone enjoy a combined 85% of the great metropolitan audience.

This remarkable response is also found in provincial Mexico, so substantially covered by W's and Q's nation-wide networks, as well as by the comprehensive good job of a sister organization: Radio Programas de México.

Sounds like a monopoly?... Granted!... However, there's no trick to that... It's downright popularity and listener's loyalty -the pay-off of years of experience and service, plus a stubborn determination to give the Mexican family **good,** friendly radio entertainment!

Mexico's familiar call letters

XEW - XEQ

Coming soon XEWTV *XEQTV

** With the highest antenna in the world, on Mount Popocatepetl, 17,000 feet above sea level.*

STATIONS OF MEXICO

Call Letters	Frequency (Kcs.)	Power	Location	Owner, Mgr. or Operating Agency
XEA	1370	1000	Campeche, Cam.	A. Casandya Brito
XEB	1220	100000	Mexico, D. F.	El Buen Tono, S. A.
XEC	1310	250	Tijuana, B. C.	Luis E. Enciso
XED	1050	5000	Mexicali, B. C.	Fernando Sanchez Mayans
XEE	1280	250	Durango, Dgo.	R. O. Stvenson
XEF	1420	100	Ciudad Juarez, Chih.	Jose Carlos Amaya
XEG	1050	100000	Monterrey, N. L.	La Voz de Norteamerica, S. A.
XEH	1420	1000	Monterrey, N. L.	Radio Tarnava, S. de R. L.
XEI	1400	250	Morelia, Mich.	Tiburcio Ponce
XEJ	970	5000	Ciudad Juarez, Chih.	Pedro Meneses, Jr.
XEK	970	500	Mexico, D. F.	Arturo Martinez
XEL	1260	1000	Mexico, D. F.	Fidel Hernandez Calderon
XEM	1390	500	Chihuahua, Chih.	Pedro Meneses, Jr.
XEN	690	5000	Mexico, D. F.	Guillermina P. del Conde
XEO	970	750	Matamoros, Tams.	Jose Maria Gonzalez
XEP	1300	500	Ciudad Juarez, Chih.	Esteban Parra
XEQ	940	50000	Mexico, D. F.	Radio Panamericana, S. A.
XER	1260	250	Linares, N. L.	Enrique Garcia T.
XES	1240	250	Tampico, Tams.	Radiotelevisora de Tampico, S. A.
XET	990	5000	Monterrey, N. L.	El Pregonero del Norte, S. A.
XEU	960	500	Veracruz, Ver.	Fernando Pazos Sosa.
XEW	900	250000	Mexico, D. F.	Cadena Radiodifusora Mexicana S.A.
XEX	730	250000	Mexico, D. F.	La Voz de Mexico
XEY	980	150	Cuernavaca, Mor.	Juan Gutierrez Torno
XEZ	600	2000	Merida, Yuc.	Jorge L. Palomeque
XEAA	1340	250	Mexicali, B. C.	Consuelo Tonella de Eguia
XEAC	690	5000	Tijuana, B. C.	Jorge I. Rivera
XEAD	1150	125	Guadalajara, Jal.	Alejandro Diaz
XEAG	1280	500	Cordoba, Ver.	Sucrs. Diodoro Zuniga
XEAI	1320	500	Mexico, D. F.	Carmen Gutierrez
XEAM	1400	250	Matamoros, Tams.	Manuel L. Salinas
XEAO	910	250	Mexicali, B. C.	Juan C. Chavez
XEAP	1290	100	Ciudad Obregon, Son.	Emilio Manzanilla
XEAQ	1490	250	Agua Prieta, Son.	Manuel Rodriguez V.
XEAR	1450	250	Monterrey, N. L.	Radio Tiempo, S. de R. L.
XEAT	1250	250	Hidalgo del Parral, Chih.	Alfonso Perez P.
XEAU	1470	5000	Tijuana, B. C.	Manuel Acuna Varela
XEAV	580	1000	Guadalajara, Jal.	Manuel Lopez Diaz
XEAW	1280	500	Monterrey, N. Y.	Jesus D. Gonzalez
XEAX	1270	500	Oxacaca, Oax.	Alberto Marquez G.
XEBA	840	250-D	Guadalajara, Jal.	Jesus D. Gonzalez Garcia
XEBG	1500	1000	Tijuana, B. C.	Roberto Salazar
XEBH	920	1000	Hermosillo, Son.	J. Remigio Agraz
XEBI	1360	250	Aguascalientes, Ags.	Pedro C. Rivas
XEBJ	1450	250	Ciudad Victoria, Tams.	Fernando Elizalde
XEBK	1340	100	Nuevo Laredo, Tams.	J Manuel Cortes
XEBL	1260	500	Culiacan, Sin.	Max Gomez Blanco
XEBM	920	1000	San Luis Potosi, S. L. P.	Benjamin Briones

Call Letters	Frequency (Kcs.)	Power	Location	Owner, Mgr. or Operating Agency
XEBO	1330	500	Irapuato, Gto.	Alfonso Martinez
XEBP	1260	250-N	Torreon, Coah.	Alejandro O. Stevenson
XEBS	1410	250-N	Mexico, D. F.	Hispano Mexicano, S. A.
XEBU	1240	250	Chihuahua, Chih.	Enriqueta G. de Uranga
XEBW	1280	250	Chihuahua, Chih.	Radioemisora del Norte S. de R. L.
XEBX	610	500	Sabinas, Coah.	Eugenio Rodriguez T.
XEBZ	660	500	Mexico, D. F.	Vocero Mexicano, S. A.
XECD	1170	350	Puebla, Pue.	Roberto Canedo
XECF	1410	500-N	Los Mochis. Sin.	Francisco Perez H.
XECH	1490	250	Tuluca, Mex.	Rodolfo Llamas
XECL	990	5000	Mexicali, B. C.	Alfonso A. Lacarra
XECQ	1450	250	Culiacan, Sin.	Radio Culiacan, S. de R. L.
XECZ	1430	1000	San Luis Potosi, S. L. P.	Leopoldo Trevino J.
XEDA	1290	1000	Mexico, D. F.	Publicidad Comercial de Mexico,S.A
XEDE	1400	150	Saltillo, Coah.	E. Martinez Y Martinez
XEDF	790	1000	Nuevo Laredo, Tams.	Ruperto Villarreal
XEDH	1340	250	Villa Acuna, Coah.	Humberto Garcia Ruiz
XEDJ	1450	100	Magdalena, Son.	Jesus L. Rochin
XEDK	1250	500	Guadalajara, Jal.	Manuel Lopez Diaz
XEDL	1250	500	Hermosillo, Son.	Eufemia Esque de Vidal
XEDN	600	1000	Torreon, Coah.	Difusora del Norte, S. A.
XEDR	1490	500	Guaymas, Son.	Refugio Ortega
XEDS	1420	500	Mazatlan, Sin.	Alejandro A. Schober
XEDU	1400	150	Durango, Dgr.	Carlos C. Armas
XEDW	1260	250	Minatitlan, Ver.	Daniel Schacht Perez
XEFA	1340	250	Jalapa, Ver.	Adolfo Alvarez
XEFB	630	500-N	Monterrey, N. L.	Emisoras Incorporadas de Monterrey
XEFC	1330	500	Merida, Yuc.	Rafael Rivas Franco
XEFE	960	1000	Nuevo Laredo, Tams.	Rafael T. Carranza
XEFI	1440	1000	Chihuahua, Chih.	Pregonero del Edo. de Chihuahua
XEFM	1270	100	Leon Gto.	Sucrs. R. Ortiz Gonzalez
XEFO	1110	5000	Mexico, D. F.	Cadena Radio Nacional
XEFQ	980	500	Cananea, Son.	Pedro L. Diaz
XEFV	1240	250	Ciudad Juarez, Chih.	Dario Cordoba
XEFW	810	5000	Tampico, Tams.	Flores y Martinez
XEGL	1270	500	Navojoa, Son.	Fausto M. Gomez
XEGM	950	1000-N	Tijuana, B. C.	Gustavo Faist Farnandez
XEGW	250	250	Acambaro, Gto.	Jose Martinez Ramirez
XEGT	1490	250	Zamora Mich.	Radio Zamora S. de R. L.
XEHF	1370	1000	Nogales, Son.	Gaston Mascarenas
XEHK	960	250	Guadalajara, Jal.	Francisco E. Fregoso
XEHL	1010	500	Guadalajara, Jal.	Radiodifusoras de Occidente, S. A.
XEHQ	590	500	Hermosillo Son.	Radio Hermosillo, S. de R. L.
XEHR	1090	250	Puebla, Pue.	Roberto Canedo
XEHV	1310	1000	Veracruz, Ver.	Sucs. de Juan A. Palaricini
XEJA	1400	100	Jalapa, Ver.	Adolfo Alvarez
XEJC	1420	150	Cuernavaca, Mor.	Miguel A. Tenorio
XEJE	1310	250	Guadalajara, Jal.	Guillermo Johnston
XEJP	1150	600-N	Mexico, D. F.	Delia Cubillas de Fernandez
XEJW	1270	100	Jalapa, Ver.	Marino Caraza
XEJX	1450	250	Queretaro, Qro.	Radio Emisora Queretana S. de R. L.
XEKJ	1400	250	Acapulco, Gro.	Ramon Ortega Escobedo
XEKL	500	250	Jalapa, Ver.	Carlos Ferraez Matos
XEKS	1300	100	Saltillo, Coah.	Efrain Lopez
XELA	830	1000	Mexico, D. F.	Radio Metropolitana, S. A.
XELC	1600	1000	La Piedad, Mich.	Heriberto Guizar Castro

Call Letters	Frequency (Kcs.)	Power	Location	Owner, Mgr. or Operating Agency
XELG	680	5000	Leon, Geato.	Radio Impulsora del Centro, S. A.
XELK	1280	250	Zacatecas, Zac.	Jose M. Acevedo
XELL	1430	250	Veracruz, Ver.	Dolores G. Estrada de Ferreiro
XELO	800	100000	Ciudad Juarez, Chih.	Cia. Radiodifusora de P. Negras
XELQ	570	250	Morelia, Mich.	Jose Laris Iturbide
XELT	920	250	Guadalajara, Jal.	Jose Tostado Lomeli
XELW	1340	250	Guadalajara, Jal.	Salvador Galindo de la Torre
XELZ	1440	1000	Mexico, D. F.	Maria Cardena de Zetina
XEMA	1340	100	Fresnille, Zac.	Jose Miguel Acevedo Moya
XEMC	1590	5000	Mexico, D. F.	Dolores G. Estrada de Ferreiro
XEMH	1400	250	Merida, Yuc.	Alvaro Barquet Y,
XEMJ	290	250-N	Piedras Negras, Coah.	Jesus F. Elizondo
XEML	1500	1000	Mexico, D. F.	Roberto Valezzi Esparaza
XEMO	860	5000	Tijuana, B. C.	Fernando Federico Ferreira
XEMQ	1240	250	Merida, Yuc.	Lazaro Achurra Suarez
XEMR	1370	500	Monterrey, N. L.	Enrique Serna Martinez
XEMU	580	250-N	Piedras Negras, Coah.	Alfonso L. Bres
XEMX	1380	500	Mexico, D. F.	Publicada Comercial de Mexico S. A.
XENC	1540	250	Celaya, Gto.	El Heraldo del Bajio
XENK	620	5000	Mexico, D. F.	Gral. Brig. Fernando Proal Pardo
XEOM	1400	250	Coatzacoalcos, Ver.	Daniel Schacht Perez
XEON	770	1000	Tuxtla Gutierrez, Chis.	Enrique Valero Arambula
XEOX	1340	250	Ciudad Obregon, Son	Felipe G. de Leon
XEOY	1000	10000	Mexico, D. F.	Fomento de Radio, S. A.
XEPF	1400	200	Ensenada, B. C.	Luis Enrique Enciso
XEPH	590	5000	Mexico, D. F.	Pedro Riestra Biaz
XEPK	1180	1000	Pachuca, Hgo.	Radio Publicidad Pachuca, Mgd.
XEPP	1450	250	Orizaba, Ver.	Radio Impulsora de Orizaba
XEQK	1350	1000	Mexico, D. F.	Guillermo Morales B.
XEQR	1030	1000	Mexico, D. F.	Cadena Radio Continental, S. A.
XEQW	1270	1000	Merida, Yuc.	Radio Mexicana de Merida, S. A.
XERA	1490	250	Chihuahua, Chih.	Red. Nat. Radioemisora
XERB	1090	50000	Tijuana, B. C.	Interamericana de Radio, S. A.
XERC	790	1000	Mexico, D. F.	Radio Popular de Mexico, D. F.
XERF	1570	50000	Villa Acuna, Coah	Cia. Radiodifusora de Coahuila, S.A.
XERH	1500	200-N	Mexico, D. F.	"ARSE", S. A.
XERJ	1320	500	Mazatlan, Sin.	Oscar Perez E.
XERK	1450	100	Tepic, Nay.	Tomas Mondragon
XERO	1490	250	Aguascalientes, Ags.	Radio Hidrotermopolitana S. de R.L.
XERL	1280	250	Colima, Col.	J. Roberto Levy
XERT	590	250	Reynosa, Tams	Ignacio Magallon
XERW	1390	250	Leon, Gto.	Salvador Guerra
XERZ	1240	250	Leon, Gto.	Jose Perez V.
XESA	1360	500	Culiacan, Sin.	Modesto R. Perez
XESB	1400	100	Santa Barbara, Chih.	Domingo Salayandia Najera
XESF	1300	250	Morelia, Mich.	Jose Martinez Ramierez
XESJ	1250	500	Saltillo, Coah.	Froylan Mier Narro
XESL	1340	100	San Luis Potosi, S. L. P.	Josefina Delgado Sucs.
XESM	1470	1000-N	Mexico, D. F.	Salvador San Martin
XETB	1350	500	Torreon, Coah.	Leonor B. Vda. de Zaragoza
XETF	1250	500	Veracruz, Ver.	Sucrs. Jose Rodriguez Lopez
XETK	1490	250	Mazatlan. Sin.	Luis Pantoja Parra
XETL	1390	250	Tuxpan, Ver.	Calixto Almazan
XETM	1350	1000	Naco, Son.	Jesus Manuel Franco

all MEXICO
will hear your message through
R C N
Affiliated 75 Broadcasting Stations



ACAMBARO, GTO.
ACAPULCO, GRO.
AGUA PRIETA, SON.
AGUASCALIENTES, AGS.
C. CAMARGO, CHIH.
C. DELICIAS, CHIH.
C. GUZMAN, JAL.
C. JUAREZ, CHIH.
C. OBREGON, SON.
CUERNAVACA, MOR.
CUAUTLA, MOR.
CULIACAN, SIN.
CHIHUAHUA, CHIH.
DURANGO, DGO.
GUADALAJARA, JAL.
HERMOSILLO, SON.
HUATABAMPO, SON.
IGUALA, GRO.
JALAPA, VER.
LA BARCA, JAL.
LEON, GTO.
MAGDALENA, SON.
MATAMOROS, TAMPS.
MAZATLAN, SIN.
MERIDA, YUC.
MEXICALI, B. C.
MONTERREY, N. L.
MORELIA, MICH.
NUEVO LAREDO, TAMPS.
OCOTLAN, JAL.
PARRAL, CHIH.
PUEBLA, PUE.
QUERETARO, QRO.
REYNOSA, TAMPS.
SAHUAYO, MICH.
SALTILLO, COAH.
SAN LUIS POTOSI S. L. P.
SANTA ANA, SON.
SANTA BARBARA, CHIH.
TAMPICO, TAMPS.
TEPIC, NAY.
TIJUANA, B. C.
TLAQUEPAQUE, JAL.
TORREON, COAH.
VERACRUZ, VER.
VILLA ACUNA, COAH.
ZACATECAS, ZAC.
ZAMORA, MICH.
ZITACUARO, MICH.

RADIO CADENA NACIONAL
Vallarta 1 Sixth Floor Mexico D.F.

Call Letters	Frequency (Kcs.)	Power	Location	Owner, Mgr. or Operating Agency
XEAO	1400	250	Tampico, Tams.	Radio Tiempo S. de R. L. C. C.
XETQ	1370	250	Orizaba, Ver.	Carlos Mora J.
XETR	1490	125	Ciudad Valles, S. L. P.	Tomas Oliva Banuelos
XETS	630	100	Tapachula, Chis.	Waldelay Dominguez Correa
XETU	460	1000	Tampico, Tams.	Impulsora Moderna del Radio, S. A
XETX	1400	250	N. Casas Grandes, Chih.	Laureano F. Molihar, Jr.
XETZ	1190	500	Teziutlan, Pue.	Ricardo Vazquez
XEUF	550	300	Uruapan, Mich.	Ignacio Navarro
XEVV	970	500	Villahermosa, Tab.	Sucrs. Ernesto Trujille Gurria
XEWE	1420	100	Irapuato, Gto.	Francisco Campos C.
XEWG	(1490	250	Ciudad Juarez, Chih.	Carlos Mendez
XEWJ	1420	100	Tehuacan, Pue.	Carlos Retif.
XEXT	980	1000	Tepic, Nay.	Gobierno del Estado de Nayarit
XEXX	1420	2000	Tijuana, B. C.	Jose J. Clark, Fernando Federico

Radio Cadena Nacional, S. A.

Head Office: Vallarta #1
General Offices: Vallarta #1
Phones:
Head Office: 21-01-78—36-84-68
General Offices: 10-39-09—21-38-62
P. O. Box 7892
Mexico City, Mexico

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Assistant to President ..... María Vázquez
Advertising Department ..... Héctor Ventura de Castro

AFFILIATED STATIONS IN MEXICO

Call Letters	City	Call Letters	City
XEGW	Acambaro, Gto.	XEKF	Iguala, Gro.
XEKJ	Acapulco, Gro.	XEJW	Jalapa, Ver.
XEFH	Agua Prieta, Son.	XELB	La Barca, Jal.
XEAQ	Agua Prieta, Son.	XERZ	Leon, Gto.
XEYZ	Aguascalientes, Ags.	XEFM	Leon, Gto.
XEHA	C. Camargo, Chih.	XEDJ	Magdalena, Son.

Call Letters	City
XEBC	Ciudad Guzman, Jal.
XEJ	Ciudad Juarez, Chih.
XEWG	Ciudad Juarez, Chih.
XEF	Ciudad Juarez, Chih.
XEAP	Ciudad Obregon, Son.
XEWF	Cuautla, Mor.
XESA	Culiacan, Sin.
XEM	Chihuahua, Chih.
XEBW	Chihuahua, Chih.
XERA	Chihuahua, Chih.
XEJK	C. Delicias, Chih.
XEDU	Durango, Dgo.
XEHL	Guadalajara, Jal.
XEHK	Guadalajara, Jal.
XEJE	Guadalajara, Jal.
XEAD	Guadalajara, Jal.
XEBA	Guadalajara, Jal.
XEGJ	Guadalajara, Jal.
XEDL	Hermosillo, Son.
XEHX	Huatabampo, Son.
XECD	Puebla, Pue.
XEJX	Queretaro, Qro.
XEOR	Reynosa, Tamps.
XEGC	Sahuayo, Mich.
XEKS	Saltillo, Coah.
XEPO	San Luis Potosi, S. L. P.
XECB	San Luis Rio Colorado, Son.
XEAB	Santa Ana, Son.
XESB	Santa Barbara, Chih.
XEFW	Tampico, Tamps.
XETO	Tampico, Tamps.
XEXT	Tepic, Nay.
XEO	Matamoros, Tamps.
XEMT	Matamoros, Tamps.
XEDS	Mazatlan, Sin.
XEZ	Merida, Yuc.
XEMH	Merida, Yuc.
XED	Mexicali, B. C.
XEAA	Mexicali, B. C.
XET	Monterrey, N. L.
XEAW	Monterrey, N. L.
XEAR	Monterrey, N. L.
XEG	Monterrey, N. L.
XEOK	Monterrey, N. L.
XESF	Morelia, Mich.
XEDF	Nuevo Laredo, Tamps.
XEAS	Nuevo Laredo, Tamps.
XERG	Nuevo Laredo, Tamps.
XEAN	Ocotlan, Jal.
XEJS	Parral, Chih.
XEMJ	Piedras Negras, Coah.
XEBG	Tijuana, B. C.
XEAU	Tijuana, B. C.
XEXX	Tijuana, B. C.
XESP	Tlaquepaque, Jal.
XETB	Torreon, Coah.
XETF	Veracruz, Ver.
XERF	Villa Acuna, Coah.
XEXZ	Zacatecas, Zac.
XEZM	Zamora, Mich.
XEGT	Zamora, Mich.
XETA	Zitacuaro, Mich.

AFFILIATED STATIONS IN MEXICO CITY

Call Letters	City
XEX	Mexico, D. F.
XEB	Mexico, D. F.
XELA	Mexico, D. F.
XEL	Mexico, D. F.
XEK	Mexico, D. F.
XEAI	Mexico, D. F.
XEBZ	Mexico, D. F.
XELZ	Mexico, D. F.
XEMX	Mexico, D. F.
Radio 6.20	Mexico, D. F.
Radio 590	Mexico, D. F.
XESM	Mexico, D. F.
XEMC	Mexico, D. F.
XEDA	Mexico, D. F.
XEBS	Mexico, D. F.
XERH	Mexico, D. F.
XEN	Mexico, D. F.
XEJP	Mexico, D. F.
XEML	Mexico, D. F.
Radio Mil	Mexico, D. F.
XERC	Mexico, D. F.
XEQR	Mexico, D. F.
XEQB	Mexico, D. F.
XEQK	Mexico, D. F.

Radio Programas de Mexico, S. A.

Head & General Offices: Bucareli 109

Phones:

Head Office: 35-13-73—12-72-34

General Offices: 36-29-01—12-65-44—13-91-14

P. O. Box 1324

Mexico City, Mexico

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Executive ..... Victor Rivero
Assistant to Pres. & Gen. Mgr. ..... Joaquin de la Garza
Advertising Department ..... Homero Rios D.

AFFILIATED STATIONS IN MEXICO

Call Letters	*City*	*Call Letters*	*City*
XEBI	Aguascalientes, Ags.	XEBU	Chihuahua, Chih.
XEA	Campeche, Camp.	XEE	Durango, Dgo.
XEFQ	Cananea, Son.	XEBQ	Empalme, Son.
XENC	Celaya Gto.	XEPF	Ensenada, B. C.
XEJK	C. Delicias, Chih.	XEAV	Guadalajara, Jal.
XEP	C. Juarez, Chih.	XELW	Guadalajara, Jal.
XEOX	C. Obregon, Son.	XEMR	Monterrey, N. L.
XETR	C. Valles, S. L. P.	XEI	Morelia, Mich.
XEBJ	C. Victoria, Tamps.	XELQ	Morelia, Mich.
XEOM	Coatzacoalcos, Ver.	XETM	Naco, Son.
XERL	Colima, Col.	XEGL	Navajoa, Son.
XEAG	Cordoba, Ver.	XEHF	Nogales, Son.
XEJC	Cuernavaca, Mor.	XETX	N. Casas Grandes, Chih.
XEBL	Culiacan, Sin.	XEFE	Nuevo Laredo, Tamps.
XECQ	Culiacan, Sin.	XEAX	Oaxaca, Oax.
XEFI	Chihuahua, Chih.	XETQ	Orizaba, Ver.

Call Letters	City
XEPP	Orizaba, Ver.
XEPK	Pachuca, Hgo.
XEAT	Parral, Chih.
XEMU	Piedras Negras, Coah.
XEHR	Puebla, Pue.
XENA	Queretaro, Qro.
XEJX	Queretaro, Qro.
XERT	Reynosa Tamps.
XEMA	Fresnillo, Zac.
XEBX	Sabinas, Coah.
XEWZ	Guanajuato, Gto.
XEGS	Guasave, Sin.
XEDR	Guaymas, Son.
XEHQ	Hermosillo, Son.
XEBH	Hermosillo, Son.
XEHT	Huamantla, Tlax.
XEKF	Iguaia, Gto.
XEBO	Irapuato, Gto.
XEWE	Irapuato, Gto.
XEKL	Jalapa, Ver.
XEJA	Jalapa, Ver
XELC	La Piedad, Mich.
XELG	Leon, Gto.
XERW	Leon, Gto.
XER	Linares, N. L.
XECF	Los Mochis, Sin.
XEAM	Matamoros, Tamps.
XERJ	Mazatlan, Sin.
XETK	Mazatlan, Sin.
XEQW	Merida, Yuc.
XEFC	Merida, Yuc.
XECL	Mexicali, B. C.
XEDW	Minatitlan, Ver.
XEMF	Monclova, Coah.
XEFB	Monterrey, N. L.
XEGC	Sahuayo, Mich.
XEDE	Saltillo, Coah.
XESJ	Saltillo, Coah.
XECZ	San Luis Potosi, S. L. P.
XEBM	San Luis Potosi, S. L. P.
XES	Tampico, Tamps.
XESB	Santa Barbara, Chih.
XETU	Tampico, Tamps.
XETS	Tapachula. Chias.
XEWJ	Tehuacan, Pue.
XERK	Tepic, Nay.
XEC	Tijuana, B. C.
XECH	Toluca, Mex.
XEBP	Torreon, Coah.
XEDN	Torreon, Coah.
XETL	Tuxpan, Ver.
XEON	Tuxtla Gutierrez, Chis.
XEUF	Uruapan, Mich.
XEHV	Veracruz, Ver.
XEU	Veracruz, Ver.
XEDH	Villa Acuna, Coah.
XELK	Zacatecas, Zac.

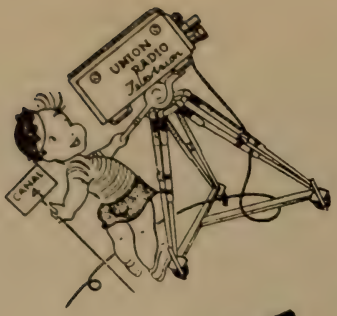
STATIONS OF CUBA

Location	*Call Letters*	*Frequency (Kcs.)*	*Power (Kw.)*
Artemisa	CMAR	1170	.25
Artemisa	CMAD	1240	.25
Bayamo	CMKX	1390	.25
Cabairien	CMHP	1250	0.25
Camaguey	CMJN	960	1.
Camaguey (Circuito CMQ)	CMJL	920	10.
Camaguey	CMJK	1150	0.5
Camaguey	CMJB	980	1.
Camaguey	CMJA	1060	0.25
Camaguey	CMJF	1340	1.
Camaguey	CMJR	1030	1.
Camaguey	CMJW	1440	0.25
Camaguey	CMJC	1270	1.0
Camajuani	CMHD	890	1.0
Camajuani	CMHF	1040	.10
Cardenas	CMGE	1470	0.25
Cienfuegos	CMHJ	1350	0.25
Cienfuegos	CMHU	720	.25
Ciego de Avila	CMJD	1190	1.
Ciego de Avila	CMJY	760	1.
Ciego de Avila	CMJM	840	.5
Ciego de Avila	CMJH	1370	.25
Ciego de Avila	CMJO	1470	0.25
Marianao	CMZ	1010	5.
Colon	CMGU	740	.25
Cruces, L. V.	CMHK	1210	0.25
Encrucijada	CMHE	1090	.25
Florida	CMJI	1400	0.25
Guantanamo	CMKI	1560	.25
Guantanamo	CMKA	1250	.25
Guantanamo, Orte	CMKS	900	0.25
Guantanamo	CMKH	1300	0.25
Havana (Circuito CMQ)	CMQ	630	25.
Havana	COCQ	8825	5.
Havana	CMCA	1560	.25
Havana (Radio Reloj)	CMCB	1330	1.
Havana	CMCQ	1420	.25


on
the
air
CMQ
TV
6
RADIOCENTRO
HABANA
DEC-1950
● In mid-December, C. M. Q.'s million dollar Television plant started testing.
Commercial operations have been scheduled for January. C. M. Q., the leader in Cuban radio for 18 years, has the technical facilities and manpower to assure its many friends and clients a position of leadership in Television as well.
CHANNEL
6
CMQTV
RADIOCENTRO - HABANA
IN CUBA,
LET C.M.Q. SELL FOR YOU!
Exclusive Representatives:
Melchor Guzmán Co., Inc.

• • • Stations of Cuba • • •

Location	Call Letters	Frequency (Kcs.)	Power (Kw.)
Havana	CMBX	1390	0.25
Havana	CMCX	1060	10.
Havana	CMCO	1230	.25
Havana	CMBD	1520	0.25
Havana	CMCU	660	1.
Havana	CMCW	1290	0.25
Havana	CMBY	1120	.25
Havana	CMK	1190	.25
Havana	CMBL	860	15.
Havana	CMCI	1260	5.
Havana	CMOA	1360	.25
Holguin	CMKM	560	5.
Holguin	CMKV	600	1.
Holguin	CMKF	1050	0.25
Holguin (Circuito CMQ)	CKMJ	730	10.
Holguin	CMKO	1220	.25
Holguin	CMKD	970	1.
Jovellanos	CMGN	960	0.5
Jayama	CMJG	1000	1.
Havana	CMCH	790	10.
Havana	CMCM	790	0.25
LaMaya	CMKT	1520	.25
Matanzas	CMGW	1100	0.5
Matanzas	CMGF	1240	0.25
Matanzas	CMGL	1400	.25
Moron	CMJX	1230	.25
Nuevitas	CMJQ	1580	.25
Palma Soriano, Orte	CMKZ	1430	.25
Pinar del Rio	CMAB	760	5.
Pinar del Rio (Circuito CMQ)	CMAQ	920	1.0
Pinar del Rio	CMAN	840	1.0
Pinar del Rio	CMAW	800	0.25
Havana	CMCK	980	5.
Havana	CMBF	950	5.
Puerto Padre	CMKY	1350	.10
Havana	CMBZ	330	5.
Havana	CMCY	590	15-D 25-D
Havana	CMBQ	1150	5.
Havana	CMBC	690	50.
Havana	CMCD	740	10.
Havana	CMW	550	2.5
Sagua La Grande	CMHA	1280	.25



UNION RADIO Television, S.A.

Habana, Cuba

TV AM

First in Cuba

CHANNEL 4

NOW TELECASTING 9 HOURS DAILY

CUBA'S LARGEST RADIO NETWORK COVERING THE ENTIRE ISLAND• AN UNPARALLELED SELLING MEDIUM FOR AMERICAN EXPORTERS.

HAVANA CMCF

IRVING LATER

U. S. REPRESENTATIVE

65 WEST 54th ST. NEW YORK CITY COLUMBUS 5-7637

Location	*Call Letters*	*Frequency (Kcs.)*	*Power (Kw.)*
San Cristobal	CMAC	1030	0.25
Sancti Spiritus	CMHB	780	.25
Sancti Spiritus	CMHT	990	1.
Santa Clara	CMHI	570	10-D
	COHI	1450	5.0
Santa Clara (Circuito CMQ)	CMHQ	640	15.0
Santa Clara	CMHW	810	1.
	CMHN	960	1.
Santa Clara	CMHO	1310	1.
Santa Clara	CMHX	1480	.25
Santa Clara	CMHM	1130	1.
Santiago de Cuba	CMKN	930	1.
Santiago de Cuba (Circuito CMQ)	CMKU	850	2.0
Santiago de Cuba	CMKW	800	1.0
Santiago de Cuba	CMKL	1000	0.25
Santiago de Cuba	CMKR	1090	.25
Santiago de Cuba	CMKB	1170	1.
Santiago de Cuba	CMKC	770	1.0
San Luis, Oriente	CMKQ	1460	0.5
Havana	CMOX	1490	.25
Havana	CMBS	1090	0.25
Havana	CMBG	1460	0.25
Victoria de las Tunas	CMKE	1320	.25
Victoria de las Tunas	CMKG	1490	.25
Santiago de Cuba	CMDA	650	1.

Television Stations *of* CUBA

UNION TELEVISION, S. A.

Mazon 52, Habana, Cuba

Cable: Unratel

Telephone: U-6056 — U-5323

OFFICIALS

Dr. Jose A. Mestre — Caspar Pumarejo

U. S. REPRESENTATIVE

Irving Later Agency

Hotel Warwick, 54th St. and 6th Ave.

New York City — PLaza 9-6964

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Radiocentro, Habana, Cuba

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Melchor Guzman Company

45 Rockefeller Plaza

New York City — CIrcle 7-0624

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FUNCTIONS

To hold forums for the exchange of ideas on matters concerning the advancement of television. To provide a meeting place where educators and leaders in public life can discuss the types of information the public should get; art forms which will come into existence through tele, and other matters. To hold and sponsor meetings for the dissemination of information pertaining to tele. To encourage research and accomplishment by presentation of awards.

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45 W. 47 St., New York 19, N. Y.
PLaza 7-7660

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LUxemburg 2-1520

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FUNCTIONS

A non-profit organization representing all phases of advertising, dedicated to the uses of advertising in the public service.

ADVERTISING FEDERATION OF AMERICA

330 W. 42 St., New York 17, N. Y.
BRyant 9-0430

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FUNCTIONS

An organization of advertising clubs, national advertising groups and companies interested in advertising to:

To help make advertising increasingly more effective.

To raise continually higher standards of advertising practice.

To promote better public understanding of advertising.

To promote cooperative effort in advertising.

To encourage improvement in advertising education.

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LOngacre 3-5100

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FUNCTIONS

Impartial and objective research to promote greater effectiveness in advertising and marketing for advertisers, agencies, and media. Continuing Studies of Newspaper Reading, Transportation Adv., Farm Publications, Business Papers; Canadian Study of Transportation Adv., Canadian Study of General Magazines.

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

420 Lexington Ave., New York 17, N. Y.
LExington 2-7980

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Vice-Pres.....Richard L. Scheidker
Vice-Pres.....Richard Turnbull

FUNCTIONS

(1) To protect, strengthen and improve the advertising agency business; (2) To advance the cause of advertising as a whole; (3) To give service to its members. In carrying out these aims, the A.A.A.A. also participates in many joint enterprises. The Advertising Council, Inc. the Committee on Consumer Relations in Advertising, Inc., Broadcast Measurement Bureau, Advertising Research Foundation, Traffic Audit Bureau, etc.

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5 Beekman St., New York 7, N. Y.
COrtlandt 7-1374

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BRANCH OFFICES

Eastern Branch, 420 Perry Bldg., Phila. 2, Penna. Phone: LO 4-1251. Mort Borrow, Chairman.

Atlantic Branch, 5 Beekman St., N. Y. C. 7, N. Y. Phone: RE 2-9223. W. Bender, Chairman.

FUNCTIONS

Subsidiary of the C.I.O. Broadcast Dept. devoted to organization of all employees in the Radio Broadcasting Industry, excepting Musicians and Actors. Have agreements with thirty-two stations in the East, including eight contracts in the Metropolitan area of New York City.

AMERICAN FEDERATION OF MUSICIANS

570 Lexington Ave., New York 22, N. Y.
PLaza 8-0600

OFFICERS

Pres.....James C. Petrillo
Vice-Pres.....C. L. Bagley
Secretary.....Leo Cluesmann
Treasurer.....Harry J. Steeper

EXECUTIVE COMMITTEE

J. W. Parks, Stanley Ballard, Herman D. Kenin, George V. Clancy, Walter M. Murdoch.

BRANCH OFFICES

570 Lexington Ave., New York 22, N. Y. Phone: Plaza 8-0600. James C. Petrillo, Pres.

220 Mt. Pleasant Ave., Newark 4, N. Y. Phone Humboldt 2-8010. Leo Cluesmann, Sec.

220 Mt. Pleasant Ave., Newark 4, N. J. Phone Humboldt 2-8010. Harry J. Steeper.

AMERICAN FEDERATION OF RADIO ARTISTS (AFRA)

15 W. 44 St., New York 18, N. Y.
VAnderbilt 6-1810

NATIONAL OFFICERS

President.....Knox Manning
Vice-President.....Alan Bunce
Vice-President.....Jack Arthur
Vice-President.....Frank Nelson
Vice-President.....Pierre Paulin
Recording Secretary.....Vinton Hayworth
Treasurer.....Janet Baumhover
National Executive Secretary.....A. Frank Reel

BRANCH OFFICES

Chicago Local—102 E. Hubbard St., Chicago, Ill.; Raymond A. Jones, Executive Secretary.

Hollywood Local—6331 Hollywood Blvd., Hollywood 28, California; Claude L. McCue, Executive Secretary.

San Francisco Local—26 O'Farrell St., San Francisco, Calif.; Geary Dolan, Secretary.

AMERICAN GUILD OF MUSICAL ARTISTS, INC.

276 W. 43 St., New York 18, N. Y.
LOngacre 5-7508

OFFICERS

President.....Lawrence Tibbett
1st Vice-Pres.....Conrad Thibault
2nd Vice-President.....James Pease
3rd Vice-President.....Joscha Heifetz
4th Vice-President.....Astrid Varnay
5th Vice-President.....Thelma Votipka
Treasurer.....Donald Dame
Recording Sec.....Elisabeth Hoeppel
Executive Sec.....Hyman R. Faine

BRANCH OFFICES

6636 Hollywood Boulevard, Los Angeles, Calif. Phone: Hudson 2-2334. I. B. Kornblum, Rep.

216 Pine Street, San Francisco, Cal. Phone: SUtter 1-0855. Theodore Hale, Rep.

188 West Randolph Street, Chicago, Ill.

FUNCTIONS

A labor organization having jurisdiction in the fields of opera, concert, ballet and dance; a branch of the Associated Actors and Artists of America. Its scope is nationwide, covering the United States and Canada, and its activities consist of protecting the interests and working conditions of its members in the above fields as well as the furthering and expansion of opera, concert and ballet institutions and performances throughout the United States and Canada.

AMERICAN MARKETING ASSOCIATION

920 So. Michigan Ave., Chicago, Illinois
MU. 4-5267

OFFICERS

President.....Everett R. Smith
Vice-Pres.....Wilford L. White
Vice-Pres.....Robert F. Elrick
Secretary.....George H. Brown
Treasurer.....Donald E. West

BRANCH OFFICES

33 Chapters in 33 American Cities.

FUNCTIONS

A non-profit organization dedicated to the advancement of science in marketing. Membership open to all persons actively engaged in the field of marketing.

AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION

370 Lexington Ave., New York 17, N. Y.
MUrray Hill 5-2000

OFFICERS

President.....Edwin S. Friendly
Vice-Pres.....Charles F. McCahill
Secretary.....J. L. Stackhouse
Treasurer.....W. L. Fanning
General Manager.....Cranston Williams

BRANCH OFFICE

360 N. Michigan Ave., Chicago 1, Ill. Phone: Franklin 2-3746.
George N. Dale.....Manager

FUNCTIONS

To foster and protect the business and business interests of daily newspapers.

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS (ASCAP)

575 Madison Ave., New York 21, N. Y.
President.....Otto A. Harbach
Vice-President.....Saul H. Bourne
Vice-President.....Oscar Hammerstein II
Secretary.....George W. Meyer
Treasurer.....Louis Bernstein
Asst. Secretary.....A. Walter Kramer
Assistant Treasurer.....Frank H. Connor

BOARD OF DIRECTORS

Stanley Adams, Fred E. Ahlert, Louis Bernstein, Saul H. Bourne, Gene Buck, Irving Caesar, Frank H. Connor, Paul Cunningham, Max Dreyfus, Donald Gray, Oscar Hammerstein II, Otto A. Harbach, Ray Henderson, John Tasker Howard, A. Walter Kramer, Edgar Leslie, George W. Meyer, Jack Mills, Abe Olman, J. J. Robbins, Lester Santly, Gustave Schirmer, Herman Starr, Deems Taylor.

BRANCH OFFICES

In all principal cities throughout the United States.

FUNCTIONS

ASCAP is a performing right society through which commercial users of music obtain clearance of the right to perform publicity for profit the copyrighted works of its members.

AMERICAN TELEVISION SOCIETY, INC.

270 Madison Ave., New York 16, N. Y.
LExington 2-6094

President.....David Hale Halpern
Vice-Pres. .....Warren Care
Secretary .....Barbara Jones
Treasurer.....Archibald U. Braunfeld
Activities Coordinator.....Louella S. Laudin
Chairman of Publicity.....William Thomas

DIRECTORS

Halsey V. Barrett, Albert Deane, Richard Rawls, Henry White, Paul Alley, John Fox, Don McClure.

FUNCTIONS

American Television Society is a non-profit group organized to foster the study, understanding and appreciation of television as a cultural, educational, entertainment and advertising medium. It provides its members with an intelligence center and clearing house for information pertaining to television and its development; a forum for the exchange of ideas and discussion of mutual problems relating to or affecting television; a television library; special meetings for the dissemination of television information; the opportunity to view and study television technique.

ARTISTS' REPRESENTATIVES ASS'N., INC.

1270 Sixth Ave., New York 20, N. Y.
Circle 6-1379

OFFICERS

President .....William Kent
Vice-Presidents.....Nat Lefkowitz, Art Weems, Sidney J. Page, Peter J. Ledice, Peg Lanagan
Secretary.....Harry A. Romm
Treasurer .....Howard Hausman
Asst Secretary.....Ruth L. Simouson
Counsel.....Jack J. Katz

BRANCH OFFICE

203 N. Wabash Ave., Chicago 1, Ill. Phone: Central 6-1775. Sidney J. Page, President.

FUNCTIONS

Trade association of Theatrical Agents

ASSOCIATED MUSIC PUBLISHERS, INC. (AMP)

25 W. 45 Street, New York 19, N. Y.
LUxemburg 2-1790
Cable Address: MUSICPUB—NEW YORK

OFFICERS

Chairman of the Board.....Sydney M. Kaye
President & Secretary.....M. E. Tompkins
Vice-President .....Karl Bauer
Vice-President.....Earl B. Hall
Treasurer.....Charles A. Wall

BOARD OF DIRECTORS

Carl Haverlin, President, BMI; William Hedges, National Broadcasting Co.; Sydney M. Kaye, Vice-President, BMI; Paul Morency, Radio Station WTIC; J. Harold Ryan, Fort Industry Company; M. E. Tompkins, President, AMP.

ASSOC. OF CANADIAN ADVERTISERS, INC.

701 Federal Building, 85 Richmond St., West, Toronto 1, Ontario
ADelaide 8046-7-8

OFFICERS

President—Lee Trenholm, Provincial Paper Limited, 388 University Ave., Toronto, Ontario.

Executive Vice-Pres., J. G. Hagey, The B. F. Goodrich Rubber Co. of Canada, Limited, Kitchener, Ontario.

Vice-Pres. & Treas.—J. W. Lawrence, The Borden Co., Limited, Spadina Crescent, Toronto, Ontario.

Vice-Presidents—H. T. Venning, Sheriff's Limited, 79 Don Roadway, Toronto, Ontario; John O. Pitt, Canadian Fairbanks-Morse Co., Ltd., 980 St. Antoine St., Montreal, Que.; Robert E. Day, Bulova Watch Co., Limited, 372 Bay Street, Toronto, Ontario.

Secretary—John A. M. Galilee, Association of Canadian Advertisers, Inc., 85 Richmond St. W., Toronto, Ontario.

General Manager—Athol McQuarrie, Association of Canadian Advertisers, Inc., 85 Richmond St., W., Toronto, Ontario.

DIRECTORS

T. M. Atkinson, Canadian Industries Limited, Box 10, Montreal, Que.; George S. Bertram (Immediate Past-Pres.), Swift Canadian Co., Limited, Union Stock Yards, Toronto, Ontario; G. Walter Brown, Bristol-Myers Co. of Canada Ltd., 3035 St. Antoine St., Montreal, Que.; E. T. Gater, Sterling Products Limited, Windsor, Ontario; R. R. McIntosh, General Foods Limited, 330 University Ave., Toronto, Ontario; H. T. Markey, Dominion Textile Co. Ltd., 710 Victoria Square, Montreal, Que.; John M. Meldram, National Carbon Ltd., 805 Davenport Road, Toronto, Ontario; M. M. Schneckenburger, The House of Seagram, 1430 Peel Street, Montreal, Que.; R. C. Scrivener, The Bell Telephone Co. of Canada, Beaver Hall Hill, Montreal, Que.; R. E. Sewell, Coca-Cola Limited, 90 Broadview Ave., Toronto, Ontario.

FUNCTIONS

This association was incorporated in March 1917. For 36 years the Association of Canadian Advertisers has functioned as an organization of Canadian companies devoted to the interests and promotion of good advertising.

ASSN. OF NATIONAL ADVERTISERS, INC.

285 Madison Ave., New York 17, N. Y.
ORegon 9-4940

OFFICERS

President.....Paul B. West
Vice-President .....Lowell McElroy
Vice-President .....Cy Norton
Secretary.....Peter W. Allport
Chairman of the Board.....Albert Brown
(The Best Foods, Inc.)
Vice-Chairman.....Wesley I. Nunn
(Standard Oil Co. Indiana)

FUNCTIONS

Promotes the most effective and profitable use of advertising as a tool of selling, promotes a better understanding and more effective use of advertising as a tool of management and protects the interests of national advertisers and serves their collective needs.

ASSN. OF RADIO NEWS ANALYSTS

c/o Robert Trout, NBC, 30 Rockefeller Plaza, New York, N. Y.
CI 7-8300

OFFICERS

President .....Robert Trout
Chairman, Exec. Comm.....H. V. Kaltenborn
Eexcutive Comm.....Cecil Brown, Charles Collingwood, John Mac Vane
Vice-Presidents.....Edward R. Murrow, Bill Henry
Treasurer.....Thomas J. Hamilton
Ass't. Treas.....Quincy Howe
Secretary.....George Hamilton Combs
Ass't. Sec.....John Daly

BRANCH OFFICE

2480 16 St. NW., Washington, D. C. Decatur 1422. Bill Henry, Vice-Pres.

FUNCTIONS

The Association of Radio News Analysts, desires to maintain the independence and prestige of the profession and to improve the standards of analytical broadcasting and to protect the best interests of the public and the industry.

THE AUTHORS GUILD OF THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 39 St., New York 16, N. Y.
MUrray Hill 9-4950

President ..... Helen Hull
Vice-Pres. ..... John T. Winterich
Secretary ..... Merle Miller
Exec. Sec. ..... A. M. Pitcher, Jr.
Sec. to Council ..... Luise M. Sillcox

COUNCIL

Martha Albrand, Agnes Rogers Allen, Cleveland Amory, Margaret Culkin Banning, Betsy Barton, Jacques Barzun, Lionel Day, Irmengarde Eberle, John Cheever, Henry Pratt Fairchild, Gilbert W. Gabriel, Paul Gallico, John Gunther, John Hersey, Elizabeth Janeway, E. J. Kahn, Jr., Robert I. Landry, Joan Kahn, William J. Lederer, Richard Lockridge, Phyllis McGinley, Merle Miller, Maude Parker, Budd Shulberg, Van Siller, Grace Zaring Stone, Rex Stout, Jerome Weidman, William Shirer, Glenway Westcott.

FUNCTIONS

National business organization of authors in the publication field.

THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 39 St., New York 16, N. Y.
MUrray Hill 9-4950

President ..... Oscar Hammerstein, 2nd
Vice-Pres. ..... John Hersey
Secretary ..... Erik Barnouw
Exec. Sec. ..... Luise M. Sillcox
Asst. Exec. Sec. ..... Evelyn F. Burkey

FUNCTIONS

The national business organization of authors and dramatists.

THE BRITISH BROADCASTING CORPORATION

630 Fifth Ave., New York 16, N. Y.
CIrcle 7-0656

OFFICERS

North American Rep. ..... Norman G. Luker
Program Director ..... Sam J. Slate
Program Assistant ..... Lillian Lang
Program Assistant ..... Marian Moss
Chief Engineer ..... Arthur S. Toby

BRANCH OFFICES

United Nations, Lake Success, N. Y., Phone: Fieldstone, 7-1100, Bernard Moore, U. N. Correspondent.

1150 Connecticut Ave., N. W., Washington, D. C. Phone: Executive 1465.

FUNCTIONS

Activities of the North American offices of the British Broadcasting Corporation cover two interrelated but separate operations. The first, Eastbound operations, are concerned with the interpretation of the American scene to British audiences. The other, Westbound operations, are concerned with making available to independent radio stations and networks regular and specially requested programs broadcast from England in BBC's North American Service.

BMI CANADA LIMITED

229 Yonge St., Toronto 1, Ont., Can.
Elgin 0040

OFFICERS

President ..... Carl Haverlin
Vice-President ..... Donald Manson
Vice-President ..... Harry Sedgwick
General Manager ..... Robert J. Burton
Asst. General Manager ..... William Harold Moon
Treasurer ..... Charles A. Wall
Secretary ..... T. Arthur Evans

BOARD OF DIRECTORS

Ernest L. Bushnell, CBC, Toronto; Carl Haverlin, BMI, N. Y.; Phil Lalonde, CKAC, Montreal; Donald Manson, CBC, Ottawa; Marcel Ouimet, CBC, Montreal; Harry Sedgwick, CFRB, Toronto; Jack Slatter, Radio Reps. Ltd., Toronto.

CANADIAN ADMINISTRATIVE STAFF

Publicity ..... Jean L. Howson
Research & Accounting ..... M. E. Hewitt
Distribution ..... M. L. Ingram

QUEBEC BRANCH (French Division)

1502 St. Catherine St. W., Montreal, P. Q. Fitzroy 2552. T. Clyde Moon, Branch Manager; Dr. Claude Champagne, Editor-in-Chief; Marcel Fortier, Liaison; Mireille Fortier, Secretary

FUNCTIONS

BMI Canada Limited was organized to encourage and publish original music, to coordinate and license performing rights of music published under its own imprint and of music in the catalogs of affiliated composers, publishers and performing rights societies and to provide equal opportunity of recognition for all writers and composers.

BROADCAST MUSIC, INC. (BMI)

580 Fifth Ave., New York 19, N. Y.
PLaza 7-1800

OFFICERS

President ..... Carl Haverlin
Vice-President—General Counsel ..... Sydney M. Kaye
Vice-Pres. in charge of Finance & Treasurer ..... Charles A. Wall
Vice-Pres. in charge of Publisher Relations ..... Robert J. Burton
Vice-Pres. in charge Station Relations ..... Roy Harlow
Vice-Pres. in charge Foreign Relations ..... Jean Geiringer
Secretary ..... M. E. Tompkins
Assistant Treasurer ..... Charles E. Lawrence

BOARD OF DIRECTORS

Chairman, Justin Miller, National Association of Broadcasters, Washington, D. C.; Vice-Chairman, Sydney M. Kaye, Broadcast Music, Inc., N. Y.; Herbert V. Akerberg, Columbia Broadcasting System, N. Y.; John Elmer, WCBM, Baltimore; Walter Evans, Westinghouse Radio Stations, Inc., Baltimore; Carl Haverlin, BMI, N. Y.; William S. Hedges, National Broadcasting Co., N. Y.; Herbert Hollister, KBOL, Boulder City, Colo.; Leonard Kapner, WCAE, Pittsburgh; Joseph A. McDonald American Broadcasting Co., N. Y.; Paul W. Morency, WTIC, Hartford, Conn., J. Leonard Reinsh, WSB, Atlanta; J. Harold Ryan, Fort Industry Co., Toledo, Ohio; James E. Wallen, Mutual Broadcasting System, N. Y.

STATION RELATIONS

Roy Harlow, Director; Ralph Wentworth, Glenn Dolberg, James L. Cox, Al Marlin, Linn Pattee, Ken Sparnon, Burt Squire, Dorsey Owings.

NON-RADIO LICENSING DEPT.

Harry P. Somerville ..... Director

Chicago Office, 360 N. Michigan Ave.; Andover 3-5394. Stan Myers, Mid-West Representative.

Los Angeles, 4040 Wilshire Blvd., Fairfax 8979, R. I. Kirk, Far-Western Representative.

PROFESSIONAL DEPT.

Julian Stearns, General Professional Mgr.; Professional Staff, Harold Wald, George Furness.

Chicago Office, 360 N. Michigan Ave. Andover 3-5394. Jimmie Cairns, Professional Representative.

Hollywood, Calif. Office: Sid Lorraine, Professional Mgr., 1549 N. Vine St., Hillside 7-7447. SYNCHRONIZATION Mgr. Eddie Janis.

FUNCTIONS

The functions of BMI are: (1) To buy and publish original music; (2) to coordinate and license the performing rights to music published under its own imprint and of music in the catalogs of affiliated publishers and performing rights societies; (3) to provide equal opportunity of recognition for all writers and composers.

THE BUREAU OF BROADCAST MEASUREMENT

701 Federal Building, 85 Richmond Street West, Toronto 1, Ontario, Canada
Adelaide 8046-7-8

President: L. E. Phenner, Canadian Cellucotton Products Co., Limited, Toronto.
Vice-President: H. N. Stovin, Horace N. Stovin & Company, Toronto, Ont.
Secretary-Treasurer: Athol McQuarrie, Association of Canadian Advertisers, Inc., Toronto.

DIRECTORS

W. T. Cranston, Radio Station CKOC, Hamilton, Ont.; E. A. Weir, Canadian Broadcasting Corporation, Toronto; E. Douglas Cooper, Imperial Oil Ltd. Toronto, Ont.; C. R. Vint, Colgate-Palmolive-Peet Co., Limited, Ont.; G. Frank Mills, Spitzer & Mills Limited, Toronto, Ont.; Stuart B. Smith, James Lovick & Co., Ltd., Toronto, Ont.; W. E. Trimble, Baker Advertising Agency, Ltd., Toronto, Ont.

FUNCTIONS

To conduct surveys and to assemble statistical and other data relating to radio broadcasting and particularly relating to the number, distribution and listening habits of persons who are or may be listening to the various broadcasting stations at different times and from time to time.

To adopt standard methods of appraising broadcasting station coverage, and/or the listening habits of the public.

To prepare reports, charts and other forms of publicity based on surveys and statistical and other data assembled as aforesaid.

To print, publish and distribute to members the reports, charts and other forms of publicity prepared as aforesaid.

CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St., Ottawa, Ont.
3-4036

Chairman of the Board.....William M. Guild
President.....Malcolm Neill
Manager.....T. J. Allard
Secretary-Treasurer.....T. Arthur Evans
Dir. Adv. & Station Services.....Patrick Freeman
General Counsel.....Joseph Sedgwick, K.C.

DIRECTORS

E. Finlay MacDonald, Halifax; Malcolm Neill, Fredericton; Phil Lalonde, Montreal; Dr. Charles Houde, New Carlisle, P.Q.; Harry Sedgwick, Toronto; K. D. Soble, Hamilton; W. B. C. Burgoyne, St. Catharines, Ont.; E. A. Rawlinson, Prince Albert, Sask.; W. M. Guild, Lethbridge, Alta; F. H. Elphicke, Vancouver; William Rea Jr., New Westminster, B. C.

BRANCH OFFICE

37 Bloor St., West, Toronto, Ont. Phone: PR 3729.

FUNCTIONS

The Canadian Association of Broadcasters is a voluntary trade organization of 98 privately owned (independent) broadcasting stations in Canada.

CATHOLIC ACTORS GUILD OF AMERICA, INC.

Hotel Astor, New York 19, N. Y.
Circle 6-5566

OFFICERS

President.....Gene Buck
1st Vice-Pres.....Pat O'Brien
2nd Vice-Pres.....Jay Jostyn
Recording Secretary.....Ed Begley
Historian.....Tess Sheehan
Executive Secretary.....George Buck
Chairman of Executive Board.....Frank McNellis
Chaplain.....Rev. Gustav de Leon
Treasurer.....Rev. Francis M. Costello

FUNCTIONS

Social and benevolent organization which strives to care for the spiritual and physical needs of members of the profession, regardless of creed. In particular, every effort is made to assure members of the organization of care and attention in the case of illness, hospitalization, burial whenever the need arises.

CATHOLIC WRITERS GUILD OF AMERICA, INC.

128 W. 71 St., New York 23, N. Y.
ENdicott 2-0412

OFFICERS

Spiritual Director.....Rev. John B. Kelly
President.....Charles N. Heckelmann
Vice-Pres.....Richard Reid
Vice-Pres.....Joseph A. Duffy
Executive Secretary.....Eleanor M. Tucker

FUNCTIONS AND ACTIVITIES

A national organization of writers and persons interested in literary work. To promote the interest of writers, and to take cognizance of and make appropriate record of notable achievements in the literary world. To give to the press, screen, stage and radio the Catholic mind on Church issues.

COMPOSERS, AUTHORS AND PUBLISHERS ASSN. OF CANADA, LTD.

132 St. George St., Toronto 5, Ont., Canada
Phone: M. 8457
405 Keefer Bldg., 1440 St. Catherine St. West, Montreal, Que. Phone: HA-4472. R. M. Miller, branch manager.

OFFICERS

President.....Sir Ernest MacMillan, B.A., Mus. D. (Oxon.), Hon R.A.M., F.R.C.M., F.R.C.O.
General Manager.....William S. Low
Manager, Licensing Dept.....C. R. Matheson
Manager, Distribution Dept.....Ruth Passey
Comptroller.....J. K. Bailey

DIRECTORS

Harold W. Cluff, C. C. Devereux, John Murray Gibbon, John Clarke, H. T. Jamieson, Mart Kenney, Sir Ernest MacMillan, Holmes Maddock, Richard F. Murray, Gordon V. Thompson.

FUNCTIONS

Composers, Authors and Publishers Association of Canada Limited licenses in Canada public performances of the copyright music of its own Canadian members, and of the members of affiliated performing right societies in twenty-one (21) countries.

THE DRAMATISTS GUILD OF THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 39 St., New York 16, N. Y.
MUrray Hill 9-4950

President.....Moss Hart
Vice-Pres.....George S. Kaufman
Secretary.....Dorothy Fields
Exec. Sec.....Mills Ten Eyck, Jr.

FUNCTIONS

The national business organization of dramatists.

FEDERAL COMMUNICATIONS BAR ASSOCIATION

Mayflower Office Bldg., Washington, D. C.
NA-0032

OFFICERS

President.....William A. Porter
1st Vice-President.....Arthur W. Scharfeld
2nd Vice-President.....Fred W. Albertson
Secretary.....R. Russell Eagan
Treasurer.....Quayle B. Smith

EXECUTIVE COMMITTEE

Omar L. Crook, Corwin R. Lockwood, Jr., Ralph L. Walker, Vernon L. Wilkinson, John T. Quisenberry, Joseph F. Zias.
Delegate to American Bar Association..Neville Miller

FUNCTIONS

To promote the proper administration of the Communications Act of 1934 and related acts, to uphold the honor of practice before the Federal Communications Commission, and to encourage cordial intercourse among the practitioners. It issues a quarterly publication, the Federal Communications Bar Journal, which is devoted to matters of interest pertaining to communications law.

FEDERAL RADIO EDUCATION COMMITTEE (FREC)

Federal Security Bldg., Room 3646, Washington 25, D. C.
Executive 6300, Extension 2897.

OFFICERS

Chairman.....Earl J. McGrath
Secretary-Editor.....Gertrude G. Broderick

EXECUTIVE COMMITTEE MEMBERS

Earl J. McGrath, U. S. Commissioner of Education, Chairman
Edwin H. Armstrong, FM Inventor and Professor of Electrical Engineering, Columbia University
Franklin Dunham, Chief, Radio Services, U. S. Office of Education, representing Assn. of Education by Radio
William C. Eddy, Director of Television, Station WBKB, Chicago
John Elmer, President, Baltimore Broadcasting Corporation
Sterling W. Fischer, Manager Public Affairs and Education Department, National Broadcasting Company
Willard E. Givens, Executive Secretary, National Education Association
Clyde Hissong, State Supt. of Public Instruction (Ohio) representing National Council of Chief State School Officers
Very Rev. Msgr. Frederick G. Hochwalt, Director, Department of Education, National Catholic Welfare Conference
Dorothy A. Kemble, Director of Education, Mutual Broadcasting System
Leon Levine, Director, Discussion Broadcasts (CBS)
Harold B. McCarty, Director, Station WHA, University of Wisconsin, representing National Association of Educational Broadcasters
Bruce E. Mahan, Dean of Extension, State University of Iowa, representing National University Extension Association
Justin Miller, President, National Association of Broadcasters
Robert Saudek, Vice-President in Charge of Public Affairs, American Broadcasting Company
Mrs. Nathan Straus, Director of Educational Programs, Station, WMCA, New York City
Levering Tyson, President, Muhlenberg College

FUNCTIONS

The Federal Radio Education Committee was appointed in 1935 by the Federal Communications Commission with the recommendation of that time that the broadcaster, on one hand, and the educator, on the other, combine forces which would: (1) eliminate controversy and misunderstanding between groups of educators and between the industry and educators; (2) promote actual cooperative arrangements between educators and broadcasters on national, regional and local bases. Some two dozen printed publications are described in a free folder entitled, "What the FREC Offers You." Most of them are sold at 25 cents per copy. The monthly FREC Service Bulletin, a four-page publication giving news of current educational radio programs, sources of program material and other information of interest to teachers broadcasters, is available free on request. Other free publications include a monthly list of Selected Programs for Student Listening and a Directory of College Radio Courses.

FEDERAL TRADE COMMISSION

Pennsylvania Ave., at 6th St., N.W., Washington 25, D. C.
Executive 6800

PERSONNEL

Chairman.....James M. Mead
Commissioner.....William A. Ayres
Commissioner.....Lowell B. Mason
Commissioner.....John Carson
Commissioner.....(vacancy)
Secretary.....D. C. Daniel
General Counsel.....Wm. T. Kelley
Director, Bureau of Antimonopoly...Joseph E. Sheehy
Dir., Bu. of Antideceptive Practices
Richard P. Whiteley
Dir., Bu. of Industrial Economics...Corwin D. Edwards
Dir., Bu. of Industry Cooperation....James M. Horton
Dir. of Trial Examiners.....Everett F. Haycraft
Dir., Bu. of Administration.....D. C. Daniel

BRANCH OFFICES

Room 501, 45 Broadway, New York 6, N. Y. Rolf H. Kielland, Atty. in charge.
1118 New Post Office Bldg., Chicago 7, Ill. John H. Bass, Atty. in charge
133 Federal Office Bldg., San Francisco 2, Calif. Clarence T. Sadler, Atty. in charge.
447 Federal Office Bldg., Seattle 4, Wash. Walter W. Harris, Atty. in charge.
1031 Federal Office Bldg., New Orleans 12, La. William B. Lott, Atty. in charge.

FUNCTIONS

In general, the duties of the Commission are (1) to promote free and fair competition in interstate trade in the interest of the public through prevention of price-fixing agreements or combinations, boycotts, injurious price and other unlawful discriminations, and other practices which are in restraint of trade or which otherwise constitute unfair methods of competition or unfair or deceptive acts or practices; (2) to safeguard life and health of the consuming public by preventing the dissemination of false advertisements of food, drugs, devices and cosmetics which may be injurious to health; (3) to apply to the Commissioner of Patents for cancellation of the registration of trade-marks which are in violation of the provisions of the Lanham Trade-Mark Act; and (4) to conduct investigations of economic conditions in interstate and foreign commerce upon its own initiative, upon the direction of the President or the Congress, or upon application of the Attorney General.

THE FRENCH BROADCASTING SYSTEM (RADIODIFFUSION FRANCAISE) IN NORTH AMERICA

934 Fifth Ave., New York 21, N. Y.
REgent 4-1501

Director.....Pierre Crenesse
Ass't. Dir.....Alice Lewitin
Manager.....Susan Weltman
Public Relations.....Shelley Dobbins
Ass't. Prog. Dir.....Jacqueline Landry

FUNCTIONS

The activities of the French Broadcasting System in North America are twofold: on the one hand, for the purpose of strengthening the good will and understanding between France and the U. S., it distributes to independent stations all over the country English-language programs prepared in Paris for North American listeners, covering all aspects of life in France today; on the other hand, it keeps French listeners informed of all events taking place in America today.

RICHARD W. HUBBELL & ASSOCIATES

315 East 56th Street, New York 22, N. Y.
PLaza 8-2675

Chairman.....Richard W. Hubbell

BRANCH OFFICES

Maintains associates in Hollywood, London, Paris.

FUNCTIONS

Television, motion picture, and radio consultants. Planning, construction, and operation of TV stations. Efficiency studies. FCC applications. Handles problems of management, program production and syndication, engineering. 1948-50 clients included investment groups here and abroad, law firms, film and TV producers, manufacturers of TV equipment, newspapers, real estate companies, and 28 TV and AM stations.

INSTITUTE FOR EDUCATION BY RADIO

Ohio State Univ., Columbus 10, O.
UN. 3148 Ext. 280

OFFICERS

Honorary Dir.....W. W. Charters
Director.....I. Keith Tyler
Secretary.....Joan E. Zuber

FUNCTIONS

The Institute for Education by Radio is an annual conference of broadcasters, educators, and civic leaders sponsored by Ohio State Univ. It meets in Columbus each May. The Institute sponsors an Annual Exhibition of Educational Radio Programs, welcoming entries from stations and organizations. A yearbook containing the proceedings of the Conference is published annually under the title, EDUCATION ON THE AIR.

THE INSTITUTE OF RADIO ENGINEERS, INC.

1 East 79th St., New York 21, N. Y.
REgent 7-9600

OFFICERS

President.....I. S. Coggeshall
Vice-President.....Prof. Jorgen Rybner
Treasurer.....Dr. W. R. G. Baker
Secretary.....Haraden Pratt
Editor.....Dr. A. N. Goldsmith

DIRECTORS

W. L. Everitt, D. G. Fink, W. R. Hewlett, J. W. McRae, E. R. Piore, D. B. Sinclair, H. J. Reich, H. F. Dart, Ferdinand Hamburger, Jr., P. L. Hoover, W. H. Doherty, G. R. Town, J. A. Stratton, John D. Reid, W. M. Rust, Jr., A. V. Eastman, A. B. Oxley, S. L. Bailey, Raymond F. Guy

INTER-AMERICAN ASSOCIATION OF BROADCASTERS (AIR)

Montevideo, Uruguay

OFFICERS

President.....Goar Mestre
Vice-Pres.....Emilio Azcarraga
Secretary.....Eneas Machado de Assis
Directors.....Lorenzo Balerio Sicco and Gilmore N. Nunn

Director of Permanent Office: Justino Jiménez de Aréchaga.

FUNCTIONS

AIR is an association made up of all the national associations of Broadcasters, from Canada to South (except Argentina), to protect private broadcasters specially from Government encroachment.

The postal address of the Permanent Office is "Asociacion" Interamericana de Radiodifusion. Calle Uruguay, 1218 Montevideo—URUGUAY.

INTERCOLLEGIATE BROADCASTING SYSTEM

2808 Erie St., Washington 20, D. C.
Victor 7210
706 Sanders Ave., Schenectady 2, N. Y.
Schenectady 3-6028

OFFICERS

Chairman: George Abraham, 2808 Erie Street S.E., Washington 20, D. C.; Operations Manager: David W. Borst, 706 Sanders Avenue, Schenectady 2, New York; Engineering Director: Herbert B. Barlow, 1725 New Hampshire Avenue, N.W., Washington 9, D. C. Station Relations Manager: James R. Wylie, Wesleyan Station, Middletown, Conn.; Program Manager: Howard C. Hansen, MacMurray College, Jacksonville, Ill.; Business Manager: George I. Mckelvey, Todd Union, University of Rochester, Rochester 3, New York; Public Relations Director: E. E. Roberts, IBS Public Relations Office, Bethany, W. Va.; Sales Manager: Richard Eyman, 78 Park Street, Canton, New York.

REGIONAL DIRECTORS

Region 1—New England, Robert W. Bacon, Trinity College at Hartford, Connecticut. Region 2—New York State, Eugene Warner, Rensselaer Polytechnic institute at Troy, New York. Region 3—Middle Atlantic, Lorin Zissman, Temple University at Philadelphia. Region 4—Capital, Fletcher Tarr, Washington Missionary College at Takoma Park, Washington, D. C. Region 5—Southern, Clayton Corzatte, University of Alabama, at University, Alabama. Region 6, Great Lakes, Jo Vernotzy, Miami University, at Oxford, Ohio. Region 7—Midwestern, Jean McConohay, MacMurray College at Jacksonville, Illinois. Region 8—Southwestern, Richard Post, Southern Methodist University at Dallas, Texas. Region 9—Rocky Mountain, Pat Phillips, University of Denver at Denver, Colorado. Region 10—Western, John Witherspoon, College of the Pacific at Stockton, California.

FUNCTIONS

The Intercollegiate Broadcasting System is an association of college campus radio stations established to pool the resources of these stations and further the development of college radio in this country.

INTERNATIONAL BROTHERHOOD OF ELECTRICAL WORKERS (AFL)

1200 Fifteenth St., N. W., Washington 5, D. C.
District 3764

OFFICERS

International President.....D. W. Tracy
International Secretary.....J. Scott Milne
Asst. to President.....Lawson Wimberly

FUNCTIONS

International Brotherhood of Electrical Workers is an affiliate of the American Federation of Labor. It admits to membership radio broadcast technicians and engineers in radio and television stations. It has 73 local unions chartered for broadcast employees in the United States and 5 such local unions in Canada.

ROBERT S. KELLER, INC.

72 Barrow St., New York 14, N. Y.
WAtkins 4-6599

OFFICERS

President.....Bob Keller
Vice-Pres.....R. J. Anderson
Treasurer.....E. Benjamin Wright

FUNCTIONS

Promotional representation for radio stations; supplements network and spot salesmen by preparing and delivering station and market data direct to agency buyers and advertising managers; handles press and public relations, ad copy and promotion literature, makes weekly report to stations on national advertising activity.

THE LAMBS

130 W. 44 St., New York 18, N. Y.
LUxemburg 2-1515

OFFICERS

Shepherd.....Bert Lytell
Boy.....Walter N. Greazai
Corresponding Secretary.....Bobby Clark
Recording Secretary.....Jack Whiting
Treasurer.....James E. Meighan
Librarian.....Harold G. Hoffman

DIRECTORS

Bruce Evans, Russ Brown, Earl Benham, John McManus, Joseph S. Buhler, William P. Adams, John Alexander, Emil Friedlander, Averell Harris, Arthur Vinton, Lep Solomon, Edward H. Ford, S. E. Rogers, H. Pierson Mapes, Robert Griffith, Len Doyle.

LIFE DIRECTORS EX-SHEPHERDS: R. H. Burnside, William Gaxton, Fred Waring, John Golden.

MANAGER: Louis Cline

FUNCTIONS

The object of this club shall be the promotion of social intercourse among persons, engaged professionally in the drama, music, authorship, and the fine arts, as well as friends of those professions, and the collection and preservation of objects of interest thereto, and the creation and maintenance of funds for the benefit of persons engaged professionally in the drama, music, authorship, and the fine arts who shall be in need of financial aid or assistance, to be disbursed in the discretion of the Council of the Club.

LOWELL INSTITUTE COOPERATIVE BROADCASTING COUNCIL

28 Newbury St., Boston 16, Mass.
KEnmore 6-6522

OFFICERS

Trustee.....Ralph Lowell
Director.....Parker Wheatley
Senior Producer.....Richard Erstein
Adm. Ass't.....Lawrence Creshkoff

Producer-Writer.....R. Jarrett Tangney
Producer-Writer.....Jack D. Summerfield
Producer-Writer.....Maureen M. Mosher

COORDINATORS

Boston Col. Rev. Thomas F. Fleming, S. J.; Boston Univ., Prof. S. B. Gould; Harvard Univ., Mr. David W. Bailey; Mass. Inst. of Tech., Dean John E. Burchard; Northeastern Univ., Prof. Milton J. Schlagenhauf; Tufts College, Dean John P. Tilton.

FUNCTIONS

The Lowell Institute, in cooperation with Boston Col:. Boston Univ., Harvard, M. I. T., Northeastern and Tufts presents a year-round nighttime schedule of educational broadcasts for adults over Boston's commercial stations, AM, FM, and TV.

MUSIC PUBLISHERS' PROTECTIVE ASSOCIATION, INC.

45 Rockefeller Plaza, New York 20, N. Y.
Circle 6-3048

OFFICERS

Chairman of the Board.....Walter G. Douglas
President .....Lester Santly
Vice-President .....Jack Mills
Secretary.....J. J. Bregman
Treasurer .....Abe Olman
Agent and Trustee.....Harry Fox

NATIONAL ASSOCIATION OF BROADCASTERS

(For Complete Listing See NAB Section—Page 240)

NATIONAL ASSOCIATION OF BROADCAST UNIONS AND GUILDS (NABUG)

37 W. 46 St., New York 19, N. Y.
LUxemburg 2-5130

OFFICERS

National Chairman.....Oliver W. Nicoll

COUNCILS

37 W. 46 St., New York 19, Phone: LUxemburg 2-5130. Oliver W. Nicoll, Chairman, New York Council: 102 E. Hubbard St., Chicago 11, Ill. Phone: DElaware 7-7017. Raymond A. Jones, Chairman, Chicago Council, George Maher, Sec.-Treas.; 6331 Hollywood Blvd., Hollywood 28, Calif. Phone: HIllside 5125. Claude McCue, Chairman, Hollywood Council, James H. Brown, Sec-Treas.; 375 O'Farrell St., San Francisco 2, Calif. ORdway 3-8484. John R. McDonnell, Chairman, San Francisco Council, William S. Gavin, Sec.-Treas.

CORRESPONDING OFFICES

Washington, D. C.; Albuquerque, N. M.; Atlanta, Ga.; Boston, Mass.; Cincinnati, O.; Cleveland, O.; Dallas, Tex.; Denver, Colo.; Detroit, Mich.; Fort Wayne, Ind. Indianapolis, Ind.; Kansas City, Mo.; Louisville, Ky.; Miami, Fla.; Minneapolis-St. Paul, Minn.; New Orleans, La.; Omaha, Neb.; Philadelphia, Pa.; Pittsburgh, Pa.; Portland, Ore.; Racine, Wis.; Raleigh-Durham, N. C.; Rochester, N. Y.; Salt Lake City, Utah; Schenectady, N. Y.; Seattle, Wash.; St. Louis, Mo.

FUNCTIONS

"NABUG" is the National Association of Broadcast Unions and Guilds in the radio and television industry, organized on behalf of their respective memberships for the solution of parallel problems and the working together of the unions and guilds in those directions — cultural, legislative, economic — where their mutual interests coincide.

NATIONAL ASSN. OF PERFORMING ARTISTS

630 Fifth Ave., New York 20, N. Y.
Circle 7-8194

OFFICERS

President .....Fred Waring
Vice-President .....Bing Crosby
Vice-President .....Meyer Davis
Vice-President .....Paul Whiteman
Treasurer .....Don Voorhees
General Counsel.....Alfred Rice

BOARD OF DIRECTORS

Fred Allen, Connee Boswell, Noel Coward, Richard Crooks, Bing Crosby, Meyer Davis, Duke Ellington, Mary Garden, Benny Goodman, Jascha Heifetz, Lewis James, Andre Kostelanetz, Arthur W. Levy, Guy Lombardo, Ray Noble, Walter O'Keefe, Irra Petina, Dick Powell, Fritz Reiner, Fabien Sevitzky, Nathaniel Shilkret, Lawrence Tibbett, Rudy Vallee, Don Voorhees, Paul Whiteman, Victor Young, Efrem Zimbalist.

FUNCTIONS

To protect the interpretive artist from exploitation of his recordings and transcriptions.

NATIONAL ASSOCIATION OF RADIO NEWS DIRECTORS

WOW-TV, 35th & Farnam, Omaha 3, Nebraska

OFFICERS

President, Ben Chatfield, WMAZ, Macon, Ga.; 1st Vice-Pres., Jim Bormann, WMT, Cedar Rapids, Iowa; 2nd Vice-Pres., Tom Eaton, WTIC, Hartford, Conn.; Executive Sec., Soren Munkhof, WOW-TV, Omaha, Neb.; Treasurer, Sheldon Peterson, KLZ, Denver, Colo.; Editor NARND Bulletin, Art Barnes, University of Iowa, Iowa City, Iowa.

FUNCTIONS

Annual convention usually in November; Chicago in 1951. Publication monthly Bulletin for members; basic NARND purpose to advance radio and television as news media.

THE MUSIC PUBLISHERS CONTACT EMPLOYEES (A. F. of L.)

1270 Sixth Ave., New York 20, N. Y.
COlumbus 5-7362

OFFICERS

President .....Robert Miller
Vice-President .....Joseph Santly
Treasurer .....Charles Lang
Members Exec. Bd.....Leo Diston, Bob Baumgart, Harry Santly, Sam Smith, Mack Clark, Mickey Garlock
Exec. Secty.....Robert Miller

BRANCH OFFICES

54 W. Randolph St., Chicago, Ill.
Regional Director.....Morton Schafer
8360 W. First St., Los Angeles, Calif.
Regional Director.....Al Comparte
36 East Fifth Street, Cincinnati, Ohio
Regional Director.....Danny Engel

FUNCTIONS

Labor Union.

NATIONAL ASSOCIATION OF RADIO STATION REPRESENTATIVES, INC.

101 Park Avenue, New York 17, N. Y.
MUrray Hill 5-4141

OFFICERS

President.....Lewis H. Avery
Vice-President .....Richard Buckley
Treasurer .....Joseph Timlin
Secretary .....James LeBaron
Trustees.....Eugene Katz, Joseph Weed, Russell Woodward
Managing Director.....T. F. Flanagan

MEMBERS

Avery-Knodel, Inc., John Blair & Company, Blair TV, Inc., The Bolling Company, Inc., The Branham Company, Everett-McKinney, Inc., Free & Peters, Inc., Headley-Reed Company, George P. Hollingberry Co., The Katz Agency, Inc., Robert Meeker Associates, Inc., Edward Petry & Co., Inc., RA-TEL Representatives, Inc., Paul H. Raymer Co., Inc., Weed & Company, Adam J. Young, Jr., Inc.

FUNCTIONS

To develop the use and increase the sale of Spot Radio.

NATIONAL BETTER BUSINESS BUREAU, INC.

405 Lexington Ave., New York 17, N. Y.
MUrray Hill 6-3535

OFFICERS

President ..... R. P. Clayberger
Vice-Pres. ..... Warren Agry
Secretary ..... Harry Dwight Smith
Treasurer ..... John L. Anderson
General Manager ..... Edward L. Greene

FUNCTIONS

This organization assists the public, advertisers and publishers to avoid false and deceptive advertising. It cooperates with law enforcement agencies in this work.

NATIONAL SOCIETY OF TELEVISION PRODUCERS, INC.

654 Madison Ave., New York 21, N. Y.
TEmpleton 8-7025

OFFICERS

President ..... Irvin Paul Sulds
Vice-President ..... Charles Basch
Secretary ..... Arthur Erlich
Treasurer ..... Jack Levine

DIRECTORS

Walter Armitage, Martin Gosch, Judy Dupuy, Richard Jordon, Oliver Nicoll, Sandy Howard, West Hooker.

COUNSEL

James L. Fly

BRANCH OFFICE

7063 Sunset Blvd., Hollywood 28, Calif.
Granite 6930

OFFICERS

President ..... J. Paul Sulds
1st Vice-Pres. ..... Mike Stokey
2nd Vice-Pres. ..... Bob Oakley
Secretary ..... Gladys Rubens
Treasurer ..... Maleese Black

BOARD OF DIRECTORS

Mal Boyd, Michael Stokey, Gladys Rubens, Maleese Black, Syd Cassyd, Al Burton, Bob Clampett, Mort Singer.

Legal Counsel ..... Max Gilford

FUNCTIONS

The National Society of Television Producers (NSTP) is an industry association comprised of manufacturers or producers of live, filmed, or iconoscope recorded tele. programs. Membership in NSTP is open to all such independent producers or production firms provided they are not a part of, or associated with, an advertising, agency, tele. network, or local tele. station.

NATIONAL TELEVISION FILM COUNCIL

1501 Broadway, New York, N. Y.
LO 4-8234

President ..... Andrew Jaeger
(WABD Dumont TV)
Vice-President ..... Paul White
(Paul White Prod.)
Secretary ..... Connie Lazar
(Film Equities Corp.)
Treasurer ..... Ed Evans
(R.K.O. Pathe)

BOARD OF DIRECTORS

Mel Gold, Chairman of the Board; Sally Perle, Public Relations Counsellor; Robert Paskow, WATV, Newark; William Holland, Hyperion Productions; Ed Carroll, WABD, Dumont Transcription; Joseph Seiden, Cinema Service; Elaine Phillips, WSPD, Toledo, O.; Helen Buck, WCAU, Philadelphia; Jack Kopfstein, Atlantic Television; Eugene Scharin, Ambassador Films; Waldo Mayo, Mayo Productions.

NATIONAL VARIETY ARTISTS, INC.

226 W. 47 St., New York 19, N. Y.
COlumbus 5-0956

OFFICERS

Honorary President ..... George Jessel
President ..... Louis Handin
First Vice-Pres. ..... Jack O'Brien
Second Vice-Pres. ..... Harry Jackson
Treasurer ..... Lester Rose
Secretary ..... Dorothy A. Masters

FUNCTIONS

The function of National Variety Artists, Inc., is to promote Americanism and fraternal and welfare activities among the members of the theatrical profession.

OHIO ASSOCIATION OF BROADCASTERS

Box 359, Lima Ohio

OFFICERS

President ..... Carl George
Vice-Pres. ..... Robert Fehlman
Sec'y-Treas. ..... J. Robert Kerns

FUNCTIONS

Trade organization. The purpose to be of mutual benefit in all matters pertaining to radio in Ohio.

PENNSYLVANIA ASSOCIATION OF BROADCASTERS

31 North Second Street Harrisburg Penna.
4-0191

Pres. ..... Victor C. Diehm, WAZL
Vice-Pres. ..... John S. Booth, WCHA
Secretary ..... David J. Bennett, Jr. WKBO
Treasurer ..... George E. Joy, WRAK
Immediate Past Pres. ..... Frank R. Smith, WBVP

DIRECTORS

Roger W. Clipp, WFIL; Charles E. Denny, WERC; George D. Coleman, WGBI; C. G. Moss; J. F. Murray, KQV; T. W. Metzger, WMRF.

FUNCTIONS

To promote closer cooperation and understanding among the members; To promote customs and practices which will be for the best interests of the public and the radio industry.

PROFESSIONAL MUSIC MEN, INC.

1270 Sixth Ave., New York 20, N. Y.
COlumbia 5-7362

OFFICERS

President ..... Rocco Vocco
First Vice-President ..... Joseph Santly
Second Vice-President ..... Charles Warren
Third Vice-President ..... Phil Kornheiser
Treasurer ..... Irving Tanz
Financial Secretary ..... Michael L. Schloss
Recording Secretary ..... Louis E. Schwartz
Sergeant-at-Arms ..... David W. Kent
Executive Director ..... Bob Miller

BRANCH OFFICES

54 W. Randolph St., Chicago, Ill.
Regional Director ..... Morton Schaefer
8360 W. First St., Los Angeles, Calif.
Regional Director ..... Al Comparte
36 E. 5th St., Cincinnati, O.
Regional Director ..... Danny Engel

FUNCTIONS

Charitable and Benevolent Organization.

PROTESTANT RADIO COMMISSION

297 Fourth Ave., New York 10, N. Y.
GRamercy 5-3475

OFFICERS

Chairman ..... Paul C. Payne
Vice-Chairman ..... Truman B. Douglas
Director ..... Everett C. Parker
Dir. of Prod. ..... Albert Crews
Special Programs ..... Wesley B. Goodman
Special Events ..... Harold J. Quigley
Business Manager ..... Arthur W. Rhinow

FUNCTIONS

The Protestant Radio Commission is a cooperative, interdenominational organization that functions to improve the quality of Protestant radio and tele. broadcasting.

RADIO EXECUTIVES CLUB OF NEW YORK

President's Office, Room 287, 30 Rockefeller Plaza
CIrcle 7-5700

OFFICERS

President .....Robert Saudek
(American Broadcasting Co.)
Vice-Pres.....Ralph N. Weil
(WOV, New York)
Secretary .....Claude Barrere,
(Program Representative)
Treasurer.....John W. Brooke
(Free & Peters, Inc.)

FUNCTIONS

The purpose of the Radio Executives Club of New York is to provide a common meeting place for all who are concerned with the administration and development of all phases of broadcasting, including AM, FM and television. The Radio Executives Club will seek to inform its members on the more important functions and problems of broadcasting in all its forms but will not seek to regiment the opinions of its individual members. Through all means at its disposal, the Club will dissemiate information concerning broadcasting which will provide a better understanding of its problems, no only to the industry, but to the public at large.

The REC holds meetings on alternate Thursdays from October through May, at luncheons, Waldorf-Astoria, New York City.

RADIO GUILD, LOCAL No. 50, UOPWA—C.I.O.

13 Astor Place, New York 3, N. Y.
ORegon 3-5120

President .....Melvin Gordon
Vice-Pres.....Richard H. Dade, Jr.
Vice-Pres. .....Herman Cowen
Secy.-Treas. .....Nelda Scudder

FUNCTIONS

A trade union representing white collar and professional workers in the radio industry.

RADIO-TELEVISION MANUFACTURERS ASSOCIATION

1317 F St., N.W., Washington 4, D. C.
NAtional 4901

OFFICERS

Chmn. of Bd., Pres.....Robert C. Sprague
(Sprague Electric Co.)
Treasurer.....Leslie F. Muter
(The Muter Co.)
General Counsel.....John W. Van Allen
Vice-Presidents.....Glenn W. Thompson, Noblitt-Sparks Industries, Inc.; Max F. Balcolm, Sylvania Elec. Prod., Inc.; W. J. Barkley, Collins Radio Co.; Raymond G. Zender, Lenz Elec. Mfg. Co.; Arie Liberman, Talk-A-Phone Co.

HEADQUARTERS STAFF

Information Dir., Staff Asst., Parts Divn.
John K. Koepf
Chief of Publications.....Peter H. Cousins
Staff Asst., Transmitter Divn....Ralph M. Haarlander
Office Manager.....Anna M. Chase
(See Complete Listing Equipment Section)

RADIO MANUFACTURERS ASSOCIATION OF CANADA

Room 301, 159 Bay St., Toronto 1, Ontario, Canada
AD. 1531

OFFICERS

President.....R. A. Hackbusch
Vice-President.....A. B. Hunt
Executive Secretary.....S. D. Brownlee
Chairman, Parts and Accessory Division...L. M. Price
Chairman, Receiver Division.....R. A. Hackbusch
Chairman, Transmitter Division.....S. G. Paterson
Chairman, Engineering Committee...F. H. R. Pounsett
Chairman, Transmitter Engineering Committee
C. G. Lloyd
Chairman, Service Committee.....M. E. Nylin

FUNCTIONS

This Association is a non-profit and co-operative organization founded in 1926 to promote the interests of the radio manufacturing industry in Canada.

THE RADIO PIONEERS CLUB

580 Fifth Ave., New York 19, N. Y.
PLaza 7-1800

Founder.....H. V. Kaltenborn
Honorary Presidents.....David Sarnoff, Lee de Forest
President.....Frank E. Mullen
First Vice-Pres.....Orestes H. Caldwell
Second Vice-Pres.....Arthur B. Church
V.-P. & Secty.....Paul W. Morency
V.-P. & Treas.....Carl Haverlin
Vice-Presidents.....Martin Campbell, Jack R. Poppele

FUNCTIONS

"To establish a membership organization of persons who by their long years of service in the field of Radio desire to become associated for the purposes of friendship and education. The Club shall be a central clearing house for the exchange of information and historical data about the Radio industry and shall record in form to be determined facts and data about the history of the Radio industry and its traditions for use by this and future generations. It is felt that this organization with the resultant exchange of information would make a valuable contribution to the public interest."

The purposes as outlined in the constitution are sufficiently broad to enable the Radio Pioneers to undertake almost any task which the Club may desire for the furtherance of the Radio Industry.

Accordingly, 1950 will mark the establishment of a Radio Hall of Fame in which the memories of men and women whose contribution have placed them among the immortals will be perpetuated.

RADIO SCRIPT & TRANSCRIPTION EXCHANGE

U. S. Office of Education, Washington 25, D. C.
EXecutive 6300, Ext. 2897

Chief .....Franklin Dunham
Radio Education Specialist.....Gertrude C. Broderick½

FUNCTIONS

The exchange is designed to promote more effective local broadcsating by educational and civic organizations and radio stations by serving as a clearing house for selected educational radio scripts, transcriptions and production aids, and as a source of all kinds of information pertaining to the field of educational radio.

RADIO AND TELEVISION DIRECTORS GUILD (A. F. of L.)

114 East 52 Street, New York 22, N. Y.
PLaza 3-4300, Ext. 214

OFFICERS

International President.....Dick Mack
First Vice-Pres.....Oliver W. Nicoll
Second Vice-Pres.....Arthur Hanna
Third Vice-President.....Hal Miller
Secretary .....Charles Powers
Treasurer .....Lester O'Keefe

NATIONAL BOARD

Ted Corday, New York; Alan M. Fishburn, Chicago; Paul Franklin, Hollywood; Arthur Hanna, New York; Gordon T. Hughes, Hollywood; Anton M. Leader, Hollywood; Sherman A. MacGregor, New York; Dick Mack, Hollywood; Helen Mack Hollywood; Hal Miller, Chicago; Ralph Nelson, New York; Oliver W. Nicoll, New York; Lester O'Keefe, New York; Charles Powers, New York; Ernest D. Ricco, New York; Robert Lewis Shayon, New York; and George J. Zachary, New York
National Executive Director.....Newman H. Burnett

LOCALS

New York Local—114 East 52 Street, New York City 22, PLaza 9-0875. President, Ralph Nelson.

Hollywood Local—1655 North Cherokee Avenue, Hollywood 28, California, GRanite 5866. President, Gordon T. Hughes.

Chicago Local—1351 North State Street, Chicago 10, Illinois, DElaware 7-4867. President, Alan M. Fishburn.

Philadelphia Local—894 Glenbrook Ave., Bryn Mawr, Pa. President, Edmund Rogers.

Detroit Local—82 West Montcalm Street, Detroit, Michigan, WOodward 1-8214. President, Shields Dierkes.

FUNCTIONS

A national organization to advance, foster, promote and benefit the interests of directors, associate directors and floor managers of radio and television, live and film, programs and to protect and secure their rights in their professional activities.

THE RADIO WRITERS' GUILD OF THE AUTHORS' LEAGUE OF AMERICA, INC.

6 East 39th St., New York 16, N. Y.
MUrray Hill 6-5252

OFFICERS

National President.....Ira Marion
Eastern Region V.-P.....Sheldon Stark
Western Region V.-P.....Hal Kanter
Eastern Region Exec. Sec.....May Bolhower
Western Region Exec. Sec.....Michael Davidson
Midwest Region Exec. Sec.....Brian Foster

BRANCH OFFICES

1655 No. Cherokee Ave., Hollywood 28, Calif. Phone: Gladstone 7128. M. Davidson, Exec. Sec.

65 East Oak St., Chicago 11, Ill. Phone: Superior 7-4443. B. Forster, Exec. Sec.

6 East 39th St., New York 16, N. Y. Phone: MUrray Hill 6-5252. M. Bolhower, Exec. Sec.

FUNCTIONS

For the improvement of general conditions affecting men and women engaged in writing for radio broadcasting.

SESAC INC.

475 Fifth Ave., New York 17, N. Y.
MUrray Hill 5-5365

OFFICERS

President.....Paul Heinecke
Secretary-Treas.....R. C. Heinecke
General Manager.....K. A. Jadassohn

FUNCTIONS

Services Offered: Licensing the use of copyrighted music, transcribed library service, syndicated transcribed tailor-made programs for advertisers.

SOCIETY OF MOTION PICTURE AND TELEVISION ENGINEERS

342 Madison Ave., New York 17, N. Y.
MU 2-2185

OFFICERS

President.....Peter Mole
Past President.....Earl I. Sponable
Executive Vice-Pres.....Herbert Barnet
Engineering Vice-Pres.....F. T. Bowditch
Editorial Vice-Pres.....John G. Frayne
Financial Vice-Pres.....R. B. Austrian
Convention Vice-Pres.....W. C. Kunzmann
Secretary.....R. M. Corbin
Executive-Sec.....Boyce Nemec

FUNCTIONS

The advancement of motion picture engineering and the allied arts and sciences; the standardization of the mechanisms and practices employed in the motion picture industry, and the dissemination of scientific knowledge by publication. Television-developing and documenting the technical history of television and all forms of pictorial rendition of action.

SONG WRITERS' PROTECTIVE ASSOCIATION (SPA)

1250 Sixth Ave., New York 20, N. Y.
COlumbus 5-3758

OFFICERS

President.....Sigmund Romberg
Vice-Pres.....Charles Tobias
Second Vice-Pres.....Jesse Greer
Secretary.....Peter De Rose
Treasurer.....Abel Baer
Counsel.....John Schulman
Executive Secretary.....Miriam Stern

MEMBERS OF THE COUNCIL

Chairman, Edgar Leslie, Stanley Adams, Fred E. Ahlert, Abel Baer, Paul Cunningham, Peter De Rose, Milton Drake, Ira Gershwin, Jesse Greer, Ferde Grofe, Oscar Hammerstein II, Otto Harbach, Ray Henderson, George W. Meyer, Joseph Meyer, Geoffrey O'Hara, Richard Rodgers, Sigmund Romberg, Sam H. Stept, Charles Tobias, Jack Yellen.

The objects of this Association are and shall be: To cultivate and establish harmony and unity of action and understanding among the members of the Association, and between them and corporations, firms or individuals with whom they have or may have business dealings, and to promote the equitable adjustment of all matters relating to the professional work of the members.

SOUTHERN CALIFORNIA BROADCASTERS ASSN.

6253 Hollywood Blvd., Rm. 329, Hollywood 28, Calif.
HOllywood 9-7254

OFFICERS

Managing Director.....Robert J. McAndrews
Asst. Mgr. Directors.....Eleanor Nichols, Peggy Wood
Pres., & Dir. Oper. CBS, Hollywood.....A. E. Joscelyn
Vice-Pres. & Mgr. KVOE, Santa Ana
Ernest L. Spencer
Sec'ty.-Treas. & Mgr. KFMV, Hollywood.....Cliff Gill
Dir., & Mgr. KWKW, Pasadena.....William J. Beaton
Dir., & Mgr. KFI-TV, Los Angeles.....Haan J. Tyler
Dir., & Mgr. KMPC, Hollywood....Robert O. Reynolds
Dir., & Mgr. KFAC, Los Angeles.....Calvin J. Smith

FUNCTIONS

Represents 48 member stations and networks, located in Southern California from San Luis Obispo to El Centro in all matters concerning broadcast industry as a whole in that area. Acts as central source of research, public service contact, promotion of use of media, etc. Regular meetings, second Thursday (noon), Hollywood-Roosevelt Hotel.

SPORTS BROADCASTERS ASSOCIATION

c/o WMGM, 711 Fifth Ave., New York 22, N. Y.
MUrray Hill 8-1000

OFFICERS

President.....Mel Allen
First Vice-Pres.....Ted Husing
Second Vice-Pres.....Russ Hodges
Treasurer.....Bill Ackman
Secretary.....Sam Taub
Executive Secretary.....Jimmy Dolan

UNITED NATIONS—RADIO DIVISION

OFFICERS

Asst. Sec'y. Gen., Dept. of Info.....Benjamin Cohen
Dir., Dept. of Pub. Info.....Tor Gjesdal
Dir, Radio Div.....Peter Aylen
Deputy Dir., Radio Div.....Carlos Garcia Palacios
Chief of Production.....W. Gibson Parker
Sup. of Special Projects.....Norman Corwin
Sr. Broadcast Engineer.....Arthur E. Barrett

REGIONAL SUPERVISORS

Hugh Williams, European and Middle East Services; Eugenio A. Soler, Latin American Services; Mike Peng, Transpacific Services; Gerald Kean, English Language Services; Dorothy Lewis, U. S. Station Relations; Caesar Ortiz, Supvr., Radio Reports Desk.

FUNCTIONS

The United Nations Department of Public Information maintains a radio division for the purpose of servicing the various privately owned and government operated systems of broadcasting around the world. Composed of 90 staff members, representing 22 nationalities, the division releases news and information concerning the activities of the U. N. Its services to U. S. stations include daily and weekly programs with special events and documentaries.

Distributors and Producers of—
MOTION PICTURES for TELEVISION

A Wealth of Unique and
Valuable Material and Services
for Telecast Programming

Eastern Representatives for out-of-town Television Stations

★ ★ ★ ★ ★ ★ ★

STOCK SHOTS

MILLIONS OF FEET OF STOCK SHOTS
Material To Fit In With Every Possible Idea
For Rent Or Sale

★ ★ ★

OLD TIME SILENT MOVIES -
COMEDIES - DRAMAS, etc.

★ ★ ★

Two Modern Equipped Private

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